

SUNDAY, OCTOBER 19

7:30am–5:00pm

Conference Registration

Sponsored by White Oak Associates

7:30am–5:00pm

Information/Message Center Open

8:15am–8:45am

The CEO Is In

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, Director, Carnegie Science Center, Pittsburgh, Pennsylvania

9:00am–5:00pm

ASTC Job Bank

Open to all

10:00am–10:30am

Exhibitors Appreciation Breakfast

By invitation only

ASTC 2008 exhibitors are cordially invited to the annual Exhibitors Appreciation Breakfast, an interactive event. We want to let exhibitors know how much we appreciate their work on behalf of the science center field and talk together about the conference.

9:00am–9:15am

Looking Ahead to ASTC 2009

Presented by next year's host, Fort Worth Museum of Science and History, Texas

9:15am–10:30am

Plenary Session

“The Global Discussion on Global Sustainability: Where Do Science Centers Fit In?”

All over the world, people are responding to the threat of global warming in the context of a desire for social justice. Can science centers serve as foci for public understanding and action on climate change? Should science center professionals work to advance dialog among patrons, partners, and government?

Our panel of plenary speakers will present findings from other fields of science communication that may have implications for science centers. Already confirmed are research scientist **Anthony Leiserowitz**, director of the Yale Project on Climate Change and an expert on worldwide public attitudes toward environmental messages, and urban planner **Philip C. Myrick**, vice president of the New York-based Project for Public Spaces and author of *Public Parks, Private Partners*. Additional presenters will be listed in the final program.

Moderator **Joe Palca**, science correspondent for National Public Radio, will encourage dialog among the speakers and pose questions addressing what these experts see as the role of science centers (and ASTC) in promoting global sustainability.

Complimentary organic coffee will be served during the morning Plenary Session.

10:30am–11:30am

Global Sustainability: Further Discussion

Following the plenary session, interested attendees are invited to meet in a small-group setting to discuss the questions posed. Resulting recommendations will be pursued in ongoing ASTC Connect forums.

10:30am–6:15pm

Exhibit Hall Open

Open to all registered delegates

10:45am–1:00pm

Development Luncheon: “Fund-Raising in the Field of Science and Technology”



Focusing on nonprofits and drawing on best practices culled from more than a decade in the science and technology fund-raising industry, featured speaker **Ray Happy** will begin by reviewing the five basic elements of a capital campaign: devising a campaign plan, writing a case statement, recruiting campaign leadership, working with volunteers, and identifying appropriate prospects. He will then lead a roundtable discussion on specific challenges of raising money in the science and technology industry and take questions from attendees.

Session moderator: Larry Dubinski, Senior Vice President, External Affairs and General Counsel, The Franklin Institute, Philadelphia, Pennsylvania

Featured speaker: Raymond P. Happy, Senior Vice President and Managing Director, CCS Fund Raising, New York, New York

Preregistration required; Check event on registration form.

Luncheon fee: \$38.

ASTC MeetingPlace in Exhibit Hall

Open to all registered delegates. See description, page 7.

11:00am–noon

ExhibitFiles Brunch

Come celebrate the success of ExhibitFiles.org over the past 18 months, and find out what’s happening next.

Preregistration required; check event on registration form.

Event fee: \$27

11:00am–noon

Live Demonstration Hour

Join your colleagues in the Exhibit Hall for an hour of live demonstrations.

11:00am–2:30pm

Lunch Concession in Exhibit Hall

Open to all

11:30am–12:30pm

CEO/Trustee Reception and Luncheon

A reception and luncheon designed to offer museum CEOs and trustees the opportunity to get acquainted, network, and address issues of mutual interest.

Open to museum CEOs and trustees only; preregistration required.

Luncheon fee: \$38. Check event on registration form.

Sponsored by Ansel Associates, Inc.

**Concurrent Sessions
12:30pm–1:45pm**

**Small Traveling Exhibitions:
It’s Not about Making Big Exhibitions Smaller**



Demand is high for small and very small traveling exhibitions, especially if they are interactive, affordable, and functional for small venues. Bring your experiences, ideas, and questions about best practices as we explore the challenges and successes of small traveling exhibitions created and toured by museums of all sizes.

Session leader: Victoria Coats, Manager, Exhibit Research and Development, Oregon Museum of Science and Industry, Portland

Enjoyment and Learning: Do These Have to Be in Conflict?



Cognitive scientist, computer expert, and author of popular books on human-centered design, **Don Norman** is a long-time friend and critic of science museums. He enjoys watching people playing in museums, having fun, delighted by their experiences, but can’t help wondering, “Do they learn any science?” In this session, the recipient of The Franklin Institute’s Benjamin Franklin Medal in Computer & Cognitive Science will share comments and observations (friendly and constructive, he assures us) about museums he has studied in Europe, Japan, New Zealand, Australia, and the United States.

Session moderator: Steve Snyder, Vice President, Exhibit and Program Development, The Franklin Institute, Philadelphia, Pennsylvania

Featured speaker: Don Norman, Professor, Computer Science and Electrical Engineering, and Director, Segal Design Institute, Northwestern University, Evanston, Illinois, and cofounder of the Nielsen Norman group

A Scientist Walks into a Bar: Science Café As Outreach



Science Cafés are a new and effective way to engage adult audiences. Often held in local restaurants and pubs, they provide a comfortable place to speak with a scientist about cutting-edge research. Join us for a lively discussion of strategies for bringing current science directly to your target audience.

Session leader: Amanda Thomas, Coordinator, Adult Learning Programs, Oregon Museum of Science and Industry, Portland, Oregon

Introducing NSF's New Framework for Planning and Evaluating Impacts

The National Science Foundation has established a set of "impact categories" for reporting outcomes of all informal science education (ISE) projects. Authors of a guidebook to the new evaluation framework (http://insci.org/docs/Eval_Framework.pdf), along with an NSF program officer, will present an overview of the process, designed for anyone planning to develop proposals.

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

The Bilingual Museum: Strategies for Serving Multicultural Communities

Staff members from Mexico City's Universum and the Miami Science Museum will discuss lessons learned in producing bilingual exhibits. Topics will include translation vs. interpretation, finding resources and tools, dealing with issues of regional identity and regional variations in language, and techniques for producing effective and visually appealing bilingual exhibits.

Session leader: Carlos Plaza, Exhibit Developer, Miami Science Museum, Miami, Florida

Science: Tell It Like a Story (Part 1, Why?)

Panelists, including researchers, educators, and professional storytellers, will discuss the use of oral storytelling in science centers and other informal science settings. Topics will include research, best practices, and examples of applications. Additionally, well-known storyteller and science educator Lynn Moroney will share a story and discuss science as a form of storytelling.

Session leader: Laura Martin, Director, Science Interpretation, Arizona Science Center, Phoenix

Sweet Dreams Are Made of This...

Overnight programs are part of almost all of our institutions. Join us to ask questions, share your experiences, and network with your fellow sleepyheads. This workshop is open to anyone, from experienced overnight program managers to newcomers just starting out. We will discuss a variety of topics to help you build a bigger and better overnight program.

Session leader: Jessica Kindt, Special Programs Manager, The Franklin Institute, Philadelphia, Pennsylvania

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

Ready-Made Programs for Citizen Science

There are a number of existing, outstanding citizen science programs that museums and science centers can adopt or replicate. This session will feature a series of short, introductory presentations about citizen science engagement programs that all interested ASTC institutions can host.

Session leader: Joel Halvorson, Program Manager, Minnesota Planetarium and Space Discovery Center, Minneapolis

Mission-Driven Membership Programs

How do we turn members into donors? Focus them on our mission! How do we engage our members in the mission of our organizations? Involve them! How do we involve our members without burning out staff? Whether you are from a large or a small museum, finding efficient answers to this challenge is important.

Session leader: Ginny Auer, Director, Development, ScienceWorks Hands-On Museum, Ashland, Oregon

Beyond the Basics: New (and Successful!) Approaches to Teacher Professional Development

Teacher professional development is offered at many informal institutions, but what does it take to support real change in the K–12 classroom? Three science centers will discuss recent innovative updates to the "basic" teacher training model that show promise in encouraging sustainable, long-term change in teacher practices and in fostering deeper relationships between formal and informal educational institutions.

Session leader: Andrea Motto, Museum Youth Program Specialist, New York Hall of Science, Queens

1:45pm–2:30pm
Exhibit Hall Refreshment Break
 Free prize drawings. Must be present to win.

Concurrent Sessions 2:30pm–3:45pm

Is Open-Ended an Open Invitation for Chaos?

As more science centers embrace open-ended experiential learning, what is the impact on infrastructure? How do you ensure a positive experience for the visitor, while preventing vandalism and other negative outcomes? This panel will explore the role that size of institution, design and visual language, and facilitation and operational practices play in keeping open-ended learning from becoming a dead end.

Session leader: Sabrina Greupner, Manager, Weston Family Innovation Centre, Ontario Science Centre, Toronto

Using the “Science of Kids” to Engage Adult Visitors



This session will consider how museums can draw on current cognitive development research not only to shape children’s experiences in our exhibits and programs, but also to engage adult visitors in their own meaningful science experiences.

Session leader: Rebecca Kipling, Program Manager, Discovery Center, Museum of Science, Boston, Massachusetts

Science: Tell It Like a Story (Part 2, How?)



In this follow-up to today’s 12:30 session, professional storytellers and educators will share techniques for using oral storytelling to communicate science. Together, we will compare the language of story and the language of science and learn “tricks” of the storytelling trade, including how to find and learn stories. Please bring a story to share.

Session leader: Tina Crimp, Manager, Partnerships, Techniquet, Cardiff, Wales, U.K.

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

You Can’t Do That in Museums!



When was the last time you visited an R-rated museum? In a world of fake news and sarcastic children’s programming, museums remain resistant to ambiguity, irony, and even humor. Join us for lively discussion about the tradeoffs of edge, irreverence, and aberration in museum branding and design.

Session leader: Nina Simon, Think Team, The Tech Museum of Innovation, San Jose, California

Sponsored by Sodexo

Staff Maintenance 101: Keeping Your Part-Timers Running Smoothly

Education departments in museums could not run without dedicated part-time staff, but how do you keep this staff motivated, focused, and happy? Training and managing part-timers can be a huge investment of time. See how we have successfully retained our part-time staff and found creative solutions to satisfying their needs as well as our own.

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

Beyond Visitors: Growing Mission and Margin



As many science centers reach their visitor market limits, we are seeing growth in a new category of learners, “brand customers.” Brand customers for your other learning services can equal or exceed visitor revenues. In this session, three entrepreneurial science centers reveal how they built brand-customer revenues that exceed their admissions revenues.

Session leader: John Jacobsen, President, White Oak Associates Inc., Marblehead, Massachusetts

Equity as a Factor in Informal Science Education



Current research on factors, especially equity issues, that can help keep people from underrepresented groups in the STEM pipeline will be shared and discussed. Participants will leave with equity-based strategies for outreach to this audience and science activities that level the playing field for all children.

Session leader: Maryann Stimmer, Science Program Coordinator, Educational Equity Center at the Academy for Educational Development, New York, New York

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

Sponsored by Kittelman & Associates, LLC

Action Research: So Many Questions, So Little Time



Need to find out what is and isn’t working in your institution and why? Doing evaluation with little time and money is an ongoing challenge. In this poster session, find out about action research and how your colleagues have used it to address some of their pressing evaluation questions.

Session leader: Dennis Schatz, Vice President, Education, Pacific Science Center, Seattle, Washington

Museums and the Mind: Applying Cognitive Neuroscience to Free-Choice Learning



Advances in neuroscience are revealing biological pathways underlying emotion, attention, and memory. How can this research be integrated with educational pedagogy to enhance free-choice learning? Join experts from neuroscience, education, and museums to explore practical ways in which new insights about the brain can be applied to creating museum experiences.

Session leader: Jayatri Das, Senior Exhibit and Program Developer, The Franklin Institute, Philadelphia, Pennsylvania

IMLS Grant Opportunities at the Crossroads of Science and Culture

Join program officers from the Institute of Museum and Library Services as they share information about funding opportunities for museums, including grants that strengthen the ability of museums to serve the public more effectively, grants for the conservation of collections, grants to provide professional development opportunities to staff, and programs for a variety of other museum activities. Information on IMLS grant programs, tips for writing a competitive grant, and a road map to IMLS resources will be presented.

Session leader: Mary Estelle Kennelly, Associate Deputy Director, Museum Services, Institute of Museum and Library Services, Washington, D.C.

Traveling Exhibitions: Cash Cow or Monkey on Our Backs?



Museums invest significant resources in traveling exhibitions, yet little is known about the industry or the strategies employed by individual institutions. Real and theoretical models will be presented, plus findings from the first completed traveling exhibition industry analysis, developed from surveys of science museums, producers, existing databases and public sources.

Session leader: Jeanie Stahl, Vice President, White Oak Associates Inc., Marblehead, Massachusetts

From Island to Mainland: Science and Community Identity



Outreach to community audiences requires a different approach than outreach to traditional school audiences. Some science centers have adopted novel approaches to community engagement, marked by mutual exchanges from formal science and grassroots knowledge in developing the outreach package. Three such institutions share their experiences.

Session leader: Vishnu Ramcharan, Manager, Community Engagement and Hosts, Ontario Science Centre, Toronto

Running a "Green" Museum: It's Not Impossible



Organic, local, natural, nontoxic, biodegradable? However you define "green," today's museums face growing pressure to adapt their operations to protect the environment. Come discover food, facility, and retail solutions that can minimize your institution's environmental impact and enhance the experiences your customers seek.

Session leader: Paul Tazar, Director, Business Development, Aramark Cultural Attractions, Detroit, Michigan

Concurrent Sessions 4:00pm–5:15pm

Does Design Matter in Science Centers?



Why is there no design strand at the ASTC conference? Are science museums lacking in design—or just designers? What is the current thinking about the design of science exhibitions? When do we address the role of design in creating exceptional experiences? Come discuss, define, and find the design in science museums.

Session leader: Dottie Miles, Exhibit Designer, The Franklin Institute, Philadelphia, Pennsylvania

Visitors and Scientists: Are They Speaking the Same Language?

When we design exhibits and programs, it's important to be aware of museum visitors' conceptions about science—and to clarify our own. Participants will examine their own conceptions in facilitated small groups, using questions drawn from front-end studies of visitors' understandings. We will conclude with general discussion informed by recent work on exhibitions about evolution, exploring how to bring together the language of experts with the everyday language visitors use.

Session leader: Martin Weiss, Consultant, Science Interpretation, New York Hall of Science, Queens

ASTC in the YouTube Community

ASTC-member institutions can enhance their connection to an increasingly online public by developing a presence on the video-sharing web site YouTube. This follow-up to a 2007 introductory session in L.A. will offer an open discussion on how institutions can become more involved in YouTube and other social sites.

Session leader: Kathy Nicholaichuk, Audio Visual Designer, Ontario Science Centre, Toronto

When the Materials Do the Teaching



Providing physical materials that support a range of thoughtful activity is crucial for nurturing inquiry, but how do you choose materials with multiple entry points and possible outcomes? Who decides how materials will be used and what will be learned from them? Experience materials-based learning yourself, and explore these questions.

Session leader: Eric Meyer, Explorations and Special Projects Manager, Explora, Albuquerque, New Mexico

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

Engaging Chaperones: Planning and Conducting an Action Research Project



Hear about a series of action research studies that examine the role of chaperones, and learn effective strategies for engaging chaperones with field trip groups. Panelists will share their experiences in doing action research for the first time and will lead a discussion with audience members about planning and conducting studies in their own institutions.

Session leader: Scott Randol, Research Specialist, Lawrence Hall of Science, Berkeley, California

New Models for Content Teams: A Discussion with Directors



Experience factory? Distributed design? Some science centers are seeking radical new ways to organize and manage content production teams to better innovate, educate, and compete in today's market. In this interactive session, you will cajole, question, and consider the unorthodox strategies pursued by three museum directors.

Session leader: Nina Simon, Think Team, The Tech Museum of Innovation, San Jose, California

Take a Child Outside Week: Join the Success



Learn about the national *Take a Child Outside* (TACO) week, and discover how your institution can become part of this movement. Participants will explore TACO's online technology; try fun outdoor activities; hear from TACO partners in museums, aquariums, and state parks; and receive free promotional materials.

Session leader: Elizabeth Baird, Director, School Programs, North Carolina Museum of Natural Sciences, Raleigh

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

The Promise and Pitfalls of Digital Learning Games

Three reports from the field reveal the challenges, pitfalls, and lessons learned by educators and researchers at several informal science organizations as they attempt to realize the potential of game-based learning. What kinds of learning can games facilitate? How can game design principles be applied to a variety of museum programming?

Session leader: Joe Adams, President, Discovery Science Center, Santa Ana, California

Creating Partnerships to Bring Science to Diverse Communities



How can your institution create programming that reaches underserved populations, distant towns, or other diverse communities? Learn how your peers have successfully used outside partnerships to create three different programs that reach rural audiences, Latino populations, and underserved teens. Then brainstorm ways you can create your own partnerships.

Session leader: Nikki Melchior, Outreach Education Supervisor, Pacific Science Center, Seattle, Washington

You Are the Exhibit: Self-Reflection in Interactive Exhibits

Many visitors come to science museums to experience something exciting or beautiful about the natural world. But some exhibits ask visitors to investigate the activities of their own minds. Are there successful techniques for fostering this interior exploration? Do visitors really want to focus on themselves?

Session leader: Joyce Ma, Senior Evaluator, The Exploratorium, San Francisco, California

Concurrent Extended Sessions

4:00pm–6:00pm

Critical Issues in Building a Portal to the Public for Current Science Research



These sessions highlight outcomes from the recent National Science Foundation–funded Synthesis Meeting, held as part of the *Portal to the Public* grant, and allow participants to reflect on critical and emerging issues to consider when organizing face-to-face interactions between scientists and the public.

Session leader: Dennis Schatz, Vice President, Education, Pacific Science Center, Seattle, Washington

4:00pm–6:00pm

Shall We Dance: Engaging Science Through Movement and Culture



This interactive session will explore teaching science to diverse audiences through the use of creative movement. Participants will consider science programming through the lens of cultural importance and diversity, and walk away with techniques and unique methods of teaching and learning science through movement. Wear comfortable clothing and be prepared to move!

Session leader: Astrid Roman, Coordinator, Youth and Community Programs, New Jersey Academy for Aquatic Sciences, Camden

4:00pm–6:30pm
Conquering Challenges through Creative Leadership and Professional Development



As the roles that science centers play in our society change, what kinds of leadership and professional development structures will let us respond effectively to new challenges? Topics for small-group discussion will include New Leadership Models, Building Effective Teams, the Role of Mentorship, and the Role of Diversity. The full group will reconvene to share ideas, look for commonalities, and seek to develop an overall vision for leadership and professional development in the field. This session is for anyone from any level of an institution.

Session leader: Heather Gibbons, Deputy Vice President, Enrichment and Outreach Education, Pacific Science Center, Seattle, Washington

Preregistration requested for exchange of advance information; check workshop on registration form.

Sponsored by Sodexo

5:15pm–6:15pm
Exhibit Hall Closing Reception

Don't miss this final opportunity to see the latest innovations in services and products for the science and technology center field in the ASTC 2008 Exhibit Hall. Refreshments will be served.

Free prize drawings. Must be present to win.

6:15pm–7:15pm
Networking Receptions

To promote networking opportunities at the 2008 ASTC Annual Conference, we continue our series of special-interest networking receptions following the Closing Reception in the ASTC Exhibit Hall. Held in separate locations at the Philadelphia Marriott Downtown on Sunday, October 19, the receptions are offered free of charge (cash bar available).

Conference delegates can "meet and greet" colleagues in five professional specialties:

- Advocates for Diversity
- Development, Marketing, and Membership
- Exhibit Developers (*Sponsored by West Office Exhibition Design*)
- Museum Educators (*Sponsored by Randi Korn & Associates*)

Preregistration not required. However, if you are certain you will be attending one of these receptions, please indicate your choice on the conference registration form.

6:15pm–7:15pm
ASTC Governing Member Directors Appreciation Reception

*By invitation only
 Sponsored by Aramark*

7:30pm–9:30pm
ASTC Conference Banquet

Join us for a memorable evening of food and celebration in the beautiful Ballroom at the Pennsylvania Convention Center.

Preregistration required. Check event on registration form.
*Event fee for registered attendee: \$35.
 Event fee for non-registered guest: \$60.*

8:30pm–9:00pm
Presentation of ASTC Roy L. Shafer Leading Edge Awards

9:00pm–9:30pm
Banquet Entertainment: ComedySportz Philadelphia

ComedySportz is the fastest and funniest form of comedy you've ever seen! Two teams of "act-letes" vie for points in a hilarious competition by playing a series of improvisational theatre games. A referee governs the action, calling fouls and keeping the match moving at a blistering pace. The audience is always a part of the interactive show—and sometimes even winds up on stage! If you like TV's "Whose Line Is It Anyway?," you'll love ComedySportz.

Sponsored by The Franklin Institute



Sunday Late Night Sessions

9:30pm–midnight **Pub Science: Reaching Adults in Their Natural Habitat**

After the ASTC banquet, gather with like-minded professionals in a local tavern to participate in an irreverent program aimed at engaging adults with the world of science (in an environment they can connect with!) and getting science into the minds of the public. Armed with props and a guide, the adventurous can then try running their own session—in the wild—at a nearby venue.

Session leader: Erika Kiessner, Exhibit Prototyper, The Franklin Institute, Philadelphia, Pennsylvania

Preregistration required; location to be announced. Check workshop on registration form.

9:30pm–1:00am **ASTC Diversity Fellowship Dance Party**

Philadelphia Marriott Downtown
DooWop, Surfer sounds, Motown, Soul, Rock & Roll, Disco, R & B, Hard Rock, Rap, Hip Hop? Snoop Dogg, Willie Nelson, Smokey Robinson, the Beatles, Stevie Wonder, Bon Jovi, Guns 'n' Roses, the Beach Boys, Michael Jackson, Tina Turner, 50 Cent, Beyoncé?

Who's your favorite? Are you a fan of the '60s? the '90s? It doesn't matter. Come listen to and dance to music from the past six decades. Shake a tail feather, bump, shimmy, swim, moonwalk, waltz, jitterbug—there will be something for everyone! If you don't want to dance, then you can laugh at (oops, we mean watch) everyone else. But do support the ASTC Diversity and Leadership Development Fellows Program by partying down or by simply making a donation. Come hang loose for a few hours...it will be outta sight!

Preregistration requested; check on registration form.
Event donation: \$25 per person; \$35 at the door. Can't attend? Include a donation with your conference registration; see page 61.

MONDAY, OCTOBER 20

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–8:45am **Interest Group Meeting**

Wet-Lab Biology for the Public

Contact: Laurie Fink, Science Museum of Minnesota, St. Paul
Open to all ASTC attendees

7:30am–noon **Conference Registration**

Sponsored by White Oak Associates

7:30am–5:00pm **Information/Message Center Open**

8:00am–6:00pm **Exhibit Hall Breakdown**

Exhibitors only

8:15am–8:45am **The CEO Is In**

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, Director, Carnegie Science Center, Pittsburgh, Pennsylvania

8:00am–noon **Outreach LIVE!**

Science centers from around the country bring their best outreach programs to a Philadelphia school. Come discover how U.S. outreach programs are sparking students' interest in science. A roundtable discussion to review and evaluate the programs will follow the presentations.

Session leader: Paul Taylor, Manager, Traveling Science Show and Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania

Preregistration required; check workshop on registration form.
Workshop fee: \$20; includes transportation