



**2011 Theme: Knowledge That Works—From Theory to Practice  
October 15–18**

**Hosted by the Maryland Science Center**

**Deadline to Submit: December 31, 2010**



The Association of Science-Technology Centers (ASTC) invites you to submit a session proposal for consideration for the 2011 ASTC Annual Conference, to be hosted by the Maryland Science Center in Baltimore, October 15–18.

Each year, the conference comprises approximately 120 sessions that offer the most comprehensive educational programs to the field. The conference attracts approximately 1,500 museum professionals from all areas and every type of museum. In submitting a proposal you are contributing to advancing the professional development and enrichment of your colleagues.

## **Knowledge That Works—From Theory to Practice**

Baltimore has evolved from a blue-collar, industrial city into a healthcare, biotech, and tourism hub. Looking both inward and outward, it identified its strengths and leveraged them to remain vital. While holding true to its working-port, working-class legacy, it thrives today by evolving and transforming, distinguishing itself from larger neighboring cities, and staying relevant to its community.

In many ways, science centers face the same challenges every day. Legacy programs and services remain part of our core missions, yet science centers also must understand the process of evolving not only to exist perpetually, but also to grow. How can this evolution and adaptation happening at the local level benefit the science center community as a whole? And how do we know we've succeeded? The work begins with sharing the process from theory to practice as science centers apply our collective knowledge to practical problems.

ASTC 2011 welcomes proposals that address the practical applications and outcomes resulting from the work that science centers do. ASTC members are encouraged to propose presentations that align with the 2008 ASTC Strategic Plan and demonstrate the intended impacts of the Strategic Plan:

### **Science & Society Leadership**

- What are science centers doing to solidify their role as distiller and facilitator of science discourse in their communities?
- What are science centers doing collectively to promote and encourage science literacy?
- How are science centers civically engaged and elevating or solidifying their place in their communities?

### **Impact & Communications**

- How are science centers measuring the results of their efforts?
- How are science centers and their funding partners gaining visibility for their efforts?

### **Professional Development**

- How are science centers addressing the challenges of nurturing and retaining influencers?
- What is an effective continuum of human resource development that is valued by the staff and board?

### **Alliances & Partnerships**

- How do effective partnerships and alliances become mutually beneficial?
- How can science centers as a group create an open-source community valued by society?
- How can a science center be a partner in a transformation of a community?

## IMPORTANT INFORMATION

**Session leader**—Every session must have a session leader who is responsible for the organization and management of the session, including logistics, requests for audiovisual equipment, communication with presenters and ASTC staff, and leading the session itself. All session leaders must be employed by an ASTC-member institution or company. All correspondence related to the proposal will be directed to the session leader listed on the submitted form.

**Session criteria**—The bulleted criteria below are used by the Conference Program Planning Committee to score proposals. The more of these criteria your session meets, the higher its rating and the greater its chance to be approved for inclusion in the conference program. The first bullet is an especially important one, since the science center community values interactive learning experiences. Please consider this also as you choose your presentation style. (See description below.)

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

- *involves the audience.* After all, science centers specialize in interactive learning that encompasses more than one point of view on an issue, or more than one approach to a problem.
- includes *confirmed* presenters and/or discussion facilitators from more than one institution.
- highlights more than one institution, consortium, or national network.
- includes presenters who represent geographic and ethnic/cultural/gender diversity .
- includes presenters from large, medium, and small institutions. **Session leaders, please verify that your presenters have not consented to serving on more than two session proposals.**
- uses commercial representatives appropriately. This is not a selling opportunity.
- features a format that suits the proposal.
- delivers a new experience.
- avoids “show and tell” in favor of more in-depth analysis of failures along with successes, lessons learned, and out-of-field reference points.

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

- **Forum:** An open discussion on specific issues among the session audience and panelists, moderated by one or more expert panelists.
- **Workshop:** A program for a relatively small group of people in a given field that emphasizes participation in problem-solving efforts, with one or more hands-on activities; limited participation (30 minimum/60 maximum).
- **Roundtable:** An issue-oriented conversation, with prepared participants who facilitate conversation at each table. A session leader articulates the issues, monitors the progress of the discussions, and often facilitates a wrap-up segment at the end of the session;
- **Showcase:** An informal, noncommercial session with six or more presenters, each providing a poster or tabletop display and a handout with a complete program description. The session organizer gives a short introduction, and participants move around the room to hear brief prepared remarks by showcase presenters. Seating is available.
- **Guest speaker:** A session where one expert speaker presents on a particular subject and remains for a question-and-answer period; “Featured Speaker” status will be determined by the ASTC Conference Program Planning Committee.
- **Panel:** A session with three to four presenters and a session leader who introduces and summarizes the session, followed by a question-and-answer period and audience discussion of at least 15–20 minutes.
- **Pecha Kucha:** A session where each presenter shows 20 images for 20 seconds apiece, for a total time of 6 minutes, 40 seconds, per presenter.
- **Lightning talks:** A session in which, like Pecha Kucha, the lengths of talks are short—usually between 1 and 10 minutes, with a five-minute limit being common. In order to allow rapid changes between speakers, slides are discouraged unless a single computer running a presentation program (such as OpenOffice.org, Impress, or Microsoft PowerPoint) is used by all speakers.

- **Speed Geeking:** A session where presenters are arranged at tables in a circle around the edge of a large room. The members of the audience stand at the center of the room. Ideally there are six or seven audience members for each presenter. One person, acting as the facilitator, rings a bell to start proceedings. The audience splits into groups, and each group goes to one of the presenters. Presenters have a short time, usually five minutes, to give their presentation and answer questions. The session ends when each group has attended all presentations.
- **Poster Session:** The ASTC 2010 Poster Session will highlight projects and research focusing on the following areas: Evaluation, Human Resources, Marketing, Exhibits, Programs, Educational Programs, Finance, New Ideas or Initiatives, Partnerships, and Web. Please attach an abstract of no more than 100 words describing your research. Poster sessions will be displayed in the Exhibit Hall.

**Registration fees**—Session leaders and presenters must register for the annual conference. There is no discount or complimentary registration for session leaders or presenters that are employed by an ASTC-member institution. Non-member presenter(s) will receive a badge for access to your session only. If non-member presenters wish to attend other sessions, events, and the Exhibit Hall, they can register at the discounted member rate. Session leaders are responsible for making sure all presenters register for the conference.

### Session Room Logistics

- Audiovisual to be determined.
- Standard room set-ups will be a combination of roundtable and theater (row) seating.
- Sessions are 75 minutes (1 hour and 15 minutes) long.

### Call for Proposal Submission Instructions

To submit your proposal online for the 2011 ASTC Annual Conference, complete the following steps. Please note: The session leader/facilitator *must* work for an ASTC member institution or company.

#### 1. Prepare!

- Planning your proposal beforehand will help you gather your thoughts before you navigate the technology.
- Typing your proposal answers in the attached Call for Proposals Draft or your own word processing software will allow you to spell-check and do a word count (including spaces) prior to entering your proposal.
- Please do not use special characters, such as #, @, &, or bullets.
- Do not use the enter/return key while typing in the online proposal system.

#### 2. Enter your proposal: Important suggestions

- Session title: 10-word maximum. Be descriptive but concise.
- Session summary: 50-word maximum. This paragraph will serve as your session's entry in the conference program. Please be clear about what you will cover.
- Session description: 125-word maximum. Describe the session in more detail for the Conference Planning Committee. Include your objectives and what you intend attendees to take away from the session.
- Key issues: 125-word maximum. What are the key issues addressed by your session, and why are they important?
- Key words: Number in order of preference (1, 2, 3) up to three key words that best describe the target audience for your session. Do not use Xs.
- Review for errors, misspellings, or omissions.

#### 3. Submit your proposal

- **Submit:** After you submit, print a copy of the confirmation, which will include your personal web link, login ID number, and password to edit your proposal at a later date.
- After your Call for Proposal is processed by ASTC, you will receive an e-mail with a Session ID#. If you need to make changes or additions to your proposal, send an e-mail to [conference@astc.org](mailto:conference@astc.org) with your session ID# in the subject.

### Schedule:

**December 31, 2010:** Deadline for session proposals.

**March 2011:** Session leaders notified of acceptance or decline of proposals.

**March 2011:** Deadline for revised session narratives and confirmation of presenters.

Visit [www.astc.org/conference/future.htm](http://www.astc.org/conference/future.htm) for the Online Submission Form.

# ASTC 2011 Conference Session Proposal

**DRAFT PURPOSES ONLY. DO NOT SUBMIT, USE THE ONLINE SUBMISSION FORM.**

**1. Session title** (10-word maximum). Be descriptive but concise.

**2. Session summary** (50-word maximum). Note: This paragraph will serve as your entry in the conference program. Please be clear about what your session will cover.

**3. Session description** (125-word maximum). Please describe the session in more detail for the Conference Planning Committee.

**4. Key issues** (125-word maximum). What are the key issues addressed by your session, and why are they important?

**5. Session leader Information—Must be an ASTC member.**

Name:

Job Title:

Institution:

Mailing Address:

Phone/E-mail:

**6. Presenter(s). Please provide complete contact information!**

Name:

Job Title:

Institution:

Mailing Address:

Phone/E-mail:

**7.  Basic session** Check if this session will provide a basic understanding of a topic.

**8. All room set-ups will be a combination of roundtables and theater (row) seating.**

**9. Presentation style: Please select one.**

Forum

Workshop

Roundtable

Showcase

Guest speaker

Panel

Pecha Kucha

Lightning talks

Speed Geeking

Poster Session

**10. Key words** Number (1, 2, 3) up to three key words that best describe your target audience.

Use "1" for most important.

Accessibility/Diversity/Equity

Administration/Finance

CEO/Director/Trustee

Development/Fund-raising

Education

Exhibit Development

Films/Simulators

Human Resources

Marketing

Membership

Mission/Philosophy

New and Expanding Centers

Outreach

Planetariums

Public Relations

Research and Evaluation

Teacher Education

Theater/Demonstrations

Visitor/Customer Services

Volunteers

Web/Electronic Communications

Youth Programs

**Special Request/Comments:**

If you have questions, please contact [conference@astc.org](mailto:conference@astc.org) or phone at 202/783-7200