

MONDAY, NOVEMBER 2

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 Meetings

Traveling Exhibitions Roundtable

Sheraton Fort Worth/Fall Creek Room
Contact: Robert Mac West, Informal Learning Experiences, Washington, D.C.
Open to all ASTC attendees

Math Special Interest Group (Educational Equity Center at Academy for Educational Development)

Sheraton Fort Worth/Grape Creek Room
Contact: Maryann Stimmer, AED, New York, New York
Open to all ASTC attendees

Science Beyond the Boundaries Breakfast

Sheraton Fort Worth/Sister Creek Room
Contact: Jennifer Boxer, Saint Louis Science Center
Open to all ASTC attendees

NISE Net Breakfast

Sheraton Fort Worth/Pheasant Ridge Room
Contact: Margaret Glass
By invitation only

7:30am–noon
Conference Registration

Convention Center/13th Street Lobby
Sponsored by White Oak Associates

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

Convention Center/13th Street Lobby

8:00am–noon
Exhibit Hall Breakdown

Convention Center/Exhibit Hall A-B
Exhibitors only

9:00am–5:00pm
ASTC Job Bank

Convention Center/Room 107
Open to all

8:00am–noon
Outreach LIVE!

North Hi Mount Elementary School
3801 West 7th Street



M1

Experience different science center outreach programs from across the country and learn how they support science education in the classroom. Participants will visit Fort Worth's North Hi Mount Elementary School to see successful bilingual presentations in action and learn how one group trains teens to present programs to young children; observe student learning in a variety of contexts; discuss critical aspects of strong outreach programs with others in the field; and consider how to create exhibits-based outreach programs.

Session leader: Anne Herndon, Director, School and Group Programs, Fort Worth Museum of Science and History, Fort Worth, Texas

Presenters: Jennifer Holt, Director, Revenue Programs, SCIPORT, Shreveport, Louisiana; Nikki Melchior, Supervisor, Outreach Education Program, Pacific Science Center, Seattle, Washington; Andrea Hernandez, Site Director, Science Workshop, Children's Museum of Houston, Houston, Texas; Paul Taylor, Manager, Traveling Science Show and Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania; and Neiri Carrasco, High School Coordinator, Yakima Valley/Tri-Cities MESA, Richland, Washington

Preregistration required. Coach will begin boarding at the Fort Worth Convention Center (13th and Houston streets) at 7:15am, leave at 7:30am, and return to the Fort Worth Museum of Science and History at approximately 12:30pm. Shuttles will operate between the museum and the convention center in the afternoon.

Concurrent Sessions 9:00am–10:15am

Leisure Decisions and Non-Museum-Goers: Recent Research among Various Cultural Communities



M2

Convention Center/Room 101

This session presents recent research conducted with non-museum-goers in the United States and the United Kingdom. Results can help us understand more about the leisure decisions and perspectives on museums of people in various cultural communities (Chinese, Latino, Vietnamese, Gujarati, African-Caribbean), as well as ways that these findings are informing offerings and practices at several science centers. 🎧

Session leader: Cecilia Garibay, Principal, Garibay Group, Chicago, Illinois

Presenters: Veronica Garcia-Luis, Research Associate, Exploratorium, San Francisco, California, and Jean Franzcyk, Director, Learning, Science Museum, London, U.K.

Bioart: The Blending of Art, Science, and Technology



M3

Convention Center/Room 102

What can art do for science, or science for art? Why do many scientific research groups have artists as part of their teams? Can new technologies be developed solely for the use of artists? Genetic engineering, tissue culturing, transgenic crops, cloning, and hydroponics are some of the tools used for today's "bioart" projects. Join a panel of scientists, artists, and ethicists as we discuss the ethical issues involved in bioart. 🎧

Session leader: Joaquin Fargas, Executive Director, Centro Científico Tecnológico Exploratorio, Buenos Aires, Argentina

Presenters: Julie Cleverdon, CEO, MTN Sciencentre, Cape Town, South Africa; Alejandra Castell, Executive Director, RED-Pop, San Jose, Costa Rica; and Tenku Nasariah, CEO, Petrosains, Kuala Lumpur, Malaysia

Think Globally, Play Locally: How Science Centers Can Help Bring Social and Global Issues to Teens



M4

Convention Center/Room 103AB

Young people who participate in science center programs today are the leaders and decision makers of tomorrow. Are we educating our teen visitors to be citizens of an individual country, or citizens of the world? Can we marry our education programs for youth with a focus on social justice and global change? Should we? Speakers will share their experiences with involving youth in global or societal issues, and participants will brainstorm ideas for new exhibits, programs, or events for teen audiences. 🎧

Session leader: Karen Hager, Associate Director, Events and Public Programs, Ontario Science Centre, Toronto, Ontario, Canada

Presenters: Andrea Middleton, Coordinator, Marketing, Oregon Museum of Science and Industry, Portland; Lee Dawson, Director, Communications, Oregon Museum of Science and Industry, Portland; Allison Sandmeyer, Director, Youth Programming, Free The Children, Toronto, Ontario, Canada; and Mark Wright, Director, Partnerships, National Children's Museum, Washington, D.C.

Thriving in Tough Times

M5

Convention Center/Room 201AB

Has your museum been affected by the economy? Hear from eight directors how their museums have adjusted their management style to keep up attendance, funding, staff morale, and visitor services in the face of financial challenges. In the second half, the audience will divide into groups, and speakers will circulate and discuss the details of their approaches. 🎧

Session leaders: Charlie Trautmann, Executive Director, Sciencentre, Ithaca, New York, and Chevy Humphrey, President and CEO, Arizona Science Center, Phoenix

Presenter: Margie Marino, Executive Director, North Museum of Natural History and Science, Lancaster, Pennsylvania

New Administration, New Initiatives, New Opportunities

M6

Convention Center/Room 201C

A new resident in the White House means new ways for science centers and museums to work with the administration and federal agencies. Help ASTC identify and prioritize new opportunities for involvement; then strategize about what actions to take to ensure that our field has increased access to programs and resources. 🎧

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

Presenter: Elizabeth K. Stage, Director, Lawrence Hall of Science, University of California, Berkeley

9:00am–10:15am

Noticing: Reflective Practice Methodology for Professional Development in Informal Settings

Convention Center/Room 202A



M7

This dynamic session explores an emerging framework for professional development of museum educators developed by MOSI, Tampa, and the University of California–Santa Cruz. Standard professional development for museum educators has focused on training staff to “know” specific content; reflective practice uses “noticing” as the framework for new ways of gauging when and how to approach family groups and to scaffold family activity. We will simulate model development with attendees using digital data, noticing cues, and reflective practices. 🎧

Session leader: Judith Lombana, Vice President, MOSI, Tampa, Florida

Presenters: Racquel Conteras, Museum Educator Researcher, MOSI, Tampa, Florida; Andy Owens, Consultant Trainer for Project, Brandon, Florida; and Doris Ash, Assistant Professor, University of California, Santa Cruz

Coherence: Creating a Focus and Sticking with It

Convention Center/Room 202B



M8

How can we create institutional coherence amid an abundance of opportunities and external pressures? How can we maintain coherence when taking on new directions with fewer resources? In a town hall format, representatives of small, medium, and large science centers from diverse environments share experiences and strategies for working together in our communities. 🎧

Session leader: Paul Tatter, Associate Director, Explora, Albuquerque, New Mexico

Presenters: Dennis Schatz, Senior Vice President, Strategic Programs, Pacific Science Center, Seattle, Washington; Jennifer Martin, CEO, TELUS World of Science–Calgary, Alberta, Canada; and Troy Livingston, Vice President, Innovation and Learning, Museum of Life and Science, Durham, North Carolina

Tapping the Fountain of Youth: Involving Teens in Exhibit Development

Convention Center/Room 202CD

M9

Including teenagers on exhibit development teams can profoundly impact the youths’ personal development, but what is the value to the exhibition itself and to visitors? In this panel session, four exhibit developers discuss their experiences in working with teens. Attendees will learn strategies for authentically engaging teens as co-creators of exhibits and programs and will explore evaluation tools for measuring the impact of this kind of youth involvement on a variety of audiences. 🎧

Session leader: Tamara Schwarz, Manager, Exhibitions, Chabot Space & Science Center, Oakland, California

Presenters: Erika Reinfeld, Education Specialist, Harvard-Smithsonian Center for Astrophysics, Cambridge, Massachusetts; Paul Dusenbery, Executive Director, Space Science Institute, Boulder, Colorado; Mary Dussault, Projects Manager, Harvard-Smithsonian Center for Astrophysics, Cambridge, Massachusetts; and Lisa Hoover, Youth Programs Manager, Chabot Space & Science Center, Oakland, California

Small Programming Resources, Big Educational Impact

Convention Center/Room 203A



M10

In this roundtable session, we’ll consider how small education departments can provide a range of effective programming with limited resources. Presenters will share case studies of both great ideas and unfortunate mistakes, and facilitate a discussion of how to assess a program’s impact, prioritize among diverse audiences, and make difficult decisions. 🎧

Session leaders: Ilene Frank, Director, Public Programs and Education, Schenectady Museum and Suits-Bueche Planetarium, Schenectady, New York, and Rae Ostman, Director, Education, Sciencenter, Ithaca, New York

Presenters: Michele Laverty, Director, Ag Science Center, Modesto, California; Kristie Maher, Executive Director, South Dakota Discovery Center, Pierre, South Dakota; Ken Schroeder, Executive Director, Edgerton Explorit Center, Aurora, Nebraska; Stacia Servos-Mejia, Program Coordinator, KidsQuest Children’s Museum, Bellevue, Washington; Janet Stone, Director, Operations, Lancaster Science Factory, Lancaster, Pennsylvania; Woody Sobey, Director, Education, Discovery Center of Idaho, Boise; and Jillian Fritch-Stump, Educator, Bakersfield Adventures for the Mind, California

Recruiting, Recognizing, and Retaining High-Performance Development Teams

Convention Center/Room 203BC

M11

Finding and keeping effective development staff is increasingly challenging. With a decline in those entering the field and the ever-increasing number of new nonprofits and foundations, there is fierce competition for experienced fund-raising professionals. A panel of senior development staff will detail best practices that can help you attract, motivate, and retain the best and brightest at your institution. 🎧

Session leader: Erik Pihl, Vice President for Development, Pacific Science Center, Seattle, Washington

Presenters: Marisa Wigglesworth, Assistant Vice President, Development, Pacific Science Center, Seattle, Washington, and Shannon Schumacher, Annual Giving Officer, Pacific Science Center, Seattle, Washington

Creatively Deepening Relationships Between Informal and Formal Institutions

Convention Center/Room 204AB

M12

Can creativity deepen the relationships between formal and informal education and merge higher-order thinking with teacher and student STEM learning? Join a national panel of formal and informal representatives who have been addressing these questions through the Exploratorium's CILS (Center for Informal Learning in Schools) initiative. Attendees will explore the possibilities that creative studies offer in enriching formal-informal partnerships, learn about successful formal-informal initiatives that have used creativity to promote higher order thinking and STEM learning, and have a chance to weigh in on the issue. 🎧

Session leaders: Lesley Kennedy, Program Manager, Museum of Science, Boston, Massachusetts

Presenters: Lucinda Presley, Director, Creativity in Education, Palestine, Texas; Mary Hobbs, Coordinator, Science Initiatives, Texas Regional Collaboratives for Excellence in Science and Math Teaching, University of Texas at Austin; and Linda Shore, Director, Teacher Institute, Exploratorium, San Francisco, California



10:30am–noon

Fulldome Video Showcase VI

The 6th annual Fulldome Video Showcase will feature a sampling of work of the world's best digital dome artists, including scientific visualizations, show excerpts, music/art, and experimental productions. This immersive digital content will be projected onto the 60-foot-diameter dome at the nearby Planetarium of the University of Texas at Arlington. See schedule, page 74, for details.

Free shuttle buses to the University of Texas–Arlington will depart from the Fort Worth Convention Center at 10:00am and return at 12:30pm to the Fort Worth Museum of Science and History. Free event; limited to 140 people; first come, first served.

Session leader: Scott Huggins, Director, Marketing, Evans & Sutherland and Spitz Inc., Chadds Ford, Pennsylvania

Sponsored by Evans & Sutherland and Spitz, Inc.

Concurrent Sessions 10:45am–noon

Sustainable Diversity Workshop: Conversation and Tools for Inclusivity

Convention Center/Room 101

M14

Do your diversity programs really reach your intended audiences and achieve your inclusivity goals? Are free days and community outreach enough? Participants will learn about basic tools others are using to reach diverse audiences and will develop knowledge of how they can achieve sustainable diversity in their own institutions.

Session leader: Eric Marshall, Materials Research Society, White Plains, New York

Presenters: Veronica Garcia-Luis, Research Associate, Center for Public Exhibition, Exploratorium, San Francisco, California; Margaret Glass, Communications Manager, NISE Network, ASTC, Washington, D.C.; Brad Herring, Director, Nanoscale Informal Science Education, Museum of Life and Science, Durham, North Carolina; Marilyn Johnson, Science Director, Oregon Museum of Science and Industry, Portland; Paul Martin, Vice President, Exhibits, Science Museum of Minnesota, St. Paul; and Stephanie Robinson, Principal Partner (retired), Education Trust, Washington, D.C.

10:45am–noon



An E&S Company

Fulldome Video Showcase VI

Play List (as of September 1, 2009)



Spitz, Inc. and Evans & Sutherland are pleased to sponsor the sixth annual Fulldome Video Showcase at the 2009 ASTC Annual Conference. This year's presentation will be held at 10:30am on Monday, November 2, at the nearby Planetarium of the University of Texas at Arlington. Shuttle buses to UT-Arlington will depart from the Fort Worth Convention Center at 10:00am and return at 12:30pm to the Fort Worth Museum of Science and History. Free event; limited to 140 people; first come, first served.

DATA VISUALIZATION & SIMULATION

- *Galaxy Evolution and Merger*: Advanced Visualization Lab, NCSA, UIUC
- *Volume Visualization Under the Dome*: Ajay Limaye, Tim Senden, Alexander Mitchell, Paul Bourke
- *Visualizing the Global Ocean*: Peter Morse, Paul Bourke (WASP) and Ben Raymond (AAD)
- *Excerpt from Black Holes: the Other Side of Infinity*: Thomas Lucas Productions, Denver Museum of Nature & Science, Advanced Visualization Lab at NCSA, UIUC
- *Black Hole at the Center of the Milky Way Galaxy*: Spitz Creative Media, Boston Productions, Harvard-Smithsonian Center for Astrophysics

SHOW TRAILERS & EXCERPTS

- *Journey to the Stars*: American Museum of Natural History
- *The Violent Universe*: Evans & Sutherland Digital Theater
- *Flight to the Moon News Brief*: Clark Planetarium Productions
- *IBEX: Search for the Edge of the Solar System*: Adler Planetarium Productions
- *Touching the Edge of the Universe*: ESA/ESOC 2009, University of Applied Sciences, Kiel, Germany
- *Tales of the Maya Skies*: Chabot Space & Science Center, distribution by Sky-Skan, Inc.
- *Stars*: Sudekum Planetarium at Adventure Science Center
- *Voyage of the Beagle*: excerpt from *Natural Selection*, Mirage 3-D
- *Awesome Light*: Imiloa Astronomy Center of Hawaii and Sky-Skan, Inc.
- *Astronomer 2.0*: adapted from *We Are Astronomers*, NSC creative
- *Centrifuge*: excerpt from *Astronaut*, NSC creative
- *Cosmic Collisions*: American Museum of Natural History

LARGE FORMAT TRANSFERS

- *Sea Monsters*: National Geographic Giant Screen Films
- *Egypt: Secrets of the Mummies*: Giant Screen Films
- *Dinosaurs Alive*: Giant Screen Films
- *Fly Me to the Moon*: nWave Pictures



The Zula Patrol: Down to Earth, courtesy of Zula International LLC, Spitz Creative Media, and Evans & Sutherland

KIDS' CORNER

- *One World, One Sky: Big Bird's Adventure*: Sesame Street Workshop, Adler Planetarium, and Beijing Planetarium
- *The Little Star That Could*: AudioVisual Imagineering and Brevard Community College
- *The Zula Patrol: Down to Earth*: Zula International LLC, Spitz Creative Media, and Evans & Sutherland

EXPERIMENTAL, MUSIC & ART

- Excerpts from *Fulldome Primer*: Theo A. Artz, amalgamation house, Inc. & Drexel University, JAV Productions
- *Paperworld*: excerpt from *Our Living Climate*, Melbourne Planetarium, Scienceworks
- *JuliaMorph Fractal Zoom*: Fractal Foundation
- *Frozen in Time: Mawson's Huts, Antarctica*: Peter Morse, Paul Bourke, Pete Wheeler, Carley Tillet
- *Los Hijos del Agua*: David Xirau, Manuel Heurga, Frank Aleu; Mediapro

Revolution or Evolution? Making the Most of Organizational Change

Convention Center/Room 102

M15

In our current economic climate we need to be prepared to manage transitions in our institutions quickly, effectively, and humanely. We will look at a variety of museums—small, large, and international—to understand the toll that rapid change can take, the opportunities that change presents, and the strategies that can help make the most of change. Attendees will have an opportunity to voice their concerns in discussion with panelists. 🎧

Session leader: Chris Wallace, Associate, David Heil & Associates, Inc., Portland, Oregon

Presenters: David Chesebrough, President and CEO, COSI Columbus, Ohio; Joe Hastings, Executive Director, Don Harrington Discovery Center, Amarillo, Texas; and Marcelo Knobel, Executive Director, Museu Exploratorio de Ciencias-Unicamp, Campinas, Sao Paulo, Brazil

The Art of Creating, Building, and Maintaining Meaningful Corporate Partnerships

Convention Center/Room 103AB

M16

Regardless of institutional size, creating new and maintaining existing corporate partnerships is a challenge for science centers, especially during the current economic climate. This session will examine creative tactics for bringing new corporate partners to your institution, leveraging those partnerships beyond cash donations, and maintaining the relationship during economic challenges. 🎧

Session leader: Andrea Blanken, Corporate Relations Officer, Pacific Science Center, Seattle, Washington

Presenter: Nancy Swartz, Director, Annual Giving, Fort Worth Museum of Science and History, Texas, and Jeff Serrano, Director of Corporate Relations, Dallas Museum of Art, Dallas, Texas

Preparing to Present: Session Planning and Proposal Development for the 2010 Conference

Convention Center/Room 201AB

M17

Focusing on the proposed theme for the 2010 conference, ASTC's four Strategic Priorities, and various models for sessions and workshops, this workshop will prepare participants to submit effective session proposals for ASTC 2010. Attendees will consider session criteria and information gained from previous conference attendee evaluations and discuss in small groups how they can take their own great ideas and transform them into great sessions. Attendees with similar ideas will be encouraged to collaborate on proposal development. 🎧

Session leaders: Kathy Gustafson-Hilton, Senior Exhibit Developer, Hands On! Inc., St. Petersburg, Florida; Erik Jacquemyn, Chief Executive Officer, Technopolis, the Flemish Science Centre, Mechelen, Belgium; and Carol Valenta, Senior Vice President and Associate Director, Saint Louis Science Center, St. Louis, Missouri

A Decade of Investigation: Measuring One Science Center's Impact



M18

Convention Center/Room 201C

This session will present more than a decade's research into the impact of the California Science Center on its community, including results of three major telephone surveys conducted one year before and one and 10 years after opening. We will discuss the implications of these findings on current understandings of institutional impact. 🎧

Session leader: Jeffrey Rudolph, President, California Science Center, Los Angeles

Presenter: John Falk, Professor, Science Education, Oregon State University, Corvallis

Outside the Box: Engaging Multimodal Approaches in Exhibits and Programs



M19

Convention Center/Room 202A

This interactive session will explore examples of cross-disciplinary approaches in exhibits and programs. We will begin with theory and insights from current research, continuing by reviewing models from recent projects, and conclude with a collaborative (and timely) exploration of a pumpkin that will engage both artistic and scientific thinking. Participants will have an opportunity to interlace modes of thinking and reflect on session experiences in terms of their own work at science centers. 🎧

Session leader: Elsa Bailey, Director and Principal, Elsa Bailey Consulting, San Francisco, California

Presenters: Sharon Klotz, Director, Exhibits, Brooklyn Children's Museum, New York, and Mary Jo Sutton, Director, Natural Sciences Exhibitions, Oakland Museum of California, Oakland, California

Preregistration required.

10:45am–noon

IMLS Update: Using Federal Funding to Create a Better Future for Your Institution

Convention Center/Room 202B **M20**

Join IMLS museum staff for a presentation and conversation about funding opportunities for museums, IMLS special initiatives, and new research within the museum field. Grantees will share tips on how they crafted their products, and reviewers will discuss the evaluation process. 🎧

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

Presenters: To be announced

Whose Reality? Augmented Reality, Mixed Reality, and Virtual Humans

Convention Center/Room 202CD **M21**

Three U.S. science centers are currently in the design stage of augmented- and mixed-reality projects funded by the National Science Foundation. These new technologies make possible dynamic and kinesthetic experiences and an ability to “see” unseen scientific attributes, creating added value over the typical exhibition component. In this panel session, we will provide basic information on the technologies, give examples of their potential uses, and touch on design considerations and the benefits and challenges of using augmented or mixed reality in your institution. 🎧

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

Presenters: Kate Goldman, Senior Research Associate, Institute for Learning Innovation, Edgewater, Maryland; Eileen Smith, Media Convergence Laboratory Institute for Simulation and Training, University of Central Florida, Orlando; Kim Cavendish, President/CEO, Museum of Discovery and Science, Fort Lauderdale, Florida; and Emily Bottis, Director, Interactive Media, Museum of Science, Boston, Massachusetts

The 5th Annual Inquiry Fashion Show

Convention Center/Room 203BC **M22**

Inquiry learning can be a beautiful thing when done with vision and style. Welcome to another season of the hottest trends and the coolest styles in inquiry science education! This workshop begins with a high-energy “fashion show” by our presenters, followed by a “showcase” in which participants rotate through different stations. Come away with real, replicable activities that can be used in multiple settings, from classrooms to the museum. Each one peer-reviewed for its relevance to the topic and quality of experience.

Session leader: Anne Burto, Manager, Explainer Development, New York Hall of Science, Queens

Presenters: Gail Donoghue, Supervisor, BNL Science Learning Center, Upton, New York; Jana Brown, Curator, Education, Museum of the Great Plains, Lawton, Kansas; Eric Hamilton, Senior Manager, NCSLET, American Museum of Natural History, New York; and Jennifer Bundy, Coordinator, Big Lab Program, California Science Center, Los Angeles

Creative Programming and Current Science Learning

Convention Center/Room 204AB **M23**

This session presents creative projects and performances that engage visitors in current science. Come experience interactive theater productions, programs, art projects, and craft activities that stimulate critical thinking, reveal complex concepts, and illustrate the creativity of the scientific endeavor. Participants will be given access to resources for implementing the programs. 🎧

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

Presenters: Lisa Regalla, Science Editor, Twin Cities Public Television, St. Paul, Minnesota; Ilene Frank, Director, Public Programs and Education, Schenectady Museum and Suits-Bueche Planetarium, New York; Stephanie Long, Manager, Public Programs, Science Museum of Minnesota, St. Paul; Keith Ostfeld, Director, Exhibit Development, Children’s Museum of Houston, Houston, Texas; Michael Rathbun, Associate Director, Discovery Center Museum, Rockford, Illinois; Greta Zenner, Director, Interdisciplinary Education Group, MRSEC, University of Wisconsin-Madison; Anders Liljeholm, Program Developer, Oregon Museum of Science and Industry, Portland; and Timothy Miller, Developer, Divine Wind LLC, Boston, Massachusetts

CANCELLED

Bridging Online and On-Site Visitor Experiences

Sheraton/ Fall Creek Room

M24

Many museums extend the on-site visitor experience via web-based activities and relationships. Rather than focusing on a linear “previsit/on-site visit/postvisit” trajectory, some are trying to use the Web as a content platform for building relationships between on-site visits. In this session, presenters who have experience with using custom platforms, webcasts, Second Life, geocaching sites, and online social networks for this purpose will guide discussion around audience-provided questions, problems, and projects. Attendees will understand how to approach multi-platform design strategically and walk away with a process they can apply at their own institutions. 🎧

Session leaders: Robyn Higdon, Director, Mediated Experiences, Exploratorium, San Francisco, California, and Nina Simon, Museum 2.0, Santa Cruz, California

Presenters: Seth Leary, Principal, NRG! Exhibits, Kirkland, Washington, and Tamara Schwarz, Exhibitions Manager, Chabot Space & Science Center, Oakland, California

Noon–2:00pm

Lunch at the Fort Worth Museum of Science and History

Enjoy some classic tastes with a Southwestern flair. Pick up your preordered lunch in the Star Café located on the first floor of the new museum.

Preregistration required.

Noon–6:00pm

Open House and Big Screen Day at the Fort Worth Museum of Science and History and Omni Theater

Open House Day will offer ASTC delegates an exclusive preview of the newest science center in the world—before it opens to the public! Don’t miss your chance to explore the nearly completed galleries, guest amenities, and architectural features of this world-class, 166,000-square-foot center for learning.

Have fun in “Tinkering” in the Innovation Studios. Check out the interactive courtyards in the Fort Worth Children’s Museum and Museum School. Dig deep into the *DinoDig* and *DinoLabs* galleries; then see what sparks your curiosity in the *Energy Blast* gallery and 4-D Theater. You’re on the case in the museum’s award-winning traveling exhibition, *CSI: The Experience*, where you’ll play the role of forensic investigator, assisted by the cast of the hit TV series and their real-life counterparts. Mosey into the Cattle Raisers Museum, our museum within a museum, to learn about the cattle and ranching industry in the Southwest; then hop aboard the trolley in the Fort Worth History gallery. Preview the state-of-the-art Noble Planetarium, featuring a Zeiss Spacegate full-dome digital projection system.

Shuttle service:

11:30am–2:00pm

Coach pick up at the Fort Worth Convention Center (13th and Houston streets) to the Fort Worth Museum of Science and History approximately every 15 minutes.

2:00pm–6:30pm

Return to ASTC conference hotels from the Fort Worth Museum of Science and History, shuttling approximately every 15 minutes

Open House Day will also feature free admission and tours at several Cultural District neighbors of the Museum of Science and History. The Amon Carter Museum, the Kimbell Art Museum, the Modern Art Museum of Fort Worth, and the National Cowgirl Museum and Hall of Fame will be open to ASTC delegates from 1 to 4 p.m. Additionally, each museum will feature a special tour for a limited number of participants at the following times:

- Amon Carter Museum, 2:30pm–3:30pm
- The Kimbell Art Museum, 1:30pm and 2:00pm
- Modern Art Museum of Fort Worth, 2:00pm
- National Cowgirl Museum and Hall of Fame, 2:30pm–3:30pm

Tickets for the tours are limited and will be available at the ASTC Information/Message Center at the Fort Worth Convention Center on a first-come, first-served basis. Although all of these museums are within easy walking distance of one another, shuttle service will be available throughout the afternoon. Shuttles will depart from in front of the Museum of Science and History on Gendy Street.

1:00pm–6:00pm

Big Screen Day

See schedule on page 78.

3:00pm–5:00pm

Noble Planetarium Open House

Come see the bells and whistles in the Fort Worth Museum of Science and History’s brand-new Noble Planetarium. Originally scheduled for completion after the ASTC conference, planetarium construction was finalized just in time—but too late to set a schedule for this printed program. Check signs at the museum for full details.

Contributing sponsor, Konica Minolta

2009 Big Screen Day

Monday, November 2

1:00pm–5:00pm

OMNI IMAX® Dome Theater, Fort Worth Museum of Science and History

Welcome to ASTC's annual Big Screen Day, featuring large-format films for science center domed theaters. This free event is scheduled in the newly renovated Fort Worth Museum of Science and History Omni IMAX® Dome Theater.
No tickets required; first come, first served!

1:00pm

FILM TRAILERS, CLIPS, AND SHORTS

Get a jump on some of the hottest new large-format films soon to be available for the science-center field. These 15-minute segments include trailers and introductory remarks by leading film producers.



Flatland: Search for the 3rd Dimension

This dramatic CGI adaptation introduces a whole new generation of viewers to Edwin Abbott's beloved mathematical adventure novel, *Flatland*. The story of a world with only two dimensions inhabited by geometric shapes, the film explains difficult math concepts in an engaging and creative way. Voices of Martin Sheen, Kristen Bell, and Michael York.

—RPG Productions

The Wildest Dream

Accompany present-day adventurer Conrad Anker as he recreates George Mallory's 1924 ascent of Mount Everest and solves a 75-year-old mystery. PLUS: Clips from *Forces of Nature*, *Lewis & Clark*, and *Sea Monster*.

—National Geographic Entertainment

The Ice Age

Explore the causes and consequences of the Pleistocene Ice Age. Journey 20,000 years back in time to an icy era when humans walked with giant beasts. Discover the world of woolly mammoths, saber-toothed cats, and giant cave bears. Witness a frigid, ancient Earth at the end of the age of the great ice titans and the dawn of man's journey toward civilization. PLUS: Clips from *The Last Reef* and *Tornado Alley*.

—Giant Screen Films

Ultimate Wave Tahiti

Ultimate Wave Tahiti, featuring nine-time world surfing champion Kelly Slater, leads audiences on a quest to understand one of the planet's most dramatic phenomena—the chaos of ocean storms. This action-packed film focuses on Tahiti and the volcanic islands of French Polynesia, home to some of the world's most challenging surfing and to astounding coral reef ecosystems at the turbulent interface between island and ocean. PLUS: Clip from *Legends of Flight*.

—K2 Communications

Understanding Climate Change

This short DVD produced by Sciencentral and ASTC with support from the National Science Foundation shows how citizen science projects can help science center audiences understand the science behind climate change.

—ASTC

2009 Big Screen Day

Monday, November 2

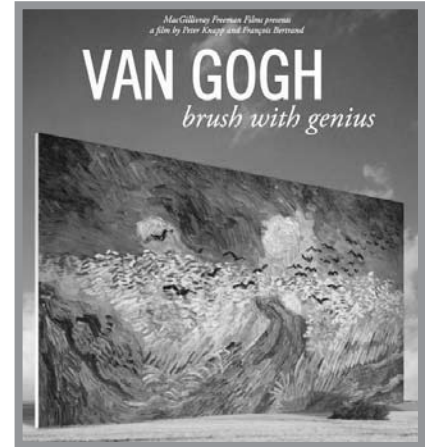
1:00pm–5:00pm

OMNI IMAX™ Dome Theater, Fort Worth Museum of Science and History

2:30 pm

VAN GOGH: Brush with Genius

Relive Vincent van Gogh's life, from the time of his first canvases at the age of 27 to his death in 1890. The film covers the surprisingly short nine-year period of the artist's career, during which he painted more than 900 paintings. We follow van Gogh's footsteps from the Netherlands to France's Auvers-sur-Oise, passing through Arles, Saint-Rémy, and Paris, and journey through the landscapes that inspired some of the most important works in art history. From the dazzling yellow of van Gogh's cornfields to the deep blue of his famous night sky, the vibrant palette of one of the world's most dazzling painters lights up the giant screen.—MacGillivray Freeman Films



PLUS Trailers:

Arabia (to be released in February 2010). Travel to the exotic and fascinating land of Arabia. Explore the ancient tombs of a lost city; dive through the reefs of the Red Sea; and experience the Hajj, the largest gathering of people on Earth.

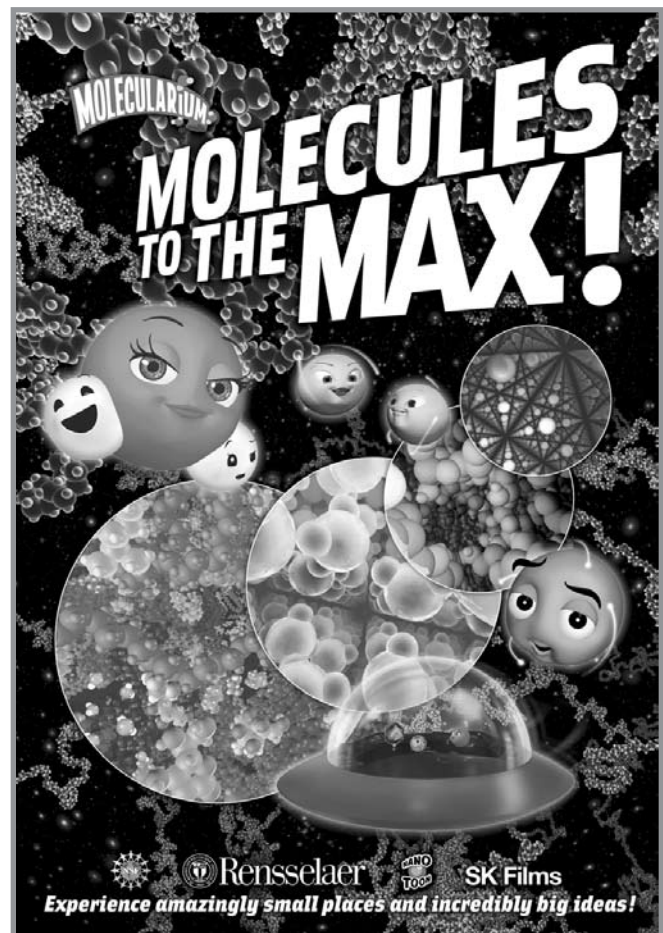
To the Arctic. Fall in love with a disappearing world. Dive in ice-cold water. Glide past unlikely coral gardens. Swim alongside a polar bear and her cubs, cheek by jowl. Cavort with prehistoric sharks and caribou. Witness the unforgettable beauty of a world in transition.



3:30pm

MOLECULES TO THE MAX

The Molecularium® Project has produced an entertaining, animated science film for young people, families, and school groups. *Molecules to the MAX* is a magical, musical adventure into the nanoscale world of atoms and molecules. Catch a ride with Oxy and her atom friends aboard Molecularium®—the most fantastic ship in the Universe—as they explore the secret worlds within everyday objects. Blast through the far reaches of Space, discover the elements of the Earth's atmosphere, fly through the molecular structure of a snowflake, escape the polymer tangle of chewing gum, get lost in the metallic maze of a penny, and explore the inner workings of the human cell. To the delight of school teachers and parents alike, it has been clearly demonstrated that kids of all ages genuinely learn and retain an amazing amount of the education content and thoroughly enjoy this experience.—SK Films



Extended Session at the Fort Worth Museum of Science and History
1:00pm–5:00pm

Stories of Transition: Crisis, Paradox, Collaboration, and Institutional Change

Fort Worth Museum of Science and History/
 Founders A Room

M25

In 2003, the Fort Worth Museum of Science and History found itself in crisis characterized by a \$1 million budget deficit, an aging facility, a floundering capital campaign, and the inability to connect with the community leadership capable of propelling the museum into the 21st century. By 2006, the museum's landscape had radically altered, and a successful building project was launched. What happened? In this interactive panel session with audience dialogue, senior museum leaders and collaborative partners will cover such key issues as underlying conditions and context of the building project; navigating community and board collaborations; capital campaign and financing strategies; planning program spaces for lifelong learning; forging business alliances for new profit centers; and review and alignment of operational capacities.

Session leaders: Colleen Blair, Executive Vice President, Innovation, and Charlie Walter, Executive Vice President, Programs, Fort Worth Museum of Science and History, Fort Worth, Texas

Fort Worth Museum of Science and History presenters: Van Romans, President; Gretchen Denny, Vice President, Community Relations; Tom Mitchell, Senior Vice President, Finance; Carl Hamm, Senior Vice President, Development and Marketing; Kit Goolsby, Senior Vice President, Education; and Amy Duncan, Executive Director of Projects and Operations


Project collaborators: Joan Doyle, Principal, Doyle + Associates, Retail Consultants; Greg Emmer, Associate, ORCA Consulting LLC; Margaret May, Lord Cultural Resources; Steve DiPrima, President, Sodexo Leisure Services; Paul Richard, President, small Exhibits.com; Chick Russell, President, Chick Russell Communications; Randy Webster, Vice President, Emerald Palms Design Group; Bob Weis, Executive Vice President Creative, Walt Disney Imagineering; and Joseph Wisne, President, Roto Studio

Concurrent Sessions at the Fort Worth Museum of Science and History
1:30pm–2:45pm

Active Audience Planetarium Shows in Digital Theaters

Fort Worth Museum of Science and History/
 Noble Planetarium


M26

Time-honored audience-participation shows also work well in digital theaters and prove thoroughly engaging for both school and public audiences. In this session we explore possibilities for inexpensive "active audience" planetarium shows. An example for analysis: the "Strange Planets" show about the search for exoplanets and NASA's Kepler mission. 


Session leader: Alan Gould, Director, Planetarium, Lawrence Hall of Science, University of California, Berkeley

Presenters: Michelle Ouellette, Director, Business Development, Sky Skan, Nashua, New Hampshire; Edna DeVore, Deputy CEO, SETI Institute, Mountain View, California; Alan Friedman, Past President, Visitor Studies Association, and Consultant, Museum Development and Science Communication, New York, New York; and Martin Ratcliffe, Director, Professional Development, Sky-Skan, Wichita, Kansas

CSI: The Experience

Fort Worth Museum of Science and History/
 Inventor Studio

M27

This panel session will review a model National Science Foundation-funded program, *CSI: The Experience*, which draws on the resources of museums, Rice University's Center for Technology in Teaching and Learning, the American Academy of Forensic Sciences, the CBS television show "CSI: Crime Scene Investigation," Boys Club and Girls Club branches, and small rural museums. We'll hear from project leaders and evaluators who have examined the integrated exhibition and web-based learning initiative and looked at how related web sites are extending the exhibition experience and deepening visitors' understanding of science concepts. 

Session leader: Charlie Walter, Executive Vice President, Programs, Fort Worth Museum of Science and History

Presenters: Randi Korn, Founding Director, Randi Korn & Associates, Alexandria, Virginia; Leslie Miller, Rice University's CTTL, Houston, Texas; and Ron Singer, Chief Criminalist, Tarrant County Medical Examiner's Office, Fort Worth, Texas

The Art and Science of Partnership: Reaching Audiences Through Collaborations



Fort Worth Museum of Science and History/
Founders B Room

M28

Join IMLS National Leadership Grant recipients from the Lawrence Hall of Science, OMSI, and ECHO Lake Aquarium and Science Center as they describe their strategies for museum/community partnerships that address local issues and improve the public good. These three museum projects address environmental quality, connect families with science through reading, and engage adults in discussions about science. 🎧

Session leader: Marsha Semmel, Deputy Director, Museums and Director for Strategic Partnerships, Institute for Museum and Library Services, Washington, D.C.

Presenters: Phelan Fretz, Director, Echo Lake Aquarium and Science Center, Burlington, Vermont; Elizabeth K. Stage, Director, Lawrence Hall of Science, University of California, Berkeley; and Nancy Stueber, Director, Oregon Museum of Science and Industry, Portland

Early Childhood Learning in Science Centers: What Is It and How Can We Affect It?



Fort Worth Museum of Science and History/
Designer Studio

M29

What can science museums say about the early childhood cognitive, developmental, and social learning that is happening in our spaces? Join a museum educator, an independent researcher, and a professor specializing in early childhood learning to discuss this growing museum audience. Bring your questions and ideas about researching the youngest visitors in our science centers. 🎧

Session leader: Alice Stevenson, Senior Manager, Family Programs and Preschool Learning, New York Hall of Science, Queens

Presenter: Sharon Shaffer, Executive Director, Smithsonian Early Enrichment Center, Washington, D.C.

3:00pm–5:00pm

Noble Planetarium Open House

For details, see page 77.

Concurrent Sessions at the Fort Worth Museum of Science and History 3:15pm–4:30pm

Engaging Museum Audiences with Climate Change Science



Fort Worth Museum of Science and History/
Inventor Studio

M30

It can be a challenge to find engaging, low-cost hands-on activities that allow visitors to investigate the science behind climate change. In this session, participants will try several different climate change activities and take home a CD with activity details. Immediately following the session, there will be a “Worldwide Climate Change Panorama,” which will offer participants the chance to learn about cutting-edge climate change programs through exciting visuals and brief presentations from science centers around the world. 🎧

Session leader: Katie Levedahl, Science Program Coordinator, Sciencenter, Ithaca, New York

Presenters: Rita Hoffstadt, Senior Exhibit and Program Developer, The Franklin Institute, Philadelphia, Pennsylvania; Eric Havel, Manager, Environmental Education, Chabot Space & Science Center, Oakland, California; Susan Foster, Deputy Director, University Corporation for Atmospheric Research: Education and Outreach, Boulder, Colorado; Debbie DeRoma, Manager, Education, Reuben H. Fleet Science Center, San Diego, California; and Leon Geschwind, Senior Science Educator, The Bishop Museum, Honolulu, Hawaii

What’s the Evidence Base? The National Academies Informal Science Report



Fort Worth Museum of Science and History/
Founders B Room

M32

The National Academies released the final report of its NSF/ISE-sponsored study on Learning Science in Informal Environments earlier this year. The report articulates a framework for learning goals, surveys the current evidence of learning within and across settings, explores the relationship between school and informal settings, and makes recommendations for research and practice. In this session, we will provide an overview of its conclusions and recommendations and allow generous time for audience questions. 🎧

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

Presenters: Andrew Shouse, Associate Director, Science and Math Education, University of Washington and National Academies, Seattle, Washington; Sue Allen, Program Officer, National Science Foundation, Washington, D.C.; Phillip Bell, Associate Professor, Learning Sciences, University of Washington, Seattle, Washington; Bruce Lewenstein, Professor, Science Communication, Cornell University, Ithaca, New York; and Cecilia Garibay, Principal, Garibay Group, Chicago, Illinois

3:15pm–4:30pm