

SUNDAY, NOVEMBER 9

7:30am – 5:00pm

Conference Registration Open

7:30am – 5:00pm

Speakers Ready Room

Touchstone Energy Place / Convention Office 1

7:30am – 5:00pm

Information/Message Center Open

7:30am – 8:45am
Interest Group Meetings

Traveling Exhibitions Roundtable

Radisson Riverfront / Capitol Room

Contact: Robert "Mac" West, Informal Learning Experiences, Washington, D.C.

Open to all ASTC Participants

Environmental Education in Museums Interest Group

Radisson Riverfront / Wabasha I

Contact: Patrick Hamilton, Science Museum of Minnesota, St. Paul

Open to all ASTC Participants

Introducing the State-of-the-Art STARLAB Fiberarc Projector and MultiLens Starfield Cylinder

Radisson Riverfront / Kellogg II

Contact: Jane A. Sadler, Learning Technologies, Inc., Somerville, Massachusetts

Open to all ASTC Participants

Math Momentum in Science Centers CEO Breakfast

Radisson Riverfront / Kellogg III

By invitation only

9:00am – 5:00pm

ASTC Job Bank

Touchstone Energy Place / Convention Office 2

Open to all

9:00am – 9:45am

Keynote Address



Bringing New Science into Our Museums SU1

Touchstone Energy Place / Ballroom

How do we bring new and complex science to life for our family and school audiences? **Dr. Catherine Verfaillie**, professor of medicine and director of the Stem Cell Institute at the University of Minnesota, will address why it is critical for science museums to embrace complex and sometimes controversial science as part of their missions—and why more scientists need to be actively promoting public understanding of research. Dr. Verfaillie's work focuses on exploring the potential of stem cells to improve human and animal health.

Introduction: Per-Edvin Persson, Director, Heureka, the Finnish Science Centre, Vantaa, Finland, and Secretary/Treasurer, ASTC

9:45am – 10:10am

Invitation to 4th Science Center World Congress in Brazil, 2005

Paulo Gadelha, Oswaldo Cruz Foundation

Looking Ahead to ASTC 2004

Touchstone Energy Place / Ballroom

Presented by next year's host, the Tech Museum of Innovation, San Jose, California.

Concurrent Sessions: 10:30am – 11:45am



Does Our Science Center Model Need an Overhaul? SU2

Touchstone Energy Place / Room 2

Time to get philosophical. If you could design from scratch to meet our science center mission, what model would you create? What would be the essence of the experience? What infrastructure would you need (buildings and more)? Sustainable in good times and bad? Join this facilitated discussion.

Co-facilitators: Per-Edvin Persson, Director, Heureka, The Finnish Science Centre, Vantaa, Finland, and David Chesebrough, President & CEO, Buffalo Museum of Science, New York

Presenters: John Falk, Director, Institute for Learning Innovation, Annapolis, Maryland, and Goéry Delacôte, Executive Director, The Exploratorium, San Francisco, California



The Nuts and Bolts of a Successful School Visit **SU3**

Touchstone Energy Place / Room 3

A successful field trip experience must take into consideration much more than programming or exhibits. This session examines how all aspects of a school visit—from how groups are registered and checked in to where they eat their lunch—contribute to a favorable experience that will lead to repeat visitation.

Session leader: Catherine Paisley, Director, Science Education, Ontario Science Centre, Toronto, Canada

Presenters: Jenni Martin, Director of Education, Children's Discovery Museum, San Jose, California; Jill Measells, Director of Education, Museum of Science and Industry, Chicago, Illinois; and Larry Thomas, Director, School Outreach & School Visits, Science Museum of Minnesota, St. Paul

Tough Questions in Grantsmanship **SU4**

Touchstone Energy Place / Room 4

This session will cover not only planning and program development during the proposal-writing and grant-application phases, but also subsequent matters of conduct and adherence to professional standards. Possible discussion topics include raising matching funds, reporting on project leadership changes, exerting quality control among subcontractors and partners, and maintaining ethical standards.

Session leader: J. Shipley Newlin Jr., Director of Physical Sciences, Science Museum of Minnesota, St. Paul

Presenters: Carol Inman, Independent Grantswriter, Hatboro, Pennsylvania, and David Goudy, Director, Montshire Museum of Science, Norwich, Vermont

Mathematics and the Museum: Does It Add Up? **SU5**

Touchstone Energy Place / Room 5

Mathematics can be looked at as a "ho-hum" topic that marketers dread, or as a strategic and viable part of a museum's overall program. Through brief case studies and group discussion, this session will explore ways to utilize mathematics as a tool for developing better relationships with schools, the community, visitors, and funders.

Session leader: Charlie Walter, Interim Director, Fort Worth Museum of Science and History, Texas

Presenters: Diane Miller, Senior Director, Public and Community Programs, St. Louis Science Center, Missouri; Bill Rogers, Museum/School Liaison, Buffalo Museum of Science, New York; and Cheryl McCallum, Director of Education, Children's Museum of Houston, Texas



Learning Clusters: When One Interactive Is Not Enough **SU6**

Touchstone Energy Place / Room 6

Science centers generally communicate science concepts through interactives that demonstrate basic principles and phenomena. For straightforward concepts, such as mechanical advantage, a single exhibit may work well, but for difficult or counterintuitive ideas, it may require more than one exhibit for visitors to get the message. Three case studies from recent prototyping experiences demonstrate how multiple interactives can be used to convey complex concepts.

Session leader: Minda Borun, Director of Research and Evaluation, The Franklin Institute Science Museum, Philadelphia

Presenters: Lynn Dierking, Associate Director, Institute for Learning Innovation, Annapolis, Maryland; Sue Allen, Director of Research and Evaluation, The Exploratorium, San Francisco, California; and Larry Bell, Senior Vice President, Research, Design & Production, Museum of Science, Boston, Massachusetts



Teen Theater: Recipes for Success! **SU7**

Touchstone Energy Place / Room 7

Theater is a wonderful way to teach communication and problem-solving skills. Museum youth programs can benefit by utilizing theater techniques to create teams of confident, articulate presenters. In this fun, interactive workshop, the authors of a teen theater handbook will lead you through the exercises so you can use this curriculum confidently with your youth.

Session leader: Gigi Dornfest, Director, Science Discovery Theatre, Lawrence Hall of Science, University of California, Berkeley

Presenter: Naomi Stein, Actor/Writer/Director, Lawrence Hall of Science, University of California, Berkeley

Feeding Science to Visitors: Is Your Science Museum Making Mayonnaise or Baking a Cake? SU8

Touchstone Energy Place / Room 8

What's the role of a science museum in bringing visitors and science/scientists together? Is it an emulsifier, like the egg in mayonnaise, combining two ingredients that don't mix? Or is it the heat that, when added to cake batter, transforms it into a whole new creation? Come add your ideas—and recipes—to the mix!

Session leader: Julie Jones, Researcher-Programmer, Environmental Science, Ontario Science Centre, Toronto, Canada

Presenters: Mark Decker, General Biology Program, University of Minnesota, University of Minnesota, Minneapolis; Rachel Hellenga, Associate Vice President, Production and New Ventures, Chicago Children's Museum, Illinois; Charles Silva, Explainer Supervisor/Project Director Virtual Visit, New York Hall of Science, Queens; and Eddie Goldstein, Senior Space Science Educator, Denver Museum of Nature & Science, Colorado

Artifacts as Evidence: Emerging Ideas and Challenges in Evaluation SU9

Touchstone Energy Place / Room 9

As science centers and museums explore new types of interactive programs and exhibits, they must grapple with the need to collect and interpret evidence of program impact. Panelists will discuss measurable indicators, new techniques and technologies for collecting evidence of learning from the public, and associated ethical and legal issues.

Session leader: Natalie Rusk, Project Director, PIE Network, Science Museum of Minnesota/MIT Media Lab, Cambridge, Massachusetts

Presenters: Robert Spielvogel, Senior Scientist, Education Development Center, Newton, Massachusetts; John Parris, Senior Research Associate, EDC's Center for Children and Technology, New York, New York; and William Hulsey, Chief Legal Counsel, Education Development Center, Newton, Massachusetts



Your Responsibility in Creating an Inclusive Working Environment SU10

Touchstone Energy Place / Room 10

An inclusive workplace creates a strong community. This both benefits an institution internally and places it in a position to value the needs of an increasingly diverse audience. This session will explore what each individual in an institution can do to create a stronger working community.

Session leaders: Mei-Ling Tung, Community Science Coordinator, St. Louis Science Center, Missouri, and Lance Cutter, Offsite Program Supervisor.

Session moderator: Vivian Jenkins Nelsen, President and CEO, Inter-Race, and Board Secretary, Science Museum of Minnesota

Presenters: Len Adams, Community Leadership Supervisor, Pacific Science Center, Seattle, Washington; Janice Siska Hjelmgren, Project Director, The Imaginarium of Racine, Wisconsin; Mary Ann Steiner, Director of Youth Science Center, Science Museum of Minnesota, St. Paul; Angela Wenger, Director of Education, New Jersey State Aquarium, Camden, New Jersey; Ellen Rubin, Access Consultant, New York, New York; and Aleina Smith, Community Affairs Coordinator, Carnegie Science Center, Pittsburgh, Pennsylvania



Recent Market Research at Science Centers SU11

Touchstone Energy Place / Room 11

Representatives from several museums will share market research on topics ranging from attitudes toward science to market segmentation to the viability of adults as science center audiences. Presenters will discuss how research is used to make program, audience, and marketing decisions.

Session leader: Anne Hornickel, Head of Museum Programs, Science Museum of Minnesota, St. Paul

Presenters: Mark Rudzinski, Managing Director, Aeffect Inc., Deerfield, Illinois; Charlie Trautmann, Executive Director, Sciencenter, Ithaca, New York; Linda Wilson, Manager of Audience Research and Evaluation, John G. Shedd Aquarium, Chicago, Illinois; and Jane Eastwood, Vice President, Marketing, Communication & Sales, Science Museum of Minnesota, St. Paul



Happy Birthday, DNA: A Multimedia Celebration **SU12**

Touchstone Energy Place / Room 12

In honor of this year's 50th anniversary of the elucidation of DNA's structure, the Howard Hughes Medical Institute has supported a multi-partnered educational project, DNAInteractive. Components include a web site, a book, a PBS television series, a DVD of educational materials, and a 30-minute film, DNA: *The Secret of Life*, featuring state-of-the-art animations. Participants in this session will view the movie (free DVD copies will be distributed) and discuss how visuals can help make current biology accessible and understandable.

Session leader: Dennis Liu, Director of BioInteractive.org, Howard Hughes Medical Institute, Chevy Chase, Maryland

Presenter: Holden Thorp, Professor of Chemistry and Director, Morehead Planetarium and Science Center, University of North Carolina, Chapel Hill



Follow-up Discussion with Keynote Speaker Catherine Verfaillie **SU13**

Touchstone Energy Place / Room 13

Dr. Verfaillie will be available after her keynote address to take questions from attendees and participate in informal discussion about current science programming in museums/science centers.

Session leader: Laurie Fink, Project Leader, Human Biology, Science Museum of Minnesota, St. Paul

A COSI Model of Floor Programming: Year Two Progress Report **SU14**

Touchstone Energy Place / Rooms 14 & 15

At ASTC 2002, COSI Columbus presented a floor programming model based on "the museum as the university of the people." What have we learned since then? How have our visitors and teams responded? Presenters will briefly review the proposal, discuss successes and failures, and examine plans to revolutionize floor programming.

Session leader: Andy Aichele, Senior Director for Exhibition and Volunteer Programs, COSI Columbus, Ohio

Presenters: Kim Whaley, Vice President for Education, COSI Columbus, Ohio, and Amy Baker, Exhibition Area Director, COSI Columbus, Ohio

11:30am – 2:30pm

Lunch Concession in Exhibit Hall Lobby

Open to all

Noon – 9:00pm

Exhibit Hall Open

Open to all registered delegates

Noon – 12:20pm

SPEAKERS FORUM

Touchstone Energy Place / Room 2

Observe the 2004 Transit of Venus with NASA Space Scientists and Education Specialists

Carolyn Ng, Assistant Manager, NASA's Sun-Earth Connection Education Forum, Greenbelt, Maryland

Touchstone Energy Place / Room 3

Bringing Research to the Public in Educational Programming

Meg Burke, Director and Curator of Education, California Academy of Sciences, San Francisco

Touchstone Energy Place / Room 4

Beyond the Choir: Revelation Engineering

Joseph Andrade, Director, Utah Science Center, Salt Lake City, Utah

Touchstone Energy Place / Room 5

Evaluating Astronomy Exhibits at Observatory Visitor Centers

Kimberly Burtnyk, Manager of Evaluation, Amgen Center for Science Learning, California Science Center, Los Angeles

Touchstone Energy Place / Room 6

The New Art & Nature Center at the Peabody Essex Museum

Heidi Myers, Art & Nature Program Specialist, Peabody Essex Museum, Salem, Massachusetts

Touchstone Energy Place / Room 7

Project Evaluation Issues and Dilemmas

Andrew C. Kemp, Assistant Professor, University of Louisville, Kentucky, and Evaluator, Whitney Young Scholars in Science, Louisville Science Center

Touchstone Energy Place / Room 8

Science Xenium: Making Every University a Science Center

Thomas Zinnen, Executive Director, Bio Trek: The Museum of Living Sciences, Madison, Wisconsin

Touchstone Energy Place / Room 9

Ticketing Services for Summer Camps & Science Centers

Glenn Grossman, Director, Vista Technology & Services, Ticketmaster, Phoenix, Arizona

Touchstone Energy Place / Room 10

An Exhibition on the Talents of Women and Men

Patricia Verheyden, Manager of Exhibits, Technopolis, Mechelen, Belgium

Noon – 1:15pm

Development Luncheon: Increasing Major Giving in Your Fund-Raising Program SU15

Touchstone Energy Place / Ballroom B
Reid A. Zimmerman, CFRE, will speak about strategies for incorporating major donors into our annual fund-raising plans. With his rich background in nonprofit fund-raising and organizational development, Zimmerman will lead a thoughtful discussion of how to engage major donors as stakeholders in the missions of our organizations.

Preregistration required.

Session moderator: Kathleen Wilson, Vice President Planning and External Relations, Science Museum of Minnesota, St. Paul

Featured speaker: Reid A. Zimmerman, Vice President, Hazelden Foundation of Center City, Minnesota

Noon – 1:15pm



CEO/Trustee Reception/Luncheon

Touchstone Energy Place / Ballroom A
A reception and luncheon designed to offer museum CEOs and trustees an opportunity to get acquainted, network, and address issues of mutual interest.

Sponsored by Sodexo.

Open to museum CEOs and trustees only. Preregistration required.

12:30-4:30pm



Cell Lab 101: A Workshop About Hands-On Biology Experiment Benches SU16

Science Museum of Minnesota / Cell Lab
Spend some time in the Cell Lab at the Science Museum of Minnesota, and experience what it is like to be a cell biologist. Participate in Cell Lab experiments, learn behind-the-scenes laboratory skills, and discuss the development, production, and staffing (including a youth staff program) of this unique exhibit area.

Preregistration required. This extended session at the Science Museum of Minnesota concludes at 4:30pm.

Session leader: Sara Fruehling, Cell Lab Program Manager, Science Museum of Minnesota, St. Paul

SMM presenters: Susan Fleming, Project Leader, Human Biology; J. Newlin Jr., Director, Physical Sciences; and Ana Kaveh, Program Supervisor, Human Body Gallery

Concurrent Sessions: 1:30pm – 2:45pm



Leadership Roundtable SU17

Touchstone Energy Place / Room 2
A frank, senior-level discussion of timely issues affecting the science center field. Topics will be determined just before the conference by a survey of ASTC leaders, and their input will guide the conversation.

Session leader: Doug King, President and CEO, St. Louis Science Center, Missouri

Partnering with Teacher Leaders SU18

Touchstone Energy Place / Room 3
Partnering with teacher leaders is a powerful strategy for science centers that seek to bridge the worlds of formal and informal education. Members of the Harcourt Teacher Leadership Network will profile models of teacher leadership, including teachers-in-residence, that demonstrate best practices in moving science inquiry from the museum to the classroom and back.

Session leader: Carol A. Parssinen, Senior Vice President, Center for Innovation in Science Learning, The Franklin Institute Science Museum, Philadelphia

Presenters: Eileen Engel, Manager of the Harcourt Teacher Leadership Center, Chabot Space & Science Center, Oakland, California; Preeti Gupta, Director of Education, New York Hall of Science, Queens; Jean MacInnis, Director of Education, Orlando Science Center, Florida; Kate Hood, Manager of Student and Teacher Programs, Peggy Notebaert Nature Museum, Chicago Academy of Sciences, Chicago, Illinois; and Virginia Zanger, Vice President, The Children's Museum, Boston, Massachusetts



Communicating Nanotechnology to Audiences of All Ages SU19

Touchstone Energy Place / Room 4
Nanotechnology is a quickly expanding field of scientific research that is likely to have a major impact on society in the near future. Various projects have sprung up that focus on engaging visitors from age 3 to 100. This session samples these efforts, highlighting different approaches and methods of evaluation.

Session leader/presenter: Marco Molinaro, Associate Director, Lawrence Hall of Science, University of California, Berkeley

Presenters: Kathleen Krafft, Director of Exhibits, Sciencenter, Ithaca, New York; Joel Rosenberg, Education Associate for Nanoscale Science and Engineering, Museum of Science, Boston, Massachusetts; and Carol Lynn Alpert, Director, Strategic Projects, Museum of Science, Boston, and Senior Investigator, Nanoscale Science and Engineering Center (a Harvard, MIT, UCSB, MOS partnership)



It's Your Business: A Fresh Analysis of Visitor Data **SU20**

Touchstone Energy Place / Room 5

Business analysts use powerful tools to understand consumer behavior. You can apply the same tools to visitor data you already have, and see your museum in a new light!

Session leader: Greg Brown, Vice President, Engineering and Technology, The Tech Museum of Innovation, San Jose, California

Presenters: Randi Korn, Principal, Randi Korn & Associates, Alexandria, Virginia; Elisabeth Rippy, Director of Professional Development, McKinsey & Company, Silicon Valley Office, Palo Alto, California; and Beverly Serrell, Director, Serrell and Associates, Chicago, Illinois



Scientists and Museums: Creating Partnerships to Present Current Science and Research **SU21**

Touchstone Energy Place / Room 6

This session will focus on the issues and strategies associated with identifying, engaging, and retaining active researchers and scientists in your museum's efforts to present current science and research to public audiences.

Session leader: Ron Lawrenz, Head, Collections and Research, Science Museum of Minnesota, St. Paul

Presenters: Chris Paola, Associate Director for Basic Research, National Center for Earth Surface Dynamics, St. Anthony Falls Laboratory, University of Minnesota, Minneapolis; Kenneth Keller, Charles M. Denny, Jr. Professor of Science, Technology, and Public Policy, Hubert H. Humphrey Institute of Public Affairs, University of Minnesota, Minneapolis; Andrew Redline, Director of Paleontology Programs, Science Museum of Minnesota, St. Paul; and Steven Kern, Assistant Professor of Pharmaceutics and Anesthesiology, University of Utah, Salt Lake City

Philosophies and Strategies of Exhibit Maintenance **SU22**

Touchstone Energy Place / Room 7

After an overview of maintenance challenges arising from the development and production process, staffing issues, and the difficulty of tracking and funding repairs, representatives from three museums will explain how their institutions manage the exhibit maintenance function. Participants will discuss these and other philosophies and strategies in an attempt to understand the full nature of maintenance.

Session leader: Paul Maurer, Director of Exhibits, Science Museum of Minnesota, St. Paul



Presenters: Leon Wiens, Exhibit Maintenance Manager, Science Museum of Minnesota, St. Paul; Erin Thogersen, Exhibit Developer, The Exploratorium, San Francisco; California; and Roy Griffiths, Vice President for Exhibits and Planning, North Carolina Museum of Life and Science, Durham



Adult Programs: Discussing the Issues **SU23**

Touchstone Energy Place / Room 8

Many of us face similar issues managing adult programs. This session will provide a venue for participant discussion of some of these topics. Session facilitators will focus on program fundamentals, marketing to diverse audiences, and community involvement.

Session leader: Laura Sturfels, Adult Programs, St. Louis Science Center, Missouri

Presenters: Bill Allen, Associate Program Director, The Compleat Scholar, College of Continuing Education, University of Minnesota, St. Paul; Elizabeth Davis, Lecture & Course Coordinator, Denver Museum of Nature & Science, Colorado; and Tish Morris, Senior Education Specialist, New Mexico Museum of Natural History and Science, Albuquerque



Novice to Not in Eight Weeks: The Adventures of a Group of Scientists, Teachers, and Undergraduates in Designing Museum Exhibits **SU24**

Touchstone Energy Place / Room 9

During an intense summer internship program, scientists, teachers, and undergraduate students worked together to develop small exhibits that integrate current science and mathematics. Participants from each group will reflect on their experiences and on the program's impact on their professional work.

Session leader: Steve Lindaas, Assistant Professor, Department of Physics and Astronomy, Minnesota State University–Moorhead, Moorhead, Minnesota

Presenters: Matthew Craig, Assistant Professor, Department of Physics and Astronomy, Minnesota State University–Moorhead; Sara Schultz, Undergraduate Physics Major, Minnesota State University–Moorhead; Chris Burda, Senior Exhibit Developer, Science Museum of Minnesota, St. Paul; Eric Tollefson, Science Teacher, Moorhead Senior High School, Moorhead, Minnesota; Steve Lindaas, Assistant Professor, Department of Physics and Astronomy, Minnesota State University–Moorhead; and Dick Leerhoff, Senior Exhibit Designer, Science Museum of Minnesota, St. Paul

The Wright Stuff: Making Flying Toys to Learn Science SU25

Touchstone Energy Place / Room 10

This session will be totally hands-on, with ample opportunities for creativity and innovation.

Participants will learn how to make a variety of flying toys that can be tied to the development of flight by the Wright Brothers, Glenn, Curtiss, Alexander G. Bell, and others. Activities are suitable for the exhibit floor, workshops, and classes.

Session leader: Libbie Randels, Associate Director, SciTech Hands On Museum, Aurora, Illinois

Presenter: Ed Sobey, President, Northwest Invention Center, Redmond, Washington



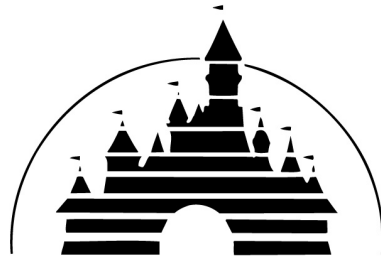
Exceeding Visitor Service Expectations: Learning from Industry Pros SU26

Touchstone Energy Place / Room 11

Visitors come to our institutions with a variety of service expectations, depending upon their experiences not just with other museums, but all their other service contacts. What can science center managers learn from some industry “heavyweights” about exceeding customers’ expectations and building repeat business?

Session leader: Ray Bernard, Director of Visitor Program Sales, Science Museum of Minnesota, St. Paul

Presenters: Mark Pickart, District Manager, Lands’ End, Edina, Minnesota, and a guest to be announced from 3M Center, St. Paul, Minnesota



Buena Vista Pictures Distribution

Volunteer Programs for a New Economy **SU27**

Touchstone Energy Place / Room 12

In today's economy, a good volunteer program is more essential than ever to a science center's well-being. Is yours keeping up with the rest of your institution's programs? Does the local community view your volunteer program as an asset? Examples from the field will help you discover new ways to utilize, recognize, retain, and grow your volunteer program.

Session leader: Andy Aichele, Senior Director for Exhibition and Volunteer Programs, COSI Columbus, Ohio

Presenters: Jane Wangberg, Director of Volunteers, Science Museum of Minnesota, St. Paul, and Joanie Vandenberg Philipp, Director, Volunteer Services, Discovery Place, Charlotte, North Carolina

Can Public Demonstrations Communicate the Nature of Science? **SU28**

Touchstone Energy Place / Room 13

Science center staff routinely do demonstrations to communicate science. But is it the processes of science or "just the facts" that we're communicating? In this session, participants will assess some classic demos and try their hand at communicating the scientific process.

Session leader: David J. Combs, Deputy Director for Education, California Science Center, Los Angeles

Presenter: David Heil, President, David Heil and Associates Inc., Portland, Oregon

The Invention Equation **SU29**

Touchstone Energy Place / Rooms 14 & 15

At MIT's Artificial Intelligence Lab, James McLurkin is helping push the frontiers of robotics by combining ideas from engineering with biology. Inspired by ants he kept on his desk, McLurkin built tiny robots that can succeed by working together even if an individual robot fails. In this session, he shares insights from his own experience about what turns kids into scientists—and demonstrates his latest ant robots.

Session moderator: Gretchen Jennings, Project Director, Lemelson Center for the Study of Invention and Innovation, National Museum of American History, Smithsonian Institution, Washington, D.C.

Featured speaker: James McLurkin, Inventor and Doctoral Student in Computer Science, MIT

Sponsored by the Lemelson Center for the Study of Invention and Innovation, National Museum of American History, Smithsonian Institution

SMM Digital Spirographs: Creative Computer Programming **SU30**

Science Museum of Minnesota / Classrooms 7 & 8 (Computer Lab)

Participate in a hands-on workshop that integrates art, math, and computer programming. We will also discuss creative computer programming workshop themes that have been successful in attracting interest from girls, as well as boys, ages 8-16.

Preregistration required. This extended session at the Science Museum of Minnesota concludes at 3:30pm.

Session leader: Molly Reisman, Project Developer, Science Museum of Minnesota, St. Paul

Presenters: Meri Gauthier, Science Specialist, Clara Barton Open School, Public Schools, Saint Louis Park, Minnesota; Meg Goetz, Museum Educator, National Building Museum, and Assistant Manager, Exhibition Services, ASTC, Washington, D.C.; Karen Thimmesch, Enrichment Specialist, Museum Magnet School, St. Paul, Minnesota; and Joshua Seaver, Special Projects, Resource Manager, Science Museum of Minnesota, St. Paul

2:45pm – 3:15pm

Exhibit Hall Coffee Break

Concurrent Sessions: 3:15 pm – 4:30pm

Listening In: Professionals Discuss Excellence in Exhibitions **SU31**

Touchstone Energy Place / Room 2

A recent NSF-funded project has developed a list of visitor-centered criteria to help museum professionals better understand the exhibition experience. Listen in as six trained reviewers discuss what works and what doesn't in the Science Museum's *Mississippi River Gallery*. Then add your own observations to the mix!

Session leader: Eugene Dillenburg, Exhibit Developer, Science Museum of Minnesota, St. Paul

Presenters: Beverly Serrell, Principal, Serrell and Associates, Chicago, Illinois; Robert Garfinkle, Project Manager, Science Museum of Minnesota, St. Paul; Patrick Hamilton, Director, Environmental Sciences and Earth-System Sciences, Science Museum of Minnesota, St. Paul; Daniel Spock, Director of Exhibits, Minnesota Historical Society Museum, St. Paul, Minnesota; Steve Boyd-Smith, Independent Producer, I Tell Stories, St. Paul, Minnesota; and Sue Allen, Director of Visitor Research and Evaluation, The Exploratorium, San Francisco, California



Science Around Town: A Collaborative Approach to Engaging Families with Science **SU32**

Touchstone Energy Place / Room 3

This session will highlight "Science Around Town," an AAAS-sponsored initiative through which museums in the Chicago region are collaborating to provide greater access to, and use of, science learning resources by parents and caregivers.

Session leader: Doug Widener, Vice President of Education, Peggy Notebaert Nature Museum, Chicago Academy of Sciences, Illinois

Presenters: Robert Davis, DVM, Vice President of Education, Lincoln Park Zoo, Chicago, Illinois; Jean Franczyk, Vice President of Education, Museum of Science and Industry, Chicago, Illinois; and Peggy Stewart, Manager of Outdoor and Environmental Education, Chicago Park District, Illinois

Are We Homogenizing the Science Center Experience? **SU33**

Touchstone Energy Place / Room 4

Sharing how we do things is a double-edged sword. While we help each other and the field to grow, we may inadvertently be "McDonald-izing" visitor experiences. This session will examine how sharing information affects exhibit development, the learning process, marketing, and the meaning of experience as education.

Session leader: Beryl Rosenthal, Director of Exhibitions and Public Programs, MIT Museum, Cambridge, Massachusetts

Presenters: George Hein, Professor Emeritus, Lesley University (PERG), Cambridge, Massachusetts; Clifford Wagner, Interactivist, Clifford Wagner Science Interactives, Inc., Pittsfield, Massachusetts; Elsa Bailey, Director of Programs, Smithsonian Center for Education and Museum Studies, Washington, D.C., and Bob Russell, Co-editor, *Informal Learning Review*, Learning Experience Design, Washington, D.C.

Reading, Story-Making, and Graphing in a Museum Environment **SU35**

Touchstone Energy Place / Room 6

Visitors enjoy learning graphing skills as they read and make up stories and then compare them with the graphs they create. This session engages participants in the technique, shows videotapes of visitors so engaged, and encourages discussion about how exhibits can develop reading and math skills together.

Preregistration required. This extended session concludes at 5:15pm.

Session leader: J. Shipley Newlin Jr., Director of Physical Sciences and Technology, Science Museum of Minnesota, St. Paul

Presenters: Tracey Wright, Senior Researcher, TERC, Cambridge, Massachusetts; Ricardo Nemirovsky, Senior Scientist, TERC, Cambridge, Massachusetts; Chris Robinson, Youth Project Manager, Science Museum of Minnesota, St. Paul; and Cecilia Garibay, Research Associate, Selinda Research Associates Inc., Chicago, Illinois

From Giggles to Guffaws: How to Get Humor into Exhibits and Programs **SU36**

Touchstone Energy Place / Room 7

Humor can add sparkle to a threatening subject and engage visitors more fully. Exhibit professionals reveal how they have used humor to make their exhibits and programs more fun, followed by an open discussion.

Session leader: Mike Levad, Exhibit/Program Developer, The Franklin Institute Science Museum, Philadelphia

Presenters: Rob Lunde, Curator and Exhibit-Content Designer, Science World, Vancouver, Canada; Paul Rosenthal, Exhibit Writer, New York, New York; Chris McGinnis, Education Operations Manager, MOSI, Tampa, Florida; and Nicola Lisus, Principal, Yellow Brick Communications, Ontario, Canada

Current Issues in Development Roundtable **SU37**

Touchstone Energy Place / Room 8

An extended session for development professionals that provides opportunities to discuss challenges and best practices around several development issues, including annual campaigns, corporate sponsorship, trends in fund-raising, and major donors. Discussions will be lead by professionals from the field and will rotate every 20 minutes, with a session wrap-up.

This extended session concludes at 5:15pm.

Session facilitators: Leslie Cook, Director of Development, Science Museum of Minnesota, St. Paul; Pam Nordaune, Director of Corporate Relations, Science Museum of Minnesota, St. Paul; and Betsy Blume, CFRE, Development Director, ASTC, Washington, D.C.



Encyclopedia of Human Reproduction: The Story of an Exhibition **SU38**

Touchstone Energy Place / Room 9

An exhibition at Mexico City’s Universum museum deals with all aspects of human sexuality and reproduction, from love and sexual intercourse to contraceptives, sexually transmitted diseases, and more. Presenters will describe how developers at UNAM created the exhibition, and how they recently have collaborated with PERACH, an outreach project of Israel’s Weizmann Institute of Science, to adapt the content to a different culture and language.

Session leader: Julia Tagüeña, Museum Director, Universum, Museo de las Ciencias, Universidad Nacional Autonoma de México (UNAM), Mexico City

Presenters: Maria del Carmen Alvarez del Castillo, Exhibit Design Director, Universum, Mexico City; Arturo Orta, Communications Media Director, Universum, Mexico City; and Amos Carmeli, National Director, PERACH Tutoring Project, The Weizmann Institute of Science, Rehovot, Israel



Professional Development: Building Cultural Competency for Recruitment and Retention **SU39**

Touchstone Energy Place / Room 10

Improved success for ASTC organizations is connected to individual efforts to develop cultural competency in the workplace. This session will provide tools for better communication, recruitment, and retention of diverse job applicants and employees. Discover how to maximize the benefits of diversity by creating a welcoming, respectful work environment.

Session leader: Jody Anderson, Employee Placement Specialist/Diversity and Internship Coordinator, Science Museum of Minnesota, St. Paul

Presenter: Vivian Jenkins Nelsen, President and CEO, INTER-RACE, St. Paul, Minnesota



Is There Life on Mars? Follow the Water! **SU40**

Touchstone Energy Place / Room 11

In January 2004, NASA plans to land two robotic field geologists on Mars. The twin rovers will explore two distinctly different sites on Mars, looking for clues to the mystery of Mars’ water—and the possibility of past life on the red planet. Dr. Matt Golombek, a research geologist at the Jet Propulsion Laboratory, was the lead scientist for the 1997 Pathfinder landing on Mars. He will share with us his insights into the researchers’ goals,

hopes and expectations for following the water on Mars.

Session moderator: Doug King, President and CEO, St. Louis Science Center, Missouri

Featured speaker: Matthew Golombek, NASA/Jet Propulsion Laboratory, California Institute of Technology, Pasadena

Sponsored by the National Aeronautics & Space Administration (NASA)

Robotic Experiences That Work: From Exhibits to Competitions and Workshops **SU41**

Touchstone Energy Place / Room 12

Robotics exhibits, competitions, events, and programs (including robot-building workshops) are increasingly popular. We’ll examine what does and does not work for visitors, partners, volunteers, staff, and sponsors when offering these experiences.

Session leader/presenter: Blair Clarkson, Coordinator, Special Events and Attractions, Ontario Science Centre, Toronto, Canada

Presenters: Ed Sobey, President & Curriculum Creator, Northwest Invention Center, Redmond, Washington; Greg Brown, Vice President, Engineering and Technology, The Tech Museum of Innovation, San Jose, California; and Becky Fox Matthews, Educator/Distance Learning and Special Projects, Adventure Science Centre, Nashville, Tennessee



Diversity! Haven’t We Already Done This? **SU42**

Touchstone Energy Place / Room 13

Participants in this extended session will view and discuss strategies for using the short video *Eric Jolly on Sustainable Diversity* in their science centers. Several who have already used this latest addition to ASTC’s Equity and Diversity Toolkit will suggest ways to capitalize on post-viewing discussion to advance your institution’s inclusion efforts.

This extended session concludes at 5:15pm.

Session leader: Barbara Ando, Associate Director, Public Programs, Lawrence Hall of Science, University of California, Berkeley

Presenters: Len Adams, Origins Project Manager, Pacific Science Center, Seattle, Washington; Rosita House, Events Coordinator, Whitaker Center for Science and the Arts, Harrisburg, Pennsylvania; and R.L. “Chip” Lindsey, Director, Visitor Programs, Fort Worth Museum of Science and History, Texas



Developing a Vision for the SU43

Visitor Experience

Touchstone Energy Place / Rooms 14 & 15
Most would agree that science centers intend to be visitor-centered institutions. Yet science centers cannot always articulate, from the visitor's perspective, what a successful visitor-centered experience looks or sounds like. This presentation will discuss the importance and value of articulating institutional intent, and examine what being "visitor-centered" means for accountability.

Session leader: Kate Bennett, President, Rochester Museum & Science Center, New York

Presenters: Charlie Walter, Interim Director, Fort Worth Museum of Science and History, Texas; Randi Korn, Principal, Randi Korn & Associates, Inc., Alexandria, Virginia; and Kathleen McLean, Director of Public Programs & Center for Public Exhibition, The Exploratorium, San Francisco, California

5:00pm – 6:00pm

Networking Receptions

To promote networking opportunities at the ASTC 2003 Annual Conference, ASTC continues its series of special-interest networking receptions on Sunday, November 9, preceding the ASTC Exhibit Hall Dinner Reception at the Touchstone Energy Place at RiverCentre. Held in separate locations at the Radisson Riverfront, the networking receptions are offered free of charge (cash bar available). Conference delegates can "meet and greet" colleagues in five professional specialties:

- **Advocates for Diversity**
Radisson Riverfront / Capitol Ballroom
- **Development & Marketing/Membership**
Radisson Riverfront / Governors Hall 3 & 4
- **Exhibit Developers**
Radisson Riverfront / Great River Ballroom 2 & 3
Sponsored by West Office Exhibits
- **Museum Educators**
Radisson Riverfront / Great River Ballroom 1 & 4
Sponsored by Randi Korn & Associates, Inc.
- **New Science Centers**
Radisson Riverfront / Governors Hall 1 & 5

6:00pm – 7:30pm

ASTC Governing Member Directors Appreciation Reception

Radisson Riverfront / Kellogg 2 & 3
By invitation only
Sponsored by Aramark

6:00pm – 7:30pm

Howard Hughes Medical Institute Reception

Radisson Riverfront / Kellogg 1
By invitation only

6:30pm – 9:00pm

ASTC Exhibit Hall Dinner Reception

This year ASTC invites you to join us in the new and exciting Sunday Night Exhibit Hall Dinner Reception. (This event replaces the former ASTC Annual Conference Banquet). Enjoy an evening of fine dining, quiet entertainment, networking, socializing, and a final opportunity to view this year's Exhibit Hall.

Open to all registered delegates

9:30pm – 2:00am

Caribbean Dance Party

Radisson Riverfront / Great River Ballroom 2 & 3
It's that time again: Get ready to dust off your dancing shoes and strut your stuff for ASTC's Conference Fellowship Program. This year, we're headed out on a Caribbean cruise. The USS ASTC will set sail during the 2003 Dance Party, featuring music from its ports of call: reggae, calypso, salsa, and lots of pop music! Come ready to dance the night away while supporting one of ASTC's most important equity and diversity programs. If you won't be able to attend, please consider making a donation to this important program.

Preregistration requested. On-site registration available for \$25 at the door.

MONDAY, NOVEMBER 10

Monday Is Wearable Identity Day!

Be sure to wear items that identify your science center or museum. Badges, buttons, hats, jackets, ties, and T-shirts are all welcome. Feel free to dress comfortably and casually, especially today!

7:30am – 5:00pm

Speakers Ready Room

Touchstone Energy Place / Convention Office 1

7:30am – 8:45am

Interest Group Meetings

AAAS Breakfast

Radisson Riverfront / Kellogg I
Contact: Judy Kass, American Association for the Advancement of Science, Washington, D.C.
By invitation only

Museum and Public Libraries Collaborations Interest Group

Radisson Riverfront / State II
Contact: Patrick Hamilton, Science Museum of Minnesota, St. Paul
Open to all