

ASTC 2008—In the Public Eye—Science Centers at the Crossroads for Science and Culture

PROGRAM-AT-A-GLANCE



October 18, 2008 – Saturday

7:45am–8:30am	Meet and Greet Breakfast	Ballroom
8:30am–9:15am	Welcoming Remarks and ASTC Business Meeting	Ballroom
9:15am–9:30am	ASTC Fellow Award for Outstanding Contribution	Ballroom
9:30am–10:15am	Keynote Address: Intersections: Science, Technology, and Personal Experience	Ballroom
10:30am–6:15pm	Exhibit Hall Open	Exhibit Hall D
10:30am–6:15pm	ASTC MeetingPlace	Exhibit Hall D
11:00am–12:30pm	Grab & Go Lunch in Exhibit Hall	Exhibit Hall D
11:40am–1:45pm	Digital Cinema 3-D Screenings: nWave and K2 Communications	Lecture Hall 114
12:30pm–1:45pm	Sparking Community Interest and Motivation in Science Education	103A
	Learning Science in Informal Settings: A Consensus Study	113C
	After-School Funding and Policy: How It Fits Your Reality	106AB
	Why Don't They Understand? Public Perception of Controversy in Science	108A
	Leadership Succession and the CEO Contract	108B
	The Physics of Time and Space: Managing Exhibition Projects	109AB
	Everybody Out! Bringing Your Exhibits Outdoors	110AB
	Innovative Partnerships to Bring Current NASA Science to Your Institution	111AB
	Alternative Revenue-Generation Strategies Fit for the Public Eye	112AB
	Web 2.0: A New Crossroads for Science Centers	113A
	Listening to and Supporting the Field of Informal Science Education	113B
2:00pm–3:15pm	Digital Cinema HD: A Feast for Eyes and Minds	Lecture Hall 114
	A Taxonomy of Visitors: Understanding Science Center Audiences	103A
	Providing the Tools to Teach: Educating Adults about Effective Early Science Experiences	106AB
	From Pee Wee to Piaget: Creating Developmentally Appropriate Shows	108A
	Meeting at the Crossroads: The Intersection of People and Science Exhibits	108B
	Structured Experiences: Improving the Effectiveness of Our Facilities	109AB
	Web-Based Tools 101: Uses and Users across the Science Center	110AB
	Creating Museum Programs That Are Inviting and Accessible to All	111AB
	Volunteers as Science Presenters: Optimizing the Experience for Volunteers and Visitors	112AB
	CEO Reflections on Leadership	113A
	Immersing Minds in the ISE Mission: Working Frontiers of 3-D Technology	113B
	The Big Picture: Aligning Youth Programs with Your Organization's Mission	113C
2:00pm–4:30pm	Informational Open House: Noyce Leadership Institute	105A
3:15pm–4:00pm	Exhibit Hall Coffee Break	Exhibit Hall D
4:00pm–5:15pm	VP Dialogue	103A
	A Virtual Trip to Planet Gliese 581d	108A
	Identifying Strategies & Products That Will Transform the Way We Experience and Learn Science	108B
	Aristotle's <i>Politics</i> : A Vision of the Whole	110AB
	Climate Science: Updates from the Poles	112AB
	Creating a Federal Informal Learning Community: Competitions and Alliances	113A
	Creating Major Corporate Sponsorships and Keeping Them!	113B
4:00pm–6:00pm	Doing Science and Math "Indie-Style": The Return	106AB
4:00pm–6:00pm	Digital Cinema: Tooling Up for Launch and Marketing for Increased Revenue	Lecture Hall 114
5:15pm–6:15pm	Exhibit Hall Welcoming Reception	Exhibit Hall D
7:30pm–11:00pm	Bandstand Party at the Franklin	Franklin Institute

October 19, 2008 – Sunday

8:15am–8:45am	The CEO Is In	Lobby
9:00am–9:15am	Looking Ahead to ASTC 2009	Ballroom
9:15am–10:30am	Plenary Session: The Global Discussion on Global Sustainability	Ballroom
10:00am–10:30am	Exhibitors Appreciation Breakfast	Exhibit Hall D
10:30am–11:30am	Global Sustainability: Further Discussion	Ballroom
10:30am–6:15pm	Exhibit Hall Open	Exhibit Hall D
10:30am–6:15pm	ASTC MeetingPlace	Exhibit Hall D
10:45am–12:30pm	Development Luncheon Speaker: “Fund-Raising in the Field of Science and Technology”	107AB
11:00am–noon	ASTC ExhibitFiles Brunch	Philadelphia Marriott/408,409
11:00am–noon	Live Demonstration Hour	Exhibit Hall D
11:00am–2:30pm	Lunch Concession in Exhibit Hall	Exhibit Hall D
11:30am–12:30pm	CEO/Trustee Reception and Luncheon	103C
12:30pm–1:45pm	Small Traveling Exhibitions: It’s Not About Making Big Exhibitions Smaller	103A
	Using History To Teach Science	103B
	A Scientist Walks into a Bar: Science Café as Outreach	104AB
	Introducing NSF’s New Framework for Planning and Evaluating Impacts	108A
	The Bilingual Museum: Strategies for Serving Multicultural Communities	108B
	Science: Tell It Like A Story (Part 1, Why?)	109AB
	Sweet Dreams Are Made of This...	110AB
	Ready-Made Programs for Citizen Science	111AB
	Mission-Driven Membership Programs	113A
	Beyond the Basics: New (and Successful!) Approaches to Teacher Professional Development	113C
1:45pm–2:30pm	Exhibit Hall Refreshment Break	Exhibit Hall D
2:30pm–3:45pm	Is Open-Ended an Open Invitation for Chaos?	103A
	Using the “Science of Kids” to Engage Adult Visitors	103B
	Science: Tell It Like A Story (Part 2, How?)	106AB
	Running a “Green” Museum: It’s Not Impossible	107AB
	You Can’t Do That in Museums!	108A
	Staff Maintenance 101: Keeping Your Part-Timers Running Smoothly	108B
	Beyond Visitors: Growing Mission and Margin	109AB
	Equity as a Factor in Informal Science Education	110AB
	Action Research: So Many Questions, So Little Time	111AB
	Museums and the Mind: Applying Cognitive Neuroscience to Free-Choice Learning	112AB
	IMLS Grant Opportunities at the Crossroads of Science and Culture	113A
	Traveling Exhibitions: Cash Cow or Monkey on Our Backs?	113B
	From Island to Mainland : Science and Community Identity	113C
4:00pm–5:15pm	Does Design Matter in Science Centers?	103A
	Visitors and Scientists: Are They Speaking the Same Language?	107AB
	ASTC in the YouTube Community	104AB
	When the Materials Do the Teaching	106AB
	Engaging Chaperones: Planning and Conducting an Action Research Project	108A
	Take A Child Outside Week: Join the Success	110AB
	The Promise and Pitfalls of Digital Learning Games	111AB
	Creating Partnerships to Bring Science to Diverse Communities	113A
	You Are the Exhibit: Self-Reflection in Interactive Exhibits	113B
4:00pm–6:00pm	Critical Issues in Building a Portal to the Public for Current Science Research	103B
	Shall We Dance: Engaging Science Through Movement and Culture	112AB
4:00pm–6:30pm	Conquering Challenges Through Creative Leadership and Professional Development	113C
5:15pm–6:15pm	Exhibit Hall Closing Reception	Exhibit Hall D
6:15pm–7:15pm	Networking Reception: Museum Educators	Philadelphia Marriott/401, 402, 403
	Networking Reception: Advocates for Diversity	Philadelphia Marriott 404
	ASTC Governing Member Directors Appreciation Reception	Philadelphia Marriott/405
	Networking Reception: Development, Marketing, and Membership	Philadelphia Marriott/406
	Networking Reception: Exhibit Developers	Philadelphia Marriott/408, 409

October 19, Sunday (continued)

7:30pm–9:30pm	ASTC Banquet	Ballroom
8:30pm–9:00pm	Presentation of ASTC's Roy L. Shafer Leading Edge Awards	Ballroom
9:00pm–9:30pm	Banquet Entertainment: ComedySportz Philadelphia	Ballroom
9:30pm–midnight	Pub Science: Reaching Adults in Their Natural Habitat	Off-Site
9:30pm–1:00am	ASTC Diversity Fellowship Dance Party	Philadelphia Marriott/ Salon H

October 20, 2008 – Monday

7:30am–8:45am	Wet-Lab Biology for the Public Interest Group	Philadelphia Marriott/404
7:30am–8:45am	Science Beyond the Boundaries Network Breakfast	Philadelphia Marriott/401, 402
7:30am–8:45am	Traveling Exhibitions Roundtable Interest Group	Philadelphia Marriott/407, 408,409
8:00am–12:00pm	Outreach LIVE!	Off-Site
8:15am–8:45am	The CEO Is In	Hall D Lobby
9:00am–10:15am	Early Childhood Programs That Engage Families from Diverse Backgrounds	103A
	Math as an Entry Point to Conservation Education	103B
	Science Education Partnership Awards (SEPA): A Grant Proposal & Funding Opportunity	103C
	Equity and Diversity: At the Junction of Science and Culture	104AB
	The 4th Annual Inquiry Fashion Show	106AB
	What Do We Know About What They Know About Climate Science?	108B
	Why and How Sponsors Develop Strategic Relationships with Science Centers	109AB
	Word of Mouth Marketing: The Most Powerful Way to Engage Participants	112AB
	Creating Stronger Partnerships Between Research Institutions and Science Centers	113A
	Museum Exhibit Collaboratives: Dreams and Nightmares	113B
	Youth Staff: Doing Authentic Work in Their Communities	113C
9:00am–10:30am	ASTC Future Planning Forum	111AB
10:45am–noon	Programs and Partnerships on a Small Budget	103A
	How to Revive Your Upper-Level Membership Program: A Case Study	103B
	New Models: Broadening Our Perspectives	103C
	Public Engagement in Science Policy: New Roles for Science Museums	104AB
	Why Is Diversity Important?	107AB
	Making Science Exhibitions Memorable	108B
	Remote Worlds: Bringing Visitors New Experiences Through Scientific Visualization	109AB
	Forging Effective Research Center/Science Museum Partnerships	111AB
	Long-Term Educational Impact	112AB
	Addressing Culture and Science in Digital Dome Theaters/Planetariums	113A
	The Role of Culture and Worldviews in Science Learning	113B
	What We Bring to the Table: How Different Professions Support Youth Program Development	113C
Noon–2:00pm	Lunch at The Franklin Institute	Franklin Institute
Noon–6:00pm	Open House at The Franklin	Franklin Institute
1:00pm–2:00pm	Full-dome Video Showcase V	Franklin Institute/Fels Planetarium
1:00pm–5:15pm	Planetarium Day at The Franklin	Franklin Institute/Fels Planetarium
1:00pm–6:00pm	Big Screen Day at The Franklin	Franklin Institute/iMAX Tuttle Theater
1:30pm–2:45pm	Managing a Building Renewal: Lessons Learned at The Franklin Institute	Franklin Institute/Franklin Theater
	The Fire This Time: Doing Combustion Demonstrations	Franklin Institute/Musser Theater
2:15pm–3:30pm	Finding Your Way in the Dark II: Switching Program Paradigms in the Planetarium	Franklin Institute/Fels Planetarium
3:15pm–4:30pm	LEAP Into Science: A Museum/Library Partnership in After-School Science Learning	Franklin Institute/Musser Theater
4:30pm–5:30pm	Refreshment Break	Franklin Institute
4:00pm–5:15pm	A Whole New World: Science Visualizations on the Dome	Franklin Institute/Fels Planetarium
4:00pm–6:00pm	ASTC Diversity and Leadership Development Fellows Debriefing Workshop	103C
4:30pm–5:30pm	ASTC Conference Program Planning Committee	Franklin Institute/501
6:00pm–7:00pm	Forever Franklin	Benjamin Franklin National Memorial

October 21, 2008 – Tuesday

8:00am–noon	Youth Program Network Workshop	Philadelphia Marriott/401, 402	
8:15am–8:45am	The CEO Is In	Convention Center/Hall D Lobby	
9:00am–10:15am	Science Quilting: Knitting Together Infectious Diseases from Different Perspectives	103A	
	Summer Camp Rules! Diary of a Happy Camper	103B	
	Easy Money: Quick & Simple Ways to Enhance Revenue	103C	
	Using Inquiry to Build a Learning Organization	104AB	
	Informal Learning: An International Perspective	106AB	
	The Marriage of Guest Services and Education: A Love-Hate Relationship	107AB	
	Nature's Forecast	108A	
	Armchair Tour of New Science Centers	108B	
	10:45am–noon	Chemistry Programs That Get Great Reactions	103A
		The NSF Informal Science Education Program: An Update	103B
ASTC Connect Unplugged: Continuing the Conversation on Working with Scientists & Engineers		103C	
Early Childhood Learning on the Exhibit Floor		104AB	
You Don't Have To Be A Scientist: Increasing Community Capacity		106AB	
Education Program Development: Documenting the Process, Part II		107AB	
Digging Deeper at Exhibits: Tools for Building Visitors' Experimentation Skills		108A	
12:15pm–12:30pm	Acknowledgments/Closing Remarks	Hall D Lobby	
12:30pm–2:30pm	Social Reception/Buffer Lunch	Hall D Lobby	
1:00pm–5:00pm	Not Your Father's Museum: A Museum Crawl to Philly's Recently Revamped Institutions	Postconference Tour	