

TUESDAY, OCTOBER 21

7:30am–11:00am

Conference Registration

Convention Center/Hall D Lobby

Sponsored by White Oak Associates

7:30am–11:00am

Wireless Internet Access

Convention Center/Hall D Lobby

Sponsored by Jacobson Consulting Applications

7:30am–11:30am

Information/Message Center

Convention Center/Hall D Lobby

8:15am –8:45am

The CEO Is In

Convention Center/Hall D Lobby

TU1

Bring your coffee and capitalize on this early morning networking opportunity with CEOs and directors. Come talk about whatever's on your mind. Explore hot issues in the field, life in the hot seat, leadership issues and opportunities. These industry leaders want to listen and learn, too, so this is your chance for some reverse mentoring!

Session leader: Joanna Haas, Executive Director, Louisville Science Center, Louisville, Kentucky

8:00am–noon

Youth Program Network Workshop

Philadelphia Marriott/Room 401, 402

TU2

Youth programs play a vital role in connecting museums and communities through youth involvement. This workshop will provide youth program professionals with opportunities to network and share through hands-on activities, roundtable discussions, collaboration and planning time, and a panel presentation of current research and practice in youth development.

Session leader: Angela Wenger, Executive Vice President and COO, New Jersey Academy for Aquatic Sciences, Camden

Presenters: Don Wittrock, Exhibits Technician, Cincinnati Museum Center, Cincinnati, Ohio; Julio Vargas, Supervisor, Community Programs, New England Aquarium, Boston, Massachusetts; and Jamie Alonzo, Coordinator, Education and Special Projects, Yale Peabody Museum of Natural History, New Haven, Connecticut

9:00am–11:00am

ASTC Job Bank

Convention Center/Room 101A

Concurrent Sessions

9:00am–10:15am

Science Quilting: Knitting Together Infectious Diseases from Different Perspectives

TU3

Convention Center/Room 103A

How do different institutions, using a variety of funding sources and serving varied audiences, present the same topic? Our panel of large, small, and academic science/nature centers will share the unique ways we chose to cover vector-borne diseases, according to the individual needs of our science centers and museums. 🎧

Session leader: Terri Stern, Curriculum Specialist, Yale Peabody Museum of Natural History, New Haven, Connecticut

Presenters: Laurie Fink, Program Director, Human Biology, Science Museum of Minnesota, St. Paul; Erika Shugart, Deputy Director, Marian Koshland Science Museum of the National Academy of Sciences, Washington, D.C.; and Julie Silverman, Director of New, ECHO at the Leahy Center for Lake Champlain, Burlington, Vermont

Summer Camp Rules! Diary of a Happy Camper

Convention Center/Room 103B

TU4

Summer camps can be as frustrating to run as they are rewarding. What are the pitfalls and rewards of running a museum day camp? How can you hire and keep quality staff? How can you direct resources that already exist? We will draw lessons from past experiences in the preparation and realization of summer camp programming. 🎧

Session leader: Adrienne Kimball, Manager, Museum Workshops, The Franklin Institute, Philadelphia, Pennsylvania

Presenters: Grace Jose-Andrews, Supervisor, Out of School Time Student Programs, New York Hall of Science, Queens; Tabatha Bruce, Manager, Children's Programs, Santa Barbara Museum of Natural History, Santa Barbara, California; and Jennifer Holt, Director, Revenue Programs, SciPort Discovery Center, Shreveport, Louisiana

Easy Money: Quick & Simple Ways to Enhance Revenue



TU5

Convention Center/Room 103C

Discover how three institutions strengthened their bottom lines with initiatives that are fairly easy to implement and require a minimal investment of time. Then ask questions and share what your institution is doing to maximize revenue. Learn how to make it happen at your science center.

Session leader: Stacey Moyers, Director, Advertising, Promotion, and Group Sales, The Franklin Institute, Philadelphia, Pennsylvania

Presenter: Carol Murray, Director, Marketing, Fort Worth Museum of Science and History, Fort Worth, Texas

Using Inquiry to Build a Learning Organization



TU6

Convention Center/Room 104AB

Inquiry, a highly appreciated teaching method in science education, is also a strategy for building a learning organization. Inquiry supports reflective practice and organizational learning and change. In this session, facilitated exercises will allow participants to experience how inquiry can assist colleagues to investigate their own thinking and that of others.

Session leader: Randi Korn, Founding Director, Randi Korn & Associates, Inc., Alexandria, Virginia

Presenter: Julie Johnson, Distinguished Chair, Museum Leadership, Science Museum of Minnesota, St. Paul

Seating limited to 60 people—first come, first served.

Informal Learning: An International Perspective



TU7

Convention Center/Room 106AB

We are so familiar with the term “informal learning” that we use it without questioning it. There are, however, different meanings and interpretations of the term according to cultural contexts and localization. This workshop explores these differences and tries to understand how they influence the role and mission of science centers.

Session leader: Walter Staveloz, Director, International Relations, ASTC, Washington, D.C.

Presenters: Ellen McCallie, Director, CAISE, Washington, D.C.; Paul Nicholls, Director, Science Education, Scitech, Perth, Australia; Hannu Salmi, Head, Research and Development, Heureka, The Finnish Science Centre, Vantaa, Finland; Sigrid Falla, Assistant Director, Research and Development, Maloka, Bogota, Columbia; Julie Cleverdon, Director, MTN Sciencentre, Cape Town, South Africa; and Alex Tyrrell, Project Leader, Dana Centre, Science Museum, London, U.K.

Seating limited to 60 people—first come, first served.

The Marriage of Guest Services and Education: A Love-Hate Relationship



TU8

Convention Center/Room 107AB

Although the guest services and education departments would seem to be natural partners in a science center, competing interests can make for an uneasy alliance. What is the best way to achieve a successful relationship? In this session, we'll examine four structures of collaboration and learn their best and worst outcomes. Come decide how your museum can increase its overall visitor experience.

Session leader: Hi'ilani Shibata, Manager, Education Operations, Bishop Museum, Honolulu, Hawaii

Presenters: Marcos Stafne, Director, Public Programs and Traveling Exhibitions, New York Hall of Science, Queens, and Anna Barnett, Box Office Manager, COSI, Columbus, Ohio

Nature's Forecast



TU9

Convention Center/Room 108A

Environmental policy is becoming a core issue around the world and must be part of our public policy debate. Come hear how science centers and museums can have an impact on the media, opinion makers, and the general public with specially designed strategies on environmental issues.

Session leader: Joaquin Fargas, Director, Centro Cientifico Tecnologico Exploratorio, Buenos Aires, Argentina

Presenters: Alejandra Leon-Castella, Director, Fundacion Cientec, San Jose, Costa Rica; Tengku Nasaria, CEO, Petrosains, Kuala Lumpur, Malaysia; and Florencia Battiti, Curator, Art, Science & Technology Center, Buenos Aires, Argentina

Armchair Tour of New Science Centers



TU10

Convention Center/Room 108B

Do you plan to set up, renew, or expand your science center? Want to learn the experiences (good and bad) of projects that recently did so? In a concrete, straightforward, and to-the-point way, you will hear what they would do the same and what they would do differently.

Session leader: Erik Jacquemyn, CEO, Technopolis, the Flemish Science Centre, Mechelen, Belgium

Presenters: Bill Peters, Chief Project Officer, New Science Centre 2011 Project, TELUS World of Science—Calgary, Calgary, Alberta, Canada; Heather Mayfield, Deputy Head, Science Museum, London, U.K.; and Timothy Gette, Executive Director, Virginia Museum of Natural History, Martinsville

Concurrent Sessions 10:45am–noon

Chemistry Programs That Get Great Reactions



TU11

Convention Center/Room 103A

Come get great ideas for effective, fresh chemistry programming! In this hands-on session, you'll explore content from basic to cutting-edge; try out activities you can do on a gallery cart, at camp, or in a fully-equipped lab; and take home instructions to implement the ideas that work for you.

Session leader: Rae Ostman, Director, Education, Sciencenter, Ithaca, New York

Presenters: Georgette Williams, Science Instructor, New York Hall of Science, Queens; Michelle Herrman, Chemistry Lab Educator, Oregon Museum of Science and Industry, Portland; Katie Winters, Content Coordinator, Youth and Family Programs, Pacific Science Center, Seattle, Washington; Paula Ximena Garcia-Reynaldos, Head of Chemistry Hall, Universum, UNAM, Mexico City; Shari Hartshorn, Program Manager, Experiment Gallery and Special Exhibits, Science Museum of Minnesota, St. Paul; Robert Silberman, Director, Chemistry, Sciencenter, Ithaca, New York; and Paul Taylor, Manager, Traveling Science Show and Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania

Seating limited to 60 people—first come, first served.

The NSF Informal Science Education Program: An Update

TU12

Convention Center/Room 103B

What has NSF's ISE program been up to? Where is it heading? Learn about changes to and activities of NSF/ISE, including information about reorganization, recent awards, current and upcoming solicitations, the development of the new evaluation framework and guidebook, and the new emphasis at NSF on potentially transformative research. Aspiring grantees are strongly encouraged to attend. 🎧

Session leader: Al DeSena, Coordinator, Lifelong Learning Center, National Science Foundation, Arlington, Virginia

NSF presenters: Sylvia James, Program Officer; Valentine Kass, Program Officer; and Arlene deStrulle, Program Officer, National Science Foundation/ISE, Arlington, Virginia

ASTC Connect Unplugged: Continuing the Conversation on Working with Scientists and Engineers

TU13

Convention Center/Room 103C

Continue (or join!) in person the current online ASTC Connect forum discussion on working with scientists and engineers. How can we transform what we learn from each other into effective growth within our own institutions? 🎧

Session leader: Eric Marshall, Vice President, Strategic Partnerships and Innovation, New York Hall of Science, Queens

Presenters: Kimberlee Kiehl, Vice President, Learning and Research Partnerships, COSI, Columbus, Ohio; Steve Snyder, Vice President, Exhibits and Program Development, The Franklin Institute, Philadelphia, Pennsylvania; Wendy Pollock, Director, Research, Publications, and Exhibitions, ASTC, Washington, D.C.; and Margaret Glass, Communications Manager, NISE Net, ASTC, Washington, D.C.

Early Childhood Learning on the Exhibit Floor



TU14

Convention Center/Room 104AB

Young children are natural scientists. How do we tap into that instinct and create exhibit areas for early childhood learners that encourage thoughtful behavior and caregiver involvement? We'll share components of our early childhood exhibit areas and discuss criteria to consider when designing for this audience.

Session leader: Tara Henderson, Early Childhood Educator, Explora, Albuquerque, New Mexico

Presenters: Lorrie Beaumont, Evergreene Research and Evaluation, Sugar Grove, Illinois; Betty Adamson, Director, Exhibits, Explora, Albuquerque, New Mexico; Audrey Munoz, Manager, Early Childhood, San Jose Discovery Museum, California; and Tina Cosby, Coordinator, Exhibits, Palo Alto Junior Museum and Zoo, California

You Don't Have to Be a Scientist: Increasing Community Capacity



TU15

Convention Center/Room 106AB

Teaching people from local multicultural communities to conduct science workshops can increase a museum's reach. Try an activity led by one of the Franklin Institute's community partners; then learn about three museum programs that are increasing community capacity by training community-based organizations to do their own science programs.

Session leader: Minda Borun, Director, Research and Development, The Franklin Institute, Philadelphia, Pennsylvania

Presenters: Barbara Kelly, CASE Manager, The Franklin Institute, Philadelphia, Pennsylvania; Diane Miller, Vice President, Community Programs and Partnerships, Saint Louis Science Center, St. Louis, Missouri; and Kathy Barrett, Associate Director, Education, University of California Botanical Garden at Berkeley, California

Seating limited to 60 people—first come, first served.

Education Program Development: Documenting the Process, Part II

Convention Center/Room 107AB

TU16

Exhibit development is a fairly well documented process, but few materials exist about creating education programs. This session is a working meeting that continues a yearlong discussion begun at the 2007 conference. Review results from the online discussion, explore new issues, and continue the process toward publishable development guidelines. 🎧

Session leader: Kirsten Ellenbogen, Director, Evaluation and Research in Learning, Science Museum of Minnesota, St. Paul

Presenters: Jill Measells, Vice President, Learning Experiences, Minnesota Children's Museum, St. Paul, and Ben Dickow, Consultant, Venice, California

10:45am–noon

Digging Deeper at Exhibits: Tools for Building Visitors' Experimentation Skills

Convention Center/Room 108A

TU17

This session describes three approaches taken by different museums to help visitors engage in deeper experimentation and inquiry at exhibits: fostering self-reflective discussions, providing gadgets for visitor inquiry, and teaching visitors two key inquiry skills that apply to any exhibit. The session will also offer research results on these approaches. 🎧

Session leader: Sue Allen, Director, Visitor Research, The Exploratorium, San Francisco, California

Presenters: Josh Gutwill, Senior Researcher, The Exploratorium, San Francisco, California; Tsvia Cohen, Director, Family Learning Initiatives, Chicago Children's Museum, Chicago, Illinois; and Laura Zrymiak, Science Educator, Ontario Science Centre, Toronto, Canada

12:15pm–12:30pm

Acknowledgments/Closing Remarks

Convention Center/Hall D Lobby

12:30pm–2:30pm

Social Reception/Buffer Lunch

Convention Center/Hall D Lobby

Postconference Tour

1:00pm–5:00pm

Not Your Father's Museum: A Museum Crawl to Philly's Recently Revamped Institutions

Free shuttle from Pennsylvania Convention Center to Please Touch Museum, Chemical Heritage Foundation, and American Philosophical Society Museum. Admission free with conference badge. See details, page 37.



> community programs

SHOWCASING THE EXCITEMENT OF SCIENCE

Rohm and Haas Company thanks all of the Science Centers for providing that critical firsthand experience. From memorable field trips and auditorium programs, to hands-on curriculum, science kits, and training for teachers. The interests awakened by science center experiences are just the beginning of a lifetime of inquiry and learning.

The Rohm and Haas Responsible Neighbor Program works to advance the economic, social and environmental quality of life in the communities where we operate and where our employees live through giving, volunteerism, and community dialog. Promoting science, technology and math education, environment and safety concerns are our top priorities. Together we "imagine the possibilities."

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10:45am–2:30pm