

**Kill the Kiosk: Storytelling, Immersive Media, and Real-Time Animation**

Fort Worth Museum of Science and History/  
Designer Studio

**M31**

**Bob Weis**, a senior executive at Walt Disney Imagineering, will give a multimedia talk focusing on projects at Disney that blur the boundaries between storytelling, immersive technology, and learning. Attendees will learn about new technologies and storytelling methods for educational media, projects in Disney parks, and the latest projects involving real-time animation.

*Session moderator:* Charlie Walter, Executive Vice President, Fort Worth Museum of Science and History  
*Featured speaker:* Bob Weis, Creative Executive Vice President, Walt Disney Imagineering, Glendale, California

*Sponsored by the Fort Worth Museum of Science and History*

4:30pm–5:30pm

**ASTC Conference Program Planning Committee**

Fort Worth Museum of Science and History/Board Room  
*Members only*

**TUESDAY, NOVEMBER 3**

7:30am–11:00am

**Conference Registration**

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

7:30am–11:30am

**Information/Message Center**

Convention Center/13th Street Lobby

9:00am–11:00am

**ASTC Job Bank**

Convention Center/Room 107  
*Open to all*

8:30am–10:15am

**Armchair Tour of New Science Centers**

Convention Center/Room 203BC

**TU10**

Are you planning to set up, renew, or expand a science center? Want to learn the experiences (good and bad) of organizations that recently did so? In a concrete, straightforward, and to-the-point way, you will hear what these institutions would do the same way again and what they would do differently. 🎧

*Session leader:* Erik Jacquemyn, Chief Executive Officer, Technopolis, the Flemish Science Centre, Mechelen, Belgium

*Presenters:* Matt Fleury, Executive Vice President, Connecticut Science Center, Hartford; Meg Burke, Director, Education, California Academy of Sciences, San Francisco; Chee Kuen, Chief Curator, Macao Science Center, Macao, China; Jeanne Gerulskis, Executive Director, McAuliffe-Shepard Discovery Center, Concord, New Hampshire; and Diego Nevarez, Manager, Operations and Visitor Services, Suenos y Quimeras, Monterrey, Mexico

**Concurrent Sessions  
9:00am–10:15am**

**After-School Programs: Where the Kids Are**

Convention Center/Room 101

**TU1**

More than 6 million children attend after-school programs daily. How many of them are science centers reaching? Presenters will provide funding and policy updates and share results of research about STEM in after-school programs. Based on this information, participants will discuss strategies for connecting science centers with this large, but often elusive, population. 🎧

*Session leader:* Jason Freeman, Director, Coalition for Science After School, Lawrence Hall of Science, University of California, Berkeley

*Presenter:* Rena Dorph, Director, Center for Research, Evaluation, and Assessment, Lawrence Hall of Science, University of California, Berkeley

## Public Engagement in Current Science and Global Issues

Convention Center/Room 102

TU2

This session showcases educational programming related to the application of nanoscale science and technology to key societal issues, including medicine, energy, and the environment. Attendees will participate in thought-provoking educational programs and receive access to free resources that will allow you to implement the ideas that work for your audiences. 🎧

*Session leader:* Anders Liljeholm, Program Developer, Oregon Museum of Science and Industry, Portland

*Presenters:* Jayatri Das, Senior Exhibit and Program Developer, The Franklin Institute, Philadelphia, Pennsylvania; Brad Herring, Director, Nanoscale Informal Science Education, Museum of Life and Science, Durham, North Carolina; Timothy Miller, Developer, Divine Wind, LLC, Boston, Massachusetts; and Rae Ostman, Director, Education, Sciencenter, Ithaca, New York

## Partnerships Around Spherical Display Systems: Promoting Environmental Literacy Collaboratively

Convention Center/Room 103AB

TU3

In the face of serious global issues like changes in climate and land use, the need to increase the public's understanding of Earth systems is urgent. Spherical display systems can help, and efforts to integrate these displays into public exhibits are giving rise to useful partnerships. This session will focus on groups, like the Science On a Sphere User's Collaborative Network ([www.oesd.noaa.gov/network](http://www.oesd.noaa.gov/network)), which have successfully promoted collaboration among informal education institutions, federal agencies, universities, and the private sector. 🎧

*Session leader:* John McLaughlin, Education Specialist, NOAA, Washington, D.C.

*Presenters:* Patrick Hamilton, Director, Environmental Sciences and Earth-System Science, Science Museum of Minnesota, St. Paul; Maurice Henderson, Coordinator, Outreach, NASA Goddard Space Flight Center, Greenbelt, Maryland; Heather Barnes, Director, Guest Experiences, Museum of Science and Industry, Chicago, Illinois; and Nadia Sbeith, Coordinator, Outreach, NOAA Pacific Services Center, Honolulu, Hawaii

## Holistic Science: Whole-Brain Inquiry

Convention Center/Room 201AB



TU4

Artistic modes like listening, observing, drawing, narrating, imagining, composing, and making instinctual choices can enhance visitors' engagement with core content. Panelists will review current research on multi-modal learning and describe cross-disciplinary and cross-cultural activities that support science inquiry. Discussion will focus on how holistic learning relates to the integration of science with the fine and performing arts, story-making, and family dialogue, and on how attendees can adapt this information to their own institutions. 🎧

*Session leader:* Sharon Klotz, Director, Exhibitions, Brooklyn Children's Museum, New York

*Presenters:* Bonnie Sachatello-Sawyer, Executive Director, Hopa Mountain, Bozeman, Montana, and Cecilia Garibay, Principal, Garibay Group, Chicago, Illinois

## Galileoscopes Around the World

Convention Center/Room 201C

TU5

Galileo Galilei's observations of night skies through a telescope helped change the perception of Earth's role within the universe. Four hundred years later, the International Year of Astronomy celebrates this with the production and distribution of the Galileoscope, an inexpensive, very-high-quality, easy-to-use refractor telescope. Come to this workshop to see some Galileoscopes and hear about collaborative skygazing planned around the world. Participants in this workshop can apply on behalf of their institution for 100 free Galileoscopes to use with their visitors and teachers.

*Session leaders:* Walter Staveloz, Director, International Relations, ASTC, Washington, D.C., and Stephen Pompea, Manager, Science Education, Office of Education and Public Outreach, National Radio Astronomy Observatory, Tucson, Arizona

*Presenters:* Robert Sparks, Educator, National Optical Astronomy Observatory, Tucson, Arizona, and Margaret Glass, Communications Manager, NISE Network, ASTC, Washington, D.C.

9:00am-10:15am

## Collaborative Museum-Based Approaches to Science and Art for Teachers, Students, and Families



Convention Center/Room 202A

TU6

This session will present two examples of ways that science centers and art museums can produce integrated curriculum and programming. Common goals, outcomes of the collaboration, and differing perspectives will be discussed. Based on the information presented, attendees will generate a list of best practices for developing future collaborations. 🎧

*Session leader:* Helena Carmena, Manager, Teacher Services, California Academy of Sciences, San Francisco

*Presenters:* Kate Rutledge, Museum Artist, Fine Arts Museum of San Francisco, California; Sarah Soule, Teacher and Student Services Educator, California Academy of Sciences, San Francisco; and Alice Stevenson, Senior Manager, Family Programs and Preschool Learning, New York Hall of Science, Queens

## Beyond Translation/Más allá de la traducción: Bilingual Learning Places



TU7

Convention Center/Room 202B

For museums that serve visitors in bilingual communities, bilingual signage and staff play a role beyond the mere function of translation. Language is associated with many activities, such as personal interaction and drawing analogs from past experiences. Participants in this session will develop a broader understanding of how bilingualism affects visitor comfort and intellectual risk-taking, and identify practical steps they can take to support a bilingual environment. 🎧

*Session leader:* Derly Gonzalez, Coordinator, Bilingual Science Education, Explora, Albuquerque, New Mexico

*Presenters:* Carlos Plaza, Exhibit Developer, Miami Museum of Science, Florida; Nikki Melchior, Program Supervisor, Acceso a la Ciencia, Pacific Science Center, Seattle, Washington; and Martha Puentes, Community Relations Specialist, Hispanic Market, Reuben H. Fleet Science Center, San Diego, California

## Building Skills for Lifelong Learning: The Critical Role for Museums

TU8

Convention Center/Room 202CD

Science centers are moving beyond communicating facts and concepts to promoting skill-building and scientific thinking. Drawing on research from two NSF-funded projects, GIVE and Design Studios, we will discuss designs for skill-based exhibits and programs, show examples of visitors engaged in inquiry, and present research evidence of enhanced visitor inquiry in museums. 🎧

*Session leader:* Scott Pattison, Senior Exhibit Developer, Oregon Museum of Science and Industry, Portland

*Presenters:* Josh Gutwill, Acting Director, Visitor Research and Evaluation, Exploratorium, San Francisco, California, and Karyn Bertschi, Senior Exhibit Developer, Oregon Museum of Science and Industry, Portland

## Science on Stage: Community Partnerships That Perform



TU9

Convention Center/Room 203A

Science and live theater are great partners for education at institutions both large and small. Join staff from science centers and museums and an individual playwright/chemistry instructor who works with the NSF as they reveal how they and their organizations have partnered with community, university, and professional theaters to achieve goals in science education. 🎧

*Session leader:* Larry Gard, Artistic Director, Carpenter Science Theatre Company, Science Museum of Virginia, Richmond

*Presenters:* Stephanie Long, Manager, Public Programs, Science Museum of Minnesota, St. Paul; Paul Taylor, Manager, Traveling Science Show and Community Outreach, The Franklin Institute, Philadelphia, Pennsylvania; Holly Kirby, Produced Playwright and Independent Artist, Madison, Wisconsin; and Mark Thorne, Director, Museum Without Walls, National Children's Museum, Washington, D.C.

## Integrating Food Service Operations and Mission

TU11

Convention Center/Room 204AB

Chances are, more real science occurs in your food service operations than almost any place in your center. Yet, science centers rarely use their food service to advance mission. It's a missed opportunity! Health and wellness, biochemistry, geography, math and more can be taught with food. The impact on the community can be significant. This session explores the efforts of three science centers to integrate food service operations with mission. 🎧

*Session leader:* Tim Ritchie, President and CEO, McWane Science Center, Birmingham, Alabama

*Presenters:* Chevy Humphrey, President and CEO, Arizona Science Center, Phoenix, and Grant Troop, Chief Operating Officer, Ontario Science Centre, Toronto, Ontario, Canada

## Concurrent Sessions 10:45am–noon

### Relationship Management: Using Membership to Develop, Nurture, and Deepen Relationships

Convention Center/Room 101

TU12

Why is it important to develop and nurture relationships within a broad membership base, and what are effective strategies and methods to do this? Panelists will discuss how to use membership as a means to steward and deepen relationships with both general and upper-level members. 🎧

*Session leader:* Shannon Schumacher, Annual Giving Officer, Pacific Science Center, Seattle, Washington

*Presenters:* Rachel Ferraro, Director, General Membership, Dallas Museum of Art, Dallas, Texas, and Kate Park, Manager, Membership, Fort Worth Museum of Science and History, Fort Worth, Texas

### Documenting Education Program Development: The Spectacular Finale!

Convention Center/Room 102

TU13

Exhibit development is a well-documented process, but few materials exist about creating education programs. This working session will present the results of a two-year process of collaboration (in person and online) that originally began at the 2007 conference. Participants will identify educational program development processes that support an institution's mission and vision; generate important benchmarks in the program development process; and learn how to advocate the need for an educational program development process. 🎧

*Session leader:* Karen Hays, Manager, School Programs, Denver Museum of Nature & Science, Colorado

*Presenters:* Ben Dickow, Founder, West Side Science Club, Venice, California; Kirsten Ellenbogen, Director, Evaluation & Research in Learning, Science Museum of Minnesota, Minneapolis; Jen Snively, Vice President, Programs, COSI, Columbus, Ohio; and Bridget Basta, Manager, Evaluation and Planning, Museum of Science and Industry, Chicago, Illinois

### What Is Art Doing in Our Science Center?

Convention Center/Room 103AB

TU14

Intriguing, attractive, and topic-relevant artworks can help make the science center environment more appealing and comfortable for a diverse public. Artist residencies and commissions bring fresh perspectives to science and technology content, sparking curiosity and wonder. Come hear perspectives from an artist and creator of kinetic mechanical tableaux commissioned by science centers, an executive director who invites artists' input and collaboration throughout her museum, and an exhibits director who has successfully worked with artists in permanent and temporary exhibitions. 🎧

*Session leader:* Claire Pillsbury, Project Director, Exploratorium, San Francisco, California

*Presenters:* Jane Werner, Executive Director, Children's Museum of Pittsburgh, Pennsylvania; Mikko Myllykoski, Experience Director, Heureka, the Finnish Science Centre, Vantaa, Finland; and Steve Gerberich, Artist, Gerb-O-Matic, Brooklyn, New York

### Creative Dramatics: A Portal for Preschool Science Learning

Convention Center/Room 201AB

TU15

There is a growing demand for quality preschool programming. How can science centers cater our programs to the youngest of visitors? Creative Dramatics just may be the answer. In this session we'll see this approach modeled and discuss how you can use it at your institution. 🎧

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

*Presenters:* Larry Gard, Artistic Director, Carpenter Science Theatre Company, Science Museum of Virginia, Richmond; Sue Walton, Manager, Science Shows and Festivals, University of California, Berkeley; and Stephanie Long, Manager, Public Programs, Science Museum of Minnesota, St. Paul

10:45am–noon

### Space Science after School: Engaging Youth and Community Leaders with NASA Resources



Convention Center/Room 201C

TU16

It is no surprise that NASA content can be fun and engaging beyond classroom settings. But how do we make NASA materials work for after-school staff, such as youth and community leaders, who may lack science backgrounds? Participants will explore the latest NASA curriculum designed for after-school use, discover techniques for adapting formal education materials, and learn about equity-based staff-development strategies. 🎧

*Session leader:* Leslie Lowes, Forum Director, NASA Solar System Exploration Education and Public Outreach, NASA Jet Propulsion Laboratory, Pasadena, California

*Presenters:* Heather Gibbons, Director, Outreach and Community Engagement, Pacific Science Center, Seattle, Washington; Shari Asplund, Manager, Discovery/New Frontiers Program Education and Public Outreach, NASA Jet Propulsion Laboratory, Pasadena, California; Maryann Stimmer, Science Program Coordinator, Educational Equity Center at the Academy for Educational Development (AED), New York; and Jason Freeman, Director, Coalition for Science After School, Lawrence Hall of Science, University of California, Berkeley

### Going Green: Nurturing a Culture of Sustainability

Convention Center/Room 202A

TU17

Science centers are embracing sustainability in a variety of ways. A key component of any successful program is creating a culture of sustainability among staff members. Three science centers will describe how they are working to do this, and participants will be invited to share best practices from their organizations. 🎧

*Session leader:* Sharon Tinianow, Director, Sustainability Initiatives, COSI, Columbus, Ohio

*Presenters:* Jerry Bogorad, Director, Facilities, Oregon Museum of Science and Industry, Portland, and Brenda Baker, Director, Exhibits, Madison Children's Museum, Madison, Wisconsin

### Working with Volunteers: Bridging the Cultural Generation Gap

How do you manage a volunteer force that ranges from teenagers to retirees? Generational diversity is a valuable resource that can enrich relationships with visitors, but it also offers some challenges. Join this session for a roundtable discussion to learn and share techniques for addressing controversial issues that may arise, such as racial identity, and cultural insensitivity, and foster volunteer collaboration across the generational divide.

*Session leader:* Cori Slotman, Volunteer Coordinator, Museum Programs, The Franklin Institute, Philadelphia, Pennsylvania

### Preparing and Rewarding Staff for Excellence During Major Exhibitions

Convention Center/Room 202B

TU18

Learn from a 2008 Leading Edge Award winner how to prepare staff for major exhibitions. Come learn how the Saint Louis Science Center team prepared staff for *Body Worlds 3* and how what they learned can be applied at any museum. Panelists will focus on forecasting staffing needs and repurposing existing staff through training, communications, and cost-effective motivation tools, and will share revenue-enhancing tips and provide ideas for saving money, time, and resources. While *Body Worlds 3* brought hundreds of thousands of visitors to our museum, our planning and recognition tools are adaptable for any size museum that plans to take on an exhibition that drastically changes daily work practices.

*Session leader:* Marti Cortez, Senior Vice President, Visitor Experience and Human Resources, Saint Louis Science Center, St. Louis, Missouri

*Presenter:* Susan Dertke Hendin, Associate Director, Special Projects, Saint Louis Science Center, St. Louis, Missouri

### Museums and 21st-Century Skills



Convention Center/Room 202CD

TU19

In line with President Obama's education initiatives, this session will focus on "Museums, Libraries, and 21st Century Skills," a recent IMLS project that addresses the interest of corporate leaders, educators, and government officials in fostering a workforce and citizenry prepared for today's knowledge society. IMLS staff and task force members will facilitate discussion of the project's policy report and interactive, online self-assessment tool for museum and library practitioners and talk about ways to promote effective partnerships, both among U.S. museums and libraries and with other sectors. 🎧

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

*Presenters:* Julie Johnson, Distinguished Chair, Museum Leadership, Science Museum of Minnesota, St. Paul; Bronwyn Bevan, Director, Center for Informal Learning and Schools, Exploratorium, San Francisco, California; and Nina Simon, Museum 2.0, Santa Cruz, California

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## Science Alliance: Advancing Science Communication by Bridging Diverse Organizations



Convention Center/Room 203A

TU20

Increase the impact of your exhibits and programs through partnerships that extend beyond the science center community. In this session, attendees will hear a case study of ground-breaking collaboration on DragonflyTV; discover strategies for working with diverse institutions, including universities, museums, and television producers; discuss what works and what doesn't in collaborating with partners; and discover how one partnership made an intangible science topic (nanoscience) engaging, fun, and exciting. 🎧

*Session leader:* Catherine McCarthy, Director, Grant Projects, Sciencenter, Ithaca, New York

*Presenters:* Lisa Regalla, Science Editor, Twin Cities Public Television, St. Paul, Minnesota; Richard Hudson, Executive Producer, Twin Cities Public Television, St. Paul, Minnesota; Anders Liljeholm, Program Developer, Oregon Museum of Science and Industry, Portland; Marilyn Johnson, Director, Science, Oregon Museum of Science and Industry, Portland; Thomas Webster, Associate Professor, Brown University, Ithaca, New York; and Rae Ostman, Director, Education, Sciencenter, Ithaca, New York

## NSF Informal Science Education Program Officer Roundtable

Convention Center/Room 203BC

TU21

Join National Science Foundation program officers for an informative discussion about the Informal Science Education Program. If you have questions about proposal development, submission, and review, then you don't want to miss this roundtable. Program officers will answer questions about project design, the ISE solicitation, and the NSF merit review criteria.

*Session leader:* Sylvia James, Program Officer, National Science Foundation, Arlington, Virginia

*NSF presenters:* Arlene de Strulle, Program Officer; Wyn Jennings, Program Officer; Valentine Kass, Program Officer; Sue Allen, Program Officer; Al DeSena, Lifelong Learning Cluster Coordinator; Monya Ruffin, Associate Program Director and Analyst; and Leslie Goodyear, Program Officer

## Designing Exhibits for Safety

Convention Center/Room 204AB

TU22

Before we can make our visitors happy or educate them, we must keep them safe. What do different museums do to ensure that their exhibits are safe and well maintained? What tools, standards, and guidelines are out there? How can we commission safe exhibitions? Attendees will develop a list of tools and resources for assessing exhibit safety and learn techniques to ensure that the exhibitions they host meet safety requirements. 🎧

*Session leader:* Kathleen Krafft, Exhibits Projects Director, Sciencenter, Ithaca, New York

*Presenters:* Dan MacDonald, Manager, Exhibit Hall Operations, Museum of Science, Boston, Massachusetts; Mark Dahlager, Director, Exhibit Design and Development, Science Museum of Minnesota, St. Paul; Erich Rose, Exhibit, Environmental, and Industrial Design, The Living End, Austin, Texas; and Greg Belew, Executive Director, Hands On!, St. Petersburg, Florida

12:15pm–12:30pm

### Acknowledgments/Closing Remarks

Convention Center/ Registration Lobby

12:30pm–2:30pm

### Buffet Lunch

Convention Center

## Postconference Tour

Noon–5:00pm

### An Afternoon at the Museum of Nature & Science in Dallas's Fair Park

For details, see ASTC 2009 Tours, page 33.

*Preregistration required.* Coach departs from the Fort Worth Convention Center (13th and Houston streets) at noon (boarding will begin at 11:45 a.m.) and returns at approximately 5:00 p.m.

10:45am–noon