



# NOYCE LEADERSHIP INSTITUTE

## 18 SCIENCE CENTER AND MUSEUM EXECUTIVES CHOSEN FOR INTENSIVE LEADERSHIP PROGRAM

*Noyce Leadership Institute Announces New Fellows and Plans for an Additional Year*

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WASHINGTON, D.C.—The Noyce Foundation, in collaboration with the Association of Science-Technology Centers (ASTC) and the Institute of Museum and Library Services (IMLS), today announced the participants in a fifth round of yearlong sponsored fellowships, as well as plans to recruit more leaders in the following year, with the aim of increasing the public impact of science centers, museums, and related institutions. The Noyce Leadership Institute (NLI) brings together leaders in informal science education from around the world to act as change agents at the crossroads of societal trends, global issues, and the cutting edge of science.

Through their NLI Fellowship experience, 18 senior-level executives from science centers, children’s museums, natural history museums, and field-based institutions will gain access to knowledge, tools, promising practices, and professional networks that increase their capacity to lead effectively and to advance innovation in their own institutions, in their home communities, and in the broader field. These remarkable leaders were selected because they are well-positioned to influence other senior executives in their institutions and communities.

“The NLI Fellowship will help to prepare the next generation of leaders to extend the impact of science centers and museums deeper into their local communities and to increase understanding and excitement about science,” said Dr. Geno Schnell, NLI program director.

NLI envisions an essential and transformative role for science centers and other institutions in the engagement of citizens of every age in understanding crucial science-related issues. Leaders of such innovative hubs are supported and challenged by the Noyce Leadership Institute to make the individual, organizational, and community changes required to realize this vision. From 2008 to 2011, 70 Fellows have participated in NLI. These individuals represent 59 institutions from 21 nations.

The 2012-2013 Noyce Leadership Fellows were selected through a competitive process by a committee composed of professionals representing the fields of informal science education and executive leadership. The Fellowship program provides an action-learning framework via a mix of face-to-face sessions, executive coaching, peer learning, audio conferencing, and other learning strategies over a year, followed by ongoing Fellow alumni activities.

The 18 Noyce Fellows and their Strategic Initiative Sponsors are:

**Accokeek Foundation, Maryland**

Fellow: Lisa Hayes, President & CEO

Sponsor: Wilton C. Corkern, Senior Adviser

Strategic Initiative: Create a national model in Piscataway Park for connecting people to the environment through interpretation of the indigenous cultural landscape of the Piscataway people.

**American Museum of Natural History, New York**

Fellow: Lauri Halderman, Senior Director, Exhibition Interpretation

Co-Sponsor: David Harvey, Senior Vice President for Exhibition

Co-Sponsor: Lisa J. Gugenheim, Senior Vice President, Institutional Advancement, Strategic Planning & Education

Strategic Initiative: Develop a clear understanding of the interests, wants, and needs of our visitors, including underserved audiences, to inform the museum's decision-making on major temporary exhibits.

**Boston Children's Museum, Massachusetts**

Fellow: Tim Porter, Project Director, Education

Sponsor: Leslie Swartz, Senior Vice President of Research and Program Planning

Strategic Initiative: Explore uses of current technology to better serve our audience, and create new and sustained connections between the museum and our local community through accessible technologies.

**Copernicus Science Center, Poland**

Fellow: Irena Cieślińska, Deputy Director

Sponsor: Robert Firmhofer, CEO

Strategic Initiative: Create a space that encourages adult visitors to become engaged, building a sense of commonality and respect for different viewpoints, and stimulating discussion about the vision for Poland's future development.

**Lawrence Hall of Science; University of California, Berkeley**

Fellow: Gretchen Walker, Public Science Center Interim Director

Sponsor: Elizabeth Stage, Director, Lawrence Hall of Science

Strategic Initiative: Make increased service to three local school districts with large underserved populations central to a new strategic and business plan for the Lawrence Hall of Science.

**Madison Children's Museum, Wisconsin**

Fellow: Brenda Baker, Director of Exhibits

Sponsor: Ruth Shelly, Executive Director

Strategic Initiative: Create a community-based partnership that increases opportunities for children to use design thinking and digital media, not as passive participants, but as investigators, citizen scientists, storytellers, and cultural change agents.

**Marian Koshland Science Museum of the National Academy of Sciences, Washington, DC**

Fellow: Erika Shugart, Deputy Director

Sponsor: Patrice Legro, Director

Strategic Initiative: Transform the Koshland Science Museum's online presence from a unidirectional provider of information to a community that helps people use science to solve problems.

**Museum of Science and Industry, Chicago**

Fellow: Patricia Ward, Director, Science and Technology

Sponsor: Kurt Haunfelner, Vice President, Exhibits and Collections

Strategic Initiative: Develop an exhibit-based Energy Simulation and integrated curriculum that positions MSI as a convener for Chicago-area students, the public, and energy experts supporting the ongoing education of the community.

**Museum of Science, Boston**

Fellow: Christine Reich, Director of Research and Evaluation

Co-Sponsor: Wayne Bouchard, Chief Operating Officer

Co-Sponsor: Britton O'Brien, Vice President, Human Resources

Strategic Initiative: Establish policies, practices, and procedures that support sustained and continuous improvement toward greater inclusion for people with disabilities at the Museum of Science, Boston.

**National Museum of Emerging Science and Innovation / Miraikan, Japan**

Fellow: Yasushi Ikebe, Principal Investigator of Science Communication

Sponsor: Mamoru Mohri, CEO

Strategic Initiative: Establish an initial profile of a new research center for science communication.

**Natural History Museum, London**

Fellow: Ian Jenkinson, Museum Manager

Co-Sponsor: Ailsa Barry, Head of Interactive Media

Co-Sponsor: Andy Polaszek, Keeper of Entomology

Strategic Initiative: Provide and test three community engagement initiatives for the Natural History Museum focusing on social media and virtual visitor forums, a citizen panel, and models for engaging international partner communities.

**Naturalis Biodiversity Center, Netherlands**

Fellow: Paul Voogt, Director, Public Programs

Sponsor: Edwin van Huis, CEO

Strategic Initiative: Reinvent Naturalis as a network museum, which means not only working for or with community, but incorporating community into the primary process.

**New York Hall of Science, Queens, New York**

Fellow: David Kanter, Director, SciPlay, Center for Play, Science & Technology Learning

Sponsor: Margaret Honey, President & CEO

Strategic Initiative: Collaboratively develop and test programmatic models with school district partners that support Queens middle grades science teachers using play-based instruction to bridge the science center to their classrooms.

**Science Museum of Minnesota**

Fellow: Bob Breck, Director of Marketing & Membership

Sponsor: Paul Martin, Senior Vice President of Science Learning

Strategic Initiative: Create partnerships between the museum and community organizations to provide a “science-based” sounding board for political policy discussion.

**Science Museum Oklahoma**

Fellow: Sherry Marshall, Director of the Oklahoma Museum Network

Sponsor: Don Otto, CEO

Strategic Initiative: Through a statewide partnership, foster meaningful community connections by promoting a culture of open exploration and inquiry in five unique museum settings.

**Thanksgiving Point Institute, Utah**

Fellow: Blake Wigdahl, Vice President, Design and Programming

Sponsor: Mike Washburn, President & CEO

Strategic Initiative: Become Utah’s center for developing sustainable ways to grow and connect with food by building a local community food network that leverages the story and resources at Thanksgiving Point.

**The Franklin Institute Science Museum, Pennsylvania**

Fellow: Dale McCreedy, Director, Gender & Family Learning Programs

Sponsor: Frederic Bertley, Vice President, Science and Innovation

Strategic Initiative: Envision and create structures that facilitate ongoing community and museum communication and integration, with a fundamental goal of establishing a coalition of cross-community expertise for collaborative science learning.

**Universeum, Sweden**

Fellow: Carina Halvord, Deputy Managing Director & Head of Development

Sponsor: Lars Rehnman, CEO

Strategic Initiative: Create an Entrepreneurial Learning Center through partnerships with key stakeholders for training pre-school and compulsory schoolteachers, providing them with tools ensuring students the best possible educational experience.

The Noyce Foundation and its partners are proud to announce a sixth NLI Fellowship in 2013-14. Senior-level leaders who are interested in learning more about the application process should visit [www.noycefdn.org](http://www.noycefdn.org).

The Institute bears the name of Robert Noyce, co-founder of Intel and inventor of the integrated circuit. His work in leading science, engineering, and technology to a whole new level of innovation – as well as the creation of new industries – is legendary. Known for his integrity, authenticity, character, inclusiveness, and continuous innovation, Noyce’s legacy continues to serve as a standard for leaders today.

ASTC is a global nonprofit organization of science centers and museums committed to raising public understanding of science’s role in solving critical societal issues and its value in igniting and nurturing the innovative spirit that people of all ages need for success in today’s world. Through strategic alliances and global partnerships, ASTC strives to increase awareness of the valuable contributions its science center members make to their communities and the field of informal science learning. Founded in 1973, ASTC now numbers nearly 600 members in 45 countries, and its members include not only science centers and museums, but also nature centers, aquariums, planetariums, zoos, botanical gardens, and natural history and children's museums, as well as companies, consultants, and other organizations that share an interest in informal science education.

The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. The Institute’s mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development.

Primary funding for the Noyce Leadership Institute comes from the Noyce Foundation, with additional support to date from the Institute of Museum and Library Services, the Gordon and Betty Moore Foundation, and the David & Lucile Packard Foundation.

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