

TUESDAY, NOVEMBER 11

7:30am – noon

Speakers Ready Room

Touchstone Energy Place / Convention Office 1

7:30am – 8:45am

Interest Group Meetings

Youth Special Interest Group

Radisson Riverfront / Wabasha I & II

Contact: DeAnna Banks Beane, ASTC, Washington, D.C.

Open to all ASTC participants

7:30am – 11:30am

Information/Message Center

Concurrent Sessions: 9:00am-10:15am



2003 Armchair Tour of New Science Centers

T1

Touchstone Energy Place / Room 2

Explore and celebrate the latest additions to the field. This session features unique and compelling science centers that have opened to the public within the past two years. Presenters share the challenges encountered and lessons learned while developing their new facilities.

Session leader: Charles H. Trautmann, Executive Director, Sciencenter, Ithaca, New York

Presenters: Dora Boyd de Perez Balladares, Chairperson, EXPLORA, Estafeta El Dorado, Panama; Emma Hahn, Director, Development and Membership, WonderLab Museum of Science, Health and Technology, Bloomington, Indiana; and Nahoko Ando, International Development Officer, National Museum of Emerging Science and Innovation, Tokyo, Japan

Winning Support from NSF's Informal Science Education (ISE) Program

T2

Touchstone Energy Place / Room 3

Science centers across the nation have received support to develop great exhibits and programs. How did they win support? How can you? Join us for a discussion of National Science Foundation ISE proposal-development strategies, lessons learned, and new funding directions.

Session leader: Barry Van Deman, Section Head, Science Literacy, National Science Foundation, Arlington, Virginia

NSF/ISE *presenters:* Julie Johnson, Program Officer; David Ucko, Program Officer; and Orrin Shane III, Program Officer



Sibling Rivalry: Exhibit Design and Program Development

T3

Touchstone Energy Place / Room 4

Differences in process and approach may leave exhibit designers and program developers at odds and vying for limited museum resources—be they time, money, or the attention of administrators. How can science centers connect the development of exhibits and programs? Can programs and exhibits learn from each other? Should they?

Session leader: Steve Snyder, Vice President of Exhibit and Program Development, The Franklin Institute Science Museum, Philadelphia

Presenters: Jean Byrne, Director of Interpretive Services, The Franklin Institute Science Museum, Philadelphia; Kim Whaley, Vice President of Education, COSI Columbus, Ohio; and Joseph Wisne, President, COSI Studio, COSI Columbus, Ohio

Live Surgery: Challenges, Successes, and What We've Learned

T4

Touchstone Energy Place / Room 5

Offering live, interactive surgical experiences to your audience creates great opportunities for science learning, but also presents some real challenges. There is no one road to success, so come hear from three museums that have encountered both. This session focuses on lessons learned in exploring innovative uses of videoconferencing.

Session leader: Tim McElroy, Director, Educational Technologies, Liberty Science Center, Jersey City, New Jersey

Presenters: Gail Wheatley, Director of Electronic Education, COSI Columbus, Columbus, and Elory Rozner, K-12 and e-Learning Manager, Museum of Science and Industry, Chicago, Illinois

Managing Positive and Negative Word-of-Mouth Marketing

T5

Touchstone Energy Place / Room 7

Word-of-mouth works two ways: The good kind can make your institution a success; the bad kind can hurt you for years to come. Using this kind of marketing effectively can stretch your advertising dollars and extend your public relations impact. In this session, you'll learn tips from institutions that depend on good word-of-mouth, and gather resources to help you generate word-of-mouth in all areas of your community.

Session leader: Bev Pfeifer-Harms, Director of Communications, St. Louis Science Center, Missouri

Presenter: Carolee Lee, Director of Marketing/PR, Oregon Museum of Science & Industry, Portland, Oregon

Hands-On "Rough Science" Adventures at Museums

T6

Touchstone Energy Place / Room 8

Panelists will describe and demonstrate how the "Rough Science" television series and accompanying activities have been used at science centers to make real science fun and accessible to visitors. Participants will think through and experience some "Rough Science" challenges, using basic supplies and hands-on activities.

Session leader: Marcia J. Rudy, Director, Public Programs & Special Events, New York Hall of Science, Queens

Presenters: Martin Weiss, Director of Science, New York Hall of Science, Queens; Ellen McCallie, Manager, Garden Education, Compact Education Division, Missouri Botanical Garden, St. Louis, Missouri; Aly Evans, Director of Education Programs, Reuben H. Fleet Science Center, San Diego, California; and Mary Beth Kelley-Lowe, Program Officer, Dakota Science Center, Grand Forks, North Dakota

Museum Theater and Demonstration: Defining the Differences and Sharing the Resources

T7

Touchstone Energy Place / Room 10

Here's a stellar opportunity to creatively define these related but distinct modalities in collaboration with your museum theater and demonstration colleagues. We'll begin with statements and questions posed by the lively presenters (who collectively have over 50 years of experience in these arenas), follow that with examples of the forms, and finish with lots of fun ways to discover what we think about these issues.

Session leader: Naomi Stein, Actor/Writer/Educator, Lawrence Hall of Science, University of California, Berkeley

Presenters: Tessa Bridal, Director of Public Programs, Science Museum of Minnesota, St. Paul, and Gigi Dornfest, Director, Science Discovery Theatre, Lawrence Hall of Science, University of California, Berkeley



Let's Dwell on It: Three Perspectives on Exhibits That Foster High Dwell Time

T8

Touchstone Energy Place / Room 11

What kinds of activities, physical design, and content promote long stays at exhibits? How do exhibits that foster high dwell times impact visitors' experiences and learning? This session will explore these questions and more from the point of view of an exhibit developer, an educational psychologist, and an evaluator.

Session leader: Robert Garfinkle, Exhibit Developer, Science Museum of Minnesota, St. Paul

Presenters: Johanna Jones, Senior Associate, Randi Korn & Associates, Inc., Alexandria, Virginia, and George Hein, Professor Emeritus (PERG), Lesley University, Cambridge, Massachusetts

The Building as a Tool for Learning: Envisioning the New Science Museum of Minnesota

T9

Touchstone Energy Place / Room 12

A facility for science education is not just a container: It can become a dynamic tool for learning. In this session, museum leaders and the design architect will make brief presentations on how visitor-focused strategies were developed to ensure success for the new facility, followed by a Q&A session and a museum tour.

This extended session concludes at 11:00am.

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

Presenters: Andrejs Cers, Lead Design Architect for Science Museum of Minnesota project, AJC Architecture, Minneapolis, and Don Pohlman, Director, Peoples and Cultures Program, Science Museum of Minnesota, St. Paul



Why Are Science Centers the Poor Cousins of the Museum Family?

T17

Touchstone Energy Place / Room 9

Museums and art galleries have a place in society that is well understood. Science centers don't. Is that because science is for kids, or science isn't culture? Because we don't appeal to the emotions? Because we're too much like school? Confusion costs us—especially by confounding potential donors. We need to reexamine our offerings and our positioning, and this session provides the forum.

Session leader: Patrick Tevlin, Associate Director, Science, Ontario Science Centre, Toronto, Canada

Presenters: Graham Farmelo, Director, Dana Centre Project, Science Museum, London, U.K., and Jane Eastwood, Vice President, Marketing, Communications and Sales, Science Museum of Minnesota, St. Paul

Concurrent Sessions: 10:45am - noon
Beyond Science News: Other Approaches to the Public Understanding of Research **T10**

Touchstone Energy Place / Room 3

Are you considering exhibitions or programs on current scientific research, but don't want to create your own news bureau? This session will explore other ways to foster PUR by engaging visitors in the process of research or by providing a forum for informed discussion on potential impact and consequences.

Session leader: David Chittenden, Vice President for Education, Science Museum of Minnesota, St. Paul

Presenters: David Ucko, President, Museums+More LLC, Washington, D.C.; Rick Bonney, Director of Education, Cornell Lab of Ornithology, Ithaca, New York; and Graham Farmelo, Director, Dana Centre Project, Science Museum, London, U.K.


Current Space Science Images: How Can NASA Help You Feature Space Science at Your Science Center? **T11**

Touchstone Energy Place / Room 4

Learn about a recent U.S. study of the space science media needs of science center professionals. Hear planetarium and science center staff describe issues involved in locating and using current NASA resources. NASA representatives will be on hand to discuss plans to improve access to online space science images and discoveries.

Session leader: Scott Randol, Museum Education Specialist, Blue Crow Consulting, Berkeley, California

Presenters: John Stoke, Manager, Informal Science Education, Space Telescope Science Institute, Baltimore, Maryland; Cassandra Runyon, Director, Southeast Regional Clearinghouse Broker/Facilitator, College of Charleston, Charleston, South Carolina; John Radzilowicz, Director, Buhl Planetarium & Observatory, Carnegie Science Center, Pittsburgh, Pennsylvania; and Karen Meryer, Manager, NASA Sun-Earth Connection Education Forum, UC Berkeley Space Sciences Laboratory, Berkeley, California

Handhelds in Public Spaces: Networking for Nomadic Inquiry and Active Engagement **T12**

Touchstone Energy Place / Room 5

Recent advances in wireless network technologies allow nomadic inquiry to both expand the experience of a museum visit outside the museum's walls and extend learning beyond the visit itself. Learn how handheld web content, applications, and nomadic technologies are being designed and evaluated to support active engagement in public spaces.

Session leader/presenter: Sherry Hsi, Director of New Media Research and Evaluation, The Exploratorium, San Francisco, California

Presenters: Mark Smith, Department Manager, Appliance & Media Systems, HP Labs, Palo Alto, California, and Charles Patton, Senior Scientist, SRI International, Eugene, Oregon

New Hands-On Techniques for Presenting Human Biology **T13**

Touchstone Energy Place / Room 2

It is not easy, but it is possible to develop good hands-on exhibit components about human biology. Which tools work best? Multimedia and computers? Visiting scientists? Experiment benches? Models? Real artifacts and specimens? Examine five recently developed exhibits, and discuss what worked and what didn't.

Session leader: Laurie Fink, Project Leader, *Tissues of Life*, Science Museum of Minnesota, St. Paul

Presenters: Jennifer Bistrack, BodyLink Director, Maryland Science Center, Baltimore; Teresa Mattei, Director of Exhibits, Louisville Science Center, Kentucky; Rachel Smith, Director of Public Programs, Arizona Science Center, Phoenix; and Charles Carlson, Director of Life Sciences, The Exploratorium, San Francisco, California

Experimental Methods for Communicating Scientific Research to the Public **T14**

Touchstone Energy Place / Room 7

Current approaches to public understanding of research tend to be high-cost and based on a news model. This session will present a variety of concrete and practical experimental methods devised by museums to communicate the latest scientific research to the public, with an emphasis on templates that are replicable, cost-effective, and efficient.

Session leaders: Marco Molinaro, Associate Director, Lawrence Hall of Science, University of California, Berkeley, and Don Pohlman, Director, Peoples and Cultures Program, Science Museum of Minnesota, St. Paul

Presenters: Beryl Rosenthal, Director of Exhibitions and Public Programs, MIT Museum, Cambridge, Massachusetts; Carol Birtzer, Coordinator of Distance Learning, Bell Museum of Natural History, Minneapolis, Minnesota; and Cari Dwyer, Exhibit Developer, Science Museum of Minnesota, St. Paul

Hi-tech Hi-story Museums **T15**

Touchstone Energy Place / Room 9

Technology adopted in interactive science centers can be used to enliven history museums. Animated period settings, computer multimedia, virtual reality, animatronics, and immersive visualization can turn history museums to high-tech story-telling museums. This session will highlight the planning strategy of such museums.

Session leader: Saroj Ghose, Adviser, Kolkata Panorama, Kolkata, India

Presenters: Bernard Finn, Curator, National Museum of American History, Washington, D.C.; Charles O'Connor, Vice President for Exhibits, COSI Columbus, Ohio; and James Marchbank, President & CEO, Science North, Sudbury, Ontario, Canada

Responding to Attendance Challenges: An Informal PR and Marketing Roundtable **T16**

Touchstone Energy Place / Room 10

Join PR and marketing staff from ASTC institutions of all shapes and sizes for this very informal roundtable session. Participants will be encouraged to share their insight and experiences—and benefit from those of their peers—as current attendance challenges, solutions, and opportunities are discussed.

Session leader: Sean Smith, Director, Government and Public Relations, ASTC, Washington, D.C.

Presenter: Rick McKeel, Director, Marketing and Public Affairs, Science Museum of Virginia, Richmond



Public Engagement with Controversial Research: *The Stem Cell Case* (featuring Current Science Theater) **T18**

Touchstone Energy Place / Rooms 14 & 15

President Bush gave a policy speech about it, Congress has spent hours debating it, and NIH officials are working overtime to regulate it—but just how many of us understand what stem cell research is all about? Why is it so controversial? How can citizens take part in the national debate over health science research? This session explores some innovative engagement techniques being developed, with NIH-SEPA support, at the Museum of Science's Current Science & Technology Center, and features a live performance of a new Current Science Theater piece developed by museum staff with playwright Jon Lipsky and Harvard Medical School research director Adrian Ivinson.

Session leader: Carol Lynn Alpert, Director, Strategic Projects, Museum of Science, Boston

Presenters: Tinsley Davis, Education Associate, Health Science Education Partnership, Museum of Science; Cheryl Wojciechowski, Program Manager, Health Science Education Partnership, Museum of Science, Boston; Steve Auger, Actor, Science Theater, Museum of Science, Boston; and Margaret Ann Brady, Actor, Science Theater, Museum of Science, Boston

12:15pm – 2:30pm
**Acknowledgments/Closing Remarks/
 Social Reception**
 Touchstone Energy Place / Kellogg Lobby

12:30pm – 4:00pm Promoting Dialogues on Diversity: Debriefing Workshop

Touchstone Energy Place / Room 13

Over lunch, Conference Fellows and Alumni Fellows will review their conference experiences and make suggestions for strengthening the fellowship program. Working collaboratively, they will begin planning session proposals for 2004.

Workshop leader: Staff, ASTC's Partnerships for Learning