

SUNDAY, NOVEMBER 1

Time Change Alert!

Wondering why there's no one at your 7:30 interest group meeting? Perhaps you forgot to turn your timepiece back one hour last night for the end of Daylight Saving Time.

7:15am–8:45am

ASTC Development Committee Meeting

Sheraton Fort Worth/Sister Creek Room

Members only

7:30am–5:00pm

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

7:30am–8:45am

Science Museum Exhibit Collaborative Board of Directors Meeting

Sheraton Fort Worth/Pheasant Ridge Room

Members only

9:00am–5:00pm

ASTC Job Bank

Convention Center/Room 107

Open to all

10:00am–10:30am

Exhibitors Appreciation Breakfast

Exhibit Hall

By invitation only

ASTC 2009 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 2010

Convention Center/Ballroom

Presented by next year's host, The Bishop Museum, Honolulu, Hawaii

9:15am–10:30am

Plenary Session



Susan F. Wood, David Blockstein, Paul Sandifer, and moderator Michael Halpern. Photos courtesy of presenters

"Angry Public vs. Grateful Public: Mixing Politics and Science"



SU1

Convention Center/Ballroom

What happens when scientists take to the podium to air their views on the use of science and technology to solve society's problems? Do they win friends or alienate the audience? Which lines of thought or action earn praise, and which earn a black eye? What can we learn from the experience of controversy at scientific organizations that can help science centers communicate effectively?

Our panel of plenary speakers has extensive experience communicating about crucial science issues to various publics from different political perspectives. Joining us are **Susan F. Wood**, former assistant commissioner for women's health at the Food and Drug Administration; **David E. Blockstein**, head of education for the National Council for Science and the Environment; and **Paul Sandifer**, senior science advisor to National Oceanic and Atmospheric Administration (NOAA) director Jane Lubchenco. Panelists will share their stories, both positive and negative, in an hour-long moderated discussion.

Moderator **Michael Halpern**, manager of the Scientific Integrity Program at the Union of Concerned Scientists (UCS), in Washington, D.C., and a former coordinator of member communications at the World Wildlife Fund, will help panelists extrapolate from their settings to the science center environment.

Introduction: Sheila Grinell, Independent Museum Consultant and Noyce Leadership Institute Field Liaison, Phoenix, Arizona

10:30am–11:30am

Mixing Politics and Science: Further Discussion

Convention Center/Ballroom

Immediately following the Plenary Session, interested attendees are invited to cluster in smaller groups to discuss the issues raised with each other and the panelists. Come share your thoughts about roles for science centers in facilitating public engagement with science policy. (Postconference, this discussion will be continued in ongoing ASTC forums.)

10:30am–6:15pm

Exhibit Hall Open

Open to all registered delegates

Sunday at the ASTC Resource Center

Join us at the ASTC Resource Center in Exhibit Hall A-B today for the following special programs:

11:30am

Meet fund-raising expert and featured speaker **Kay Sprinkel Grace**, who will sign copies of the newly revised second edition of her popular *Funding Mistakes That Bedevil All Boards*. The book will be available for purchase in the ASTC Bookstore.

2:00pm

Meet **Bud Rock**, ASTC's new CEO.

2:30pm

Meet **Erika Shugart**, deputy director of Washington, D.C.'s Marian Koshland Science Museum, and learn about an exciting opportunity offered by the museum. In connection with its NIH SEPA grant project *Infectious Diseases: Evolving Challenges to Human Health*, the Koshland is distributing copies of the exhibition's plans and production files without charge. (Some funding may be available toward the cost of fabrication.) Find out how you can recreate this hot-topic multimedia exhibition at your science center.

Come early to find out about ASTC-managed traveling exhibitions, visit the ASTC Bookstore, and get details on the NISE Network, SMILE, VolTS, ExhibitFiles.org, and more!

10:30am–6:15pm

ASTC MeetingPlace in Exhibit Hall

Open to all registered delegates. See description, page 14.

10:45am–1:00pm

Development Luncheon and Roundtable **SU2**

Sheraton Fort Worth/Flat Creek Room
At this luncheon meeting led by ASTC Development Committee members, development professionals are invited to raise different topics relating to problems, successes, best practices, resources, and funders. The informal roundtable format is ideal for encouraging cooperation among colleagues and sharing of methods for fund-raising specific to science and technology centers.

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

Preregistration required.

11:00am–2:30pm

Lunch Concession in Exhibit Hall

Open to all

NEW THIS YEAR!

11:00am–12:30pm

TIMELY TOPICS CONVERSATIONS

Exhibit Hall

11:00am–noon

Can This Economy Be a Positive for Membership Sales?

Leader: Neil Goldstein, Senior Membership Manager, Arizona Science Center, Phoenix

With families pinching every penny, people are looking for value. Is your membership department using this as a positive or a negative?

11:00am–12:30pm

Staging the NSF Cycle: Strategies for Proposal Preparation and Submission

Leaders: Mary Marcussen, Marcussen & Associates, Sonoma, California; Randi Korn, Randi Korn & Associates, Alexandria, Virginia; Carol Inman, National Grant Writer, Hatboro, Pennsylvania; and Kate Haley Goldman, Institute for Learning Innovation, Annapolis, Maryland

Now that the NSF Informal Science Education Program has gone to one round per year, institutions are looking for ways to distribute the proposal-development workload throughout the year. Join development staff, proposal writers, researchers, and evaluators to identify how we can prepare and submit new proposals, multiple proposals, and resubmissions with less stress and better success

11:00am–noon

NEW LOCATION!

Live Demonstration Hour

Convention Center/Room 108

Join your colleagues for this popular annual showcase of live demonstrations, moved this year to the 200-seat auditorium in the Convention Center.

Session host: Eddie Goldstein, Senior Educator and Coordinator for Science Gallery Programs, Denver Museum of Nature & Science, Denver, Colorado
Presenters to be announced.

11:30am–12:30pm

CEO/Trustee Reception and Luncheon

Sheraton Fort Worth/Fall Creek Room

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.

Sponsored by Ansel Associates, Inc.

Concurrent Sessions 12:30pm–1:45pm

Public Impact Results for the Nanoscale Informal Science Education (NISE) Network

Convention Center/Room 102

This session directly addresses ASTC's Strategic Priority on partnerships. We will examine public outcomes of one of the largest current partnerships for educating the public on a topical science issue. More than 50 ISE institutions are involved in the development and delivery of the National Science Foundation-funded NISE Net programs, exhibits, forums, and events. Attendees will hear summative evaluation results from Project Year 4 (of 5) and have a chance to discuss the strengths and weaknesses of this model for communicating current science. 🎧

Session leader: Christine Reich, Manager, Informal Education Research and Evaluation, Museum of Science, Boston, Massachusetts

Presenters: Kirsten Ellenbogen, Director, Evaluation and Research in Learning, Science Museum of Minnesota, St. Paul; Marcie Benne, Manager, Evaluation and Visitor Studies, Oregon Museum of Science and Industry, Portland; and Brett Kiser, Project Evaluator, Oregon Museum of Science and Industry, Portland



SU5

Youth as Science Consumers and Facilitators: Continuums of Participation

Convention Center/Room 103AB

Hear how extensive experience and evaluation results have shaped a youth café scientifique, a marine science program, and an astronomy outreach program. Presenters will share logic models and other tools used in developing programs that engage youth in increasing levels of involvement, leadership, and STEM learning. Attendees will discover how to develop programs that keep youth engaged over multiple years and how to include content experts in ways that increase the expertise of youth. 🎧

Session leader: Sasha Palmquist, Senior Research Assistant, Institute for Learning Innovation, Edgewater, Maryland

Presenters: Michelle Hall, President, Science Education Solutions, Los Alamos, New Mexico; Emma Norland, Evaluator, Cedarloch Conservation Education Consulting, Annapolis, Maryland; Irene Porro, Education and Outreach Director, MIT Kavli Institute for Astrophysics and Space Research, Cambridge, Massachusetts; and Angela Wenger, Executive Vice President and Chief Operating Officer, New Jersey Academy for Aquatic Sciences, Camden



SU6

Put the M Back in STEM: Encouraging Mathematics

Convention Center/Room 201AB

SU7

All STEM categories rely on mathematics, but children often decide early on that they aren't "good at math." What can we do to make math more interesting and engaging? Attendees will learn strategies for making math relevant and fun to science center visitors, such as introducing math through topics and activities that are already appealing to them, and will see demonstrations, participate in activities, perform experiments, and even learn a few magic tricks along the way. 🎧

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

Presenters: Jan Mokros, Executive Director, Maine Mathematics and Science Alliance, Augusta, Maine; Erich Goldstein, Science Educator and Independent Consultant, Appleton, Wisconsin; Loren Stalow, Coordinator, Overnight Program, Museum of Science, Boston, Massachusetts; Scott Pattison, Senior Exhibit Developer, Oregon Museum of Science and Industry, Portland; Ilene Frank, Director, Public Programs and Education, Schenectady Museum and Suits-Bueche Planetarium, New York; and Adiel Fernandez, Science Instructor, New York Hall of Science, Queens

There's No Place Like Home: Creative Programs That Emphasize Local Culture

Convention Center/Room 201C

SU8

From New York City teens to native Hawaiian artists, local communities offer diverse resources that can enhance a museum's ability to reach students from a range of backgrounds. In this interactive workshop, attendees will explore ways to achieve science learning goals via activities and projects structured to engage participants in creative learning modalities and will learn how to mobilize potential sources of community support to achieve program goals.

Session leader: Amber Inwood, Science Educator, Bishop Museum, Honolulu, Hawaii

Presenters: Jesse William Hall, Coordinator, Family and Community Programs, New York Hall of Science, Queens, and Jamie Alonzo, Coordinator, Education Special Projects, Yale Peabody Museum of Natural History, New Haven, Connecticut

12:30pm–1:45pm

Building Successful Promotional Partnerships: Make Them Work For You!



SU9

Convention Center/Room 202A

In this session, we will discuss how to distinguish a promotional partner from a sponsor and explore creative techniques for approaching potential promotional partners. Attendees will learn how to use promotional partners to enhance and expand the reach of a marketing plan, without the expense! 🎧

Session leader and presenter: Jeff Stanford, Vice President, Communications, Orlando Science Center, Florida

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

Equity Issues and Strategies in Informal Science Education



SU10

Convention Center/Room 202B

A diverse panel will discuss issues, strategies, and success stories from current programs that reach underrepresented youth with the goal of retention in the STEM pipeline. Session participants will come away with specific strategies and outreach materials. 🎧

Session leader: Maryann Stimmer, Coordinator, Science Programs, Educational Equity Center/AED, New York, New York

Presenters: Jason Freeman, Director, Coalition for Science After School, San Francisco, California; Georgette Williams, Senior Science Instructor, New York Hall of Science, Queens; and Linda Colon, Program Manager, Educational Equity Center at the Academy for Educational Development (AED), New York

How Sexy Is Science?



SU11

Convention Center/Room 202CD

No longer can scientists and science museums expect unconditional support from the public. In this dynamic roundtable session, we will use clips from films and television to illustrate stereotypes of science and “the scientist” in the media and society. Panelists and attendees together will analyze the relationship between the media and science and discuss how to use this information in communicating with visitors. 🎧

Session leader: Mikko Myllykoski, Experience Director, Heureka, the Finnish Science Centre, Vantaa, Finland

Presenter: Maarten Okkersen, Head, Design and Production, Museon, The Hague, Netherlands

Dimensions of Public Engagement: Finding Your Footing in a Paradigm Shift



SU12

Convention Center/Room 203A

The March 2009 CAISE report *Many Experts, Many Audiences: Public Engagement with Science and Informal Science Education* maps out a new paradigm for connecting the public with science. Are science centers’ current educational goals, programs, and exhibits now obsolete? This session will discuss audience role, expert role, and content focus as dimensions for seeing how your current activities fit in. 🎧

Session leader: Larry Bell, Senior Vice President, Strategic Initiatives, Museum of Science, Boston, Massachusetts

Presenters: David Sittenfeld, Manager, Forum Program, Museum of Science, Boston, Massachusetts, and Rick Bonney, Director, Program Development and Evaluation, Cornell Laboratory of Ornithology, Ithaca, New York

Nothing’s Shocking: Doing Demonstrations with Electricity

SU13

Convention Center/Room 203BC

Electricity. It’s not just for lights and TV—it makes a great subject for doing science demos. In this session, we’ll cover presentation techniques, tips for improving results, twists on classic demos, the importance of safety, where to acquire equipment, and more. You’ll come away knowing how to safely perform demonstrations and hands-on activities that will electrify your visitors.

Session leader: Jonah Cohen, Manager, Outreach and Public Programs, The Children’s Museum, West Hartford, Connecticut

Presenters: Steven Walvig, Director, Education, The Bakken Museum, Minneapolis, Minnesota, and Paul Taylor, Manager, Traveling Science Shows and Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania

Preregistration required.

Does Design Matter in Science Centers? Part II

Convention Center/Room 204AB

SU14

Springboarding from 2008's "Does Design Matter?" session, this facilitated roundtable discussion will evolve around the need for continuity of design throughout the museum, from the building façade to the interactives to the signs for the restroom. Our objectives? To begin to create a shared design language; to explore ways to empower designers and build awareness of the importance of design in museums (particularly in the development, creation, delivery, and sustainability of exhibitions); and to generate proposals for ASTC 2010. 🎧

Session leaders: Dottie Miles, Exhibit Designer, The Franklin Institute, Philadelphia, Pennsylvania, and Polly McKenna-Cress, Chair, Museum Studies, The University of the Arts, Philadelphia, Pennsylvania

Presenters: Lath Carlson, Director, Interactive Technology, Art Guild, West Deptford, New Jersey; Abbie Chessler, Founding Partner and Design Director, Quatrefoil Associates, Laurel, Maryland; Ann Neumann, Director, Design and New Media, Liberty Science Center, Jersey City, New Jersey; and Cynthia Sharpe, Director, Exhibits, Dramaturge, Researcher-at-Large, Thinkwell Design and Production, Burbank, California

Attracting Volunteers with a Little Help from Technology

Sheraton Fort Worth/Piney Woods Ballroom

SU15

As science centers grapple with budget and staff cuts, one solution is to find more qualified volunteers. Luckily, interest in being of service and volunteering in the community is on the rise worldwide among people of all ages. The challenge, for science centers and volunteers alike, is how to find a match quickly and effectively. Early in 2009, a group from Google, Craigslist Foundation, and President Obama's transition team, among others, began working on this problem. The result is www.allforgood.org, a platform launched in June that is useful to all fields. This session will introduce All for Good and demonstrate its application to science centers. 🎧

Session leader: Sherry Garcia, Manager, Volunteer Services, The Tech Museum of Innovation, San Jose, California

Presenter: Susan Nesbitt, Deputy Director, Craigslist Foundation, San Francisco, California, and Board Member, Our Good Works (which manages All for Good).

2:00pm–3:15pm

Noyce Leadership Institute: Strategic Initiative Clinic

Convention Center/Room 110A

In January 2010, the Noyce Leadership Institute (NLI) will be accepting applications for a yearlong, executive education program open to senior museum managers who wish to advance their ability to lead innovation in their institutions and the science center field. Each NLI participant chooses a significant project—a "strategic initiative"—that can serve as a focal point for applying new knowledge and leadership skills. This session will help prospective applicants understand and frame strategic initiatives that can connect the applicant's institution to its community in ways that yield greater public impact. For more information, visit www.noycefdn.org. Bring your idea for your strategic initiative to the session.

Session leaders: Lynn Luckow, Dean, Noyce Leadership Institute, and CEO, Craigslist Foundation, San Francisco, California, and Sheila Grinell, Independent Museum Consultant and Noyce Leadership Institute Field Liaison, Phoenix, Arizona

2:00pm–4:00pm

Exhibit Hall Refreshment Break

Free cash drawings. Must be present to win.

Concurrent Sessions 4:00pm–5:15pm

Relevant Experiences for Zoomers, Xers, and Yers



Convention Center/Room 102

SU16

People resemble their times more than they resemble their parents, and science centers must innovate to remain relevant to different generations of visitors. The panel will address characteristics of and communication between three cohorts: Zoomers (active baby boomers, born 1944–1964), Generation X (born early '60s to late '70s), and Generation Y (born late '70s to late '90s). Using the discussion tool Open Space Technology, session participants will explore intergenerational communication and how it relates to exhibit and program development. 🎧

Session leader: Carly DeBoice, Program Developer, TELUS World of Science—Calgary, Alberta, Canada

Presenters: Jessica Kiel, Manager, Youth Programs, The Franklin Institute, Philadelphia, Pennsylvania, and Dave Patten, Head, New Media, Science Museum, London, U.K.

4:00pm–5:15pm

Increasing Science Literacy Through Public Participation in Research

Convention Center/Room 103AB

SU17

This session will describe several models for involving the public in authentic scientific research, including citizen science, community science, and participatory action research. Presenters will offer recommendations for building innovative Public Participation in Research projects that will advance the field of informal science education in strategic ways. 🎧

Session leader: Wendy Pollock, Principal Investigator, CAISE, Washington, D.C.

Presenters: Rick Bonney, Director, Program Development and Evaluation, Cornell Lab of Ornithology, Ithaca, New York; Rebecca Jordan, Assistant Professor and Director, Program in Science Learning, Rutgers University, New Brunswick, New Jersey; and Heidi Ballard, Assistant Professor, University of California, Davis

NASA Grants, Alliances, Partnerships, and Other Opportunities: An Overview

Convention Center/Room 201AB

SU18

NASA's new Competitive Program for Science Museums and Planetariums (CP4SMP) provides grants and cooperative agreements for strategic partnerships and linkages between formal and informal education providers that promote awareness of NASA's mission. Projects may be related to space exploration, aeronautics, space science, Earth science, or microgravity. Join managers from CP4SMP and NASA's Museum Alliance to learn about forming partnerships or applying for and reviewing grants.

Session leader: Mary Frances Sladek, Outcomes Manager, NASA Headquarters, Washington, D.C.

Presenter: Anita Sohus, Informal Education Lead, NASA/Jet Propulsion Laboratory, Pasadena, California

Belief and Science

Convention Center/Room 202A

SU19

Do people really have to choose between belief and science? Find out how science centers live up to their missions in conservative-minded communities. Presenters will offer examples and insights about how they confront hot topics such as evolution, the Big Bang theory, and stem-cell research, and we'll end with an open discussion forum. 🎧

Session leader: Andy Marquart, Executive Director, Mid-America Science Museum, Hot Springs, Arkansas

Presenters: Kathy Fuhler, Director, Programs, Arkansas Museum of Discovery, Little Rock; Jennifer Holt, Director, Revenue Programs, Sci-Port: Louisiana's Science Center, Shreveport; Emily Fox, CEO, Discovery Center of Springfield, Missouri; and Saiful Bahri Baharom, Director, Programs, Petrosains, the Discovery Centre, Kuala Lumpur, Malaysia

The 82% Solution: Why Individuals Are Our Best Source of Relationships and Revenue

Convention Center/Room 202CD

SU20

Once again, the *Giving USA* annual report reveals the truth about giving in America: In 2008, with giving down 5.7% because of the recession, 82% of revenues still came from individuals, in the form of outright gifts or from their estates. Yet year after year, museums put off building their individual donor bases because they are so reliant on foundation funding, corporate sponsorships, and government grants. Consultant **Kay Sprinkel Grace**, whose work with organizations spans the globe, will provide data, strategies, tactics, and stories that will heighten your understanding of the individual-giving marketplace, explain how to integrate individual giving more intentionally into your balanced fund raising plan, and document why individual giving is your best hope for the future. 🎧

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

Featured speaker: Kay Sprinkel Grace, CFRE, author and San Francisco-based consultant on planning, board development, staff development, and other issues related to the fund-raising process

Making the Invisible Visible: Visualizing Emerging Science with Artists

Convention Center/Room 203A

SU21

Many areas of science are "invisible"—too small, too large, too fast, or too slow for us to experience them directly. As new technologies increase the amount of data we have about invisible realms, the challenge is to find ways to visualize that data. Case studies will highlight artist collaborations on nanoscience, ocean sciences, social networks, and traffic patterns. A participatory discussion will explore some of the opportunities and challenges around working with artists to present the invisible in educational settings. 🎧

Session leader: Jennifer Frazier, Project Director, Exploratorium, San Francisco, California

Presenters: Scott Snibbe, Founder, Snibbe Interactive, San Francisco, California; Kristina Yu, Director, Living Systems, Exploratorium, San Francisco, California; and Eric Siegel, Director and Chief Content Officer, New York Hall of Science, Queens



The Role of Culture and Worldviews in Science Learning, Part 2

Our lively discussion last year ended with a question: Why include culture and worldviews in science learning? (plus its corollary, How?) We'll begin with examples from projects that are exploring these questions and then continue our discussion of the belief systems that underlie science learning and the degree to which science centers should be spaces for exploring non-Western worldviews.

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

CANCELLED

Addressing Important Issues: Local

Convention Center/Room 203BC


SU22

How can science centers move from being "nice" to becoming "necessary" in their own communities? In this session, representatives from science centers will describe how they have engaged audiences by addressing issues of local significance or by presenting global issues within a local context. Participants will discover the types of local "science and society" issues that museums are addressing and learn how engaging local audiences in these issues affects a science center's relationship with its community. 🎧

Session leader: Charlie Trautmann, Executive Director, Sciencenter, Ithaca, New York

Presenters: Wit Ostrenko, President, Museum of Science and Industry, Tampa, Florida; Diane Miller, Senior Vice President, Community Science and Partnerships, Saint Louis Science Center, St. Louis, Missouri; and Eric Jolly, President, Science Museum of Minnesota, St. Paul

4:00pm-5:15pm

Who Won an EDGIE?

Find out at the 2009 ASTC Annual Conference Banquet

SATURDAY • OCTOBER 31 • 2009

The Roy L. Shafer Leading Edge Awards (or "Edgies") are presented annually to ASTC members and/or their staff in recognition of extraordinary accomplishments in:

- Visitor Experience
- Business Practice
- Leadership in the Field

Awardees will be honored for achievements that not only enhance the performance of their own institutions but also significantly advance the mission of science-technology centers and museums.

Participate in next year's competition!

For more information, visit the ASTC Resource Center in the Exhibit Hall or www.astc.org.



Special thanks to the Franklin Institute for hosting the jury deliberations and the following individuals for serving on the 2009 award jury:

Alan Nursall, Chair, NEXT Exhibits + Creative Communication
Marti Cortez, Saint Louis Science Center
Margie Marino, North Museum of Natural History and Science
Edward Mooney, National Canal Museum
Jodi Schoemer, Denver Museum of Nature & Science
Grant Troop, Ontario Science Centre

PHOTO: STUART WATSON PHOTOGRAPHY

Indie Style Gets Creative

Convention Center/Room 204AB

 **SU23**

To truly engage our visitors in the science we provide, we must capitalize on their most powerful tools: imagination and creativity. "Indie Style" means high impact on a low budget! Attendees in this hands-on workshop will learn presentation techniques that engage visitors' creativity in the process of exploring science concepts and will take home ideas for new activities that can quickly and easily be implemented into their institutions. 🎧

Session leader: Keith Ostfeld, Director, Exhibit Development, Children's Museum of Houston, Texas

Presenters: Jesse William Hall, Coordinator, Family and Community Programs, New York Hall of Science, Queens; Marilyn Johnson, Director, Research and Development, Oregon Museum of Science and Industry, Portland; Rae Ostman, Director, Education, Sciencenter, Ithaca, New York; Maura Thompson, Outreach Manager, *Cyberchase*, Thirteen-WNET, New York; Paul Taylor, Manager, Traveling Science Show and Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania; Paula Ximena Garcia Reynolds, Head, Chemistry Hall, Universum, Museo de las Ciencias, Mexico City; Katie Winters, Coordinator, Youth and Family Programs, Pacific Science Center, Seattle, Washington; and Georgette Williams, Senior Science Instructor, New York Hall of Science, Queens

Extended Concurrent Sessions

4:00pm–6:00pm

SMILE: Creating Community Around Digital Collections in Science Centers

 **SU24**

Sheraton Fort Worth/Piney Woods Ballroom
The SMILE (Science and Math Informal Learning Educators) library is designed for out-of-school educators. In this interactive workshop, participants will take SMILE's brand-new digital library for a spin. Come see how we can help you find the best resources online, contribute feedback to the community, and help your own institution catalog activities it has developed. Participants are encouraged to bring their own laptops. 🎧

Session leader: Keith Braafladt, Director, Learning Technologies Center, Science Museum of Minnesota, St. Paul

Presenters: Darrell Porcello, Principal Investigator, SMILE, Lawrence Hall of Science, University of California, Berkeley; Sherry Hsi, Co-Principal Investigator, SMILE, Exploratorium, San Francisco, California; Erin Rheenen, Chief Metadata Writer & Editor, SMILE, Exploratorium, San Francisco, California; Joel Rosenberg, Project Manager, SMILE Lawrence Hall of Science, University of California, Berkeley; and Tara Lang, Editor, SMILE, Children's Museum of Houston, Houston, Texas

4:00pm–6:30pm

Lights Up on Science: Rich Learning Experiences Through Live Theater

SU25

Convention Center/Room 101

Lights up, stage left, as we see Eratosthenes describe how he used geography and geometry to calculate the circumference of Earth. Learn more about the role that drama can play as part of a museum's educational program offerings. This session will bring together professionals from both museums and universities who are exploring live theater as a context for science-rich learning experiences. We'll discuss the proliferation of science plays and their potential educational value. 🎧

Session leader: Kristin Leigh, Director, Educational Services, Explora, Albuquerque, New Mexico

Presenters: Tessa Bridal, Director, Interpretation, Children's Museum of Indianapolis, Indiana; Sergio Regules, Science Coordinator, Como Ves, Universum, UNAM, Mexico City; Brian Schwartz, Vice President, Research and Sponsored Programs, and Professor, Physics, The Graduate Center of the City University of New York; and Sidney Perkowitz, Professor, Physics, Emory University, Atlanta, Georgia

Removing Barriers, Ensuring Success in Teacher Professional Development

SU26

Convention Center/Room 201C

Science museums are uniquely positioned to strengthen student science achievement through improving teachers' content knowledge and helping educators to develop engaging curricula that motivate and inspire students. Attend this fast-paced, share-a-thon session that will highlight hands-on activities and professional development models that build relationships with teachers and remove barriers to success. 🎧

Session leader: Diane LaFollette, Network Coordinator, Arkansas Discovery Network, Little Rock

Presenters: Nicole Kowrach, Assistant Director, Education, Museum of Science and Industry, Chicago, Illinois; Elaine Reynoso, Coordinator, Planning, Universum, UNAM, Mexico City; and Lucinda Presley, Director, Creativity in Education, Palestine, Texas

4:00pm–6:30pm

Building a Learning Organization II

Convention Center/Room 202B



Organizational learning is necessary if institutions are to achieve impact and remain relevant to their communities. This double session builds on last year's "Using Inquiry to Build a Learning Organization," presenting additional tools and strategies for sustaining organizational change and learning. Participants will define "impact" for their museum and explore new planning strategies that can help them get there. An advance assignment will prepare registered attendees to engage fully in the discussion.

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

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

Preregistration required.

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. Refreshments will be served. Free cash drawings; must be present to win.

7:00pm–11:00pm

Fort Worth Fandango at the Museum of Science and History

Get out your boots and jeans and get ready to party, Fort Worth-style, in the newest science center in the West—the soon-to-open Fort Worth Museum of Science and History! Upon arrival, you'll be greeted by some of the city's most famous "hoofers" in front of the museum's iconic tower entrance, the "Urban Lantern." Enjoy some warm Western hospitality and a cold brew, and then venture inside to see what's in store for future museum guests. With installation still in progress you'll be among the first to explore the 166,000-square foot museum. Consider yourself part of our preopening evaluation team!

Exploring the nearly completed galleries and exhibits is bound to make you hungry. Fortunately, Texas fare is known for sticking to your ribs. Sample spicy Tex-Mex, tangy brisket, and, of course, a bowl o' red while you reconnect with friends old and new. After you chow down, two-step back outside for a Texas-sized, foot-stomping performance by special guests They Might Be Giants. Looking for more "culture" than "cowboy"? Enjoy smooth strings from the Fort Worth Youth Orchestra, or relax inside the lively National Cowgirl Museum and Hall of Fame, the museum's sister facility right next door.

So boot, scoot, and boogie on down to the Fort Worth Museum of Science and History for the biggest Fandango this side of the Rio Grande! Shuttles will run all evening between the museum and the Sheraton, Hilton, Blackstone, and Park Central hotels.

Sponsored by Sodexo

Shuttle service:

7:00pm –8:30pm

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.

9:00pm–11:30pm

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

Open to all registered delegates; preregistration requested. Ticket for a nonregistered guest is \$60; if available, guest tickets may be purchased at the registration desk. ASTC badge must be displayed for admittance.

4:00pm–6:00pm