

ASTC 2008 Call for Proposals
Deadline: December 7, 2007

IN THE PUBLIC EYE
Science Centers at the Crossroads of Science and Culture

Do you have a new idea that could impact the future of the science center and museum industry? Want to share a unique experience that will help advance the careers of other industry professionals? Have a fresh perspective about current and future trends that are certain to affect our industry?

Now is the time to share your insights and expertise! Submit a proposal to participate as a speaker at the ASTC 2008 Annual Conference in Philadelphia, Pennsylvania, October 18–21, 2008, and expose your innovative ideas to more than 1,800 industry professionals.

For 2008, in addition to science center basics and fundamental professional development topics in our field, ASTC invites proposals that explore all aspects of civic science. We are particularly interested in session proposals that contemplate, challenge, and enrich our strategic thinking in one or more of the following issues as they support the conference theme, *In the Public Eye: Science Centers at the Crossroads of Science and Culture*.

- Research in Learning: How do we better document and provide evidence for the role of science centers as mediators between science and culture? How does that evidence contribute to the knowledge base on informal and lifelong learning communities?
- Current science: How do we connect our audiences with the professional pursuit of scientific knowledge? How do we facilitate communication between science communities and our audiences?
- Technology: As new technologies liberate us from the constraints of time and place, how do they change learning in science centers, as well as the ways we relate to our families, our communities, and the world? What is our role in advancing the adoption and use of electronic technology?
- Public policy and issues: Given the impact of current environmental issues, how far should science centers move beyond offering access to science information and get involved in promoting public policy? What is our role in the civic discussion of controversial science issues?
- Marketing: What are the issues and strategies needed to engage our audiences in inherently controversial topics? Is it true everywhere that there is no bad press for educational organizations?
- Leadership and management: Given the controversial nature of many of the issues that are addressed by science centers, how do we promote creative and open-minded leadership in the face of today's challenges?

We're looking for original ideas that will challenge traditional standards and established practices. Submit your presentations that focus on engaging and motivating attendees through unique methods of learning. Tell us how your presentation will help learners impact their organization and their career.

Education Tracks

Based on attendee feedback from 2006, we would like to increase the number of sessions that fall under these areas:

Marketing
Administration/Finance
Visitor/Customer Services
CEO/Director/Trustee

Audience

Science Center and Museum Members include not only science-technology centers and science museums, but also nature centers, aquariums, planetariums, zoos, botanical gardens, space theaters, and natural history and children's museums.

IMPORTANT INFORMATION

The criteria below are used by the Conference Program Planning Committee to score the proposals. Sessions that meet more of these criteria are rated higher and have a greater chance to be approved for inclusion in the conference program. In contrast, those that do not are rated lower and are more likely not to be approved.

The first bullet below is a very important one, since we value interactive learning experiences. Please consider this also as you choose your presentation style.

As you fill out the form, remember that a successful session proposal

- involves the audience—after all, science centers specialize in interactive learning that encompasses more than one point of view on an issue, or more than one approach to a problem
- includes presenters and/or discussion facilitators from more than one institution
- highlights more than one institution, consortium, or national network
- includes presenters who represent geographic and ethnic/cultural/gender diversity
- includes presenters from large, medium, and small institutions
- uses commercial representatives appropriately; this is not a selling opportunity
- lists confirmed, rather than tentative, presenters
- features a format that suits the proposal

Presenters' Registration Fees: Please note that all session leaders and presenters who are employed by an ASTC-member institution **must register and pay the registration fee** for the ASTC Annual Conference. For presenters not employed by a member institution, ASTC waives the registration fee for the **day of their session only**; however, these presenters are required to complete a registration form and pay for any ticketed events on that day.

Audiovisual Provided;

All sessions will have a standard A/V package available for use during the presentation. The standard A/V package consists of: (1) LCD Projector, (1) Screen, (1) Flipchart, (1) wired lavaliere, (1) Podium Microphone, (1) Table Top Microphone (for head table). Additional A/V will be at the presenter's expense.

Presentation Style

There are a number of different presentation styles you may choose for your session. We encourage you to consider all styles of formats to create effective learning opportunities, especially those that involve the audience.

- **Forum:** An open discussion on specific issues among session audiences and panelists moderated by one or more expert panelists.
- **Workshop:** A program for a relatively small group of people in a given field that emphasizes participation in problem-solving efforts with one or more hands-on activities; limited participation (30 minimum/60 maximum).
- **Roundtable:** Issue-oriented conversation, seated in a circular format, with a session leader who articulates the issues, monitors the progress of the discussions, and often facilitates a wrap-up segment at the end of the session; prepared participants facilitate conversation at each table.
- **Showcase:** An informal, noncommercial session with six or more presenters, each providing a poster or tabletop display and handout with complete program description. The session organizer gives a brief introduction, and participants move around the room to hear brief prepared remarks by showcase presenters. Seats are available.
- **Guest speaker:** One expert speaker presenting on a particular subject and remaining for a question-and-answer period; "Featured Speaker" status will be determined by the ASTC Conference Program Planning Committee.
- **Panel:** Three to four presenters, with session leader who introduces and summarizes the session, followed by a question-and-answer period and audience discussion of at least 15–20 minutes.

All correspondence related to this proposal will be directed to the session leader listed on the form.

Schedule:

December 7, 2007 Deadline for session proposals.

March 14, 2008 Session leaders notified of acceptance or decline of proposals.

March 28, 2008 Deadline for revised session narratives and confirmation of presenters.

Important tips for completing the Call for Proposal Online Submission Form

- After your Call for Proposal is processed, you will receive an e-mail with a **Session ID#**. Please allow 10 days for processing. If you need to make/changes/additions to your proposal, send an e-mail to conference@astc.org with your session ID# in the subject.
- Section 9, Conference Tracks; please number your choices, do not use X's.
- All correspondence will be sent to the session leader, not the submitter of the proposal.