

A background network diagram consisting of interconnected nodes and lines, rendered in light blue and grey tones.

#ASTC virtual

November 1 and 3, 2022 • Anywhere and Everywhere • www.astc.org/virtual

Association of Science and Technology Centers

SCHEDULE

**As of October 26, 2022
Subject to Change**

All times EDT



Code of Conduct for ASTC Conferences, Events, Online Engagement, and Project Participation

The Association of Science and Technology Centers (ASTC) Annual Conference—and other professional meetings, events, webinars, and projects organized by ASTC—are dedicated to providing a harassment-free experience for everyone attending or participating. We do not tolerate harassment of people in any form, and we empower all participants in our community to actively engage in creating a friendly and safe environment for all.

This Code of Conduct is part of ASTC's mission to champion and support science and technology centers and museums and the entire science engagement field—organizations that support lifelong science learning, connect science and society, engage diverse communities, and partner to tackle global and local challenges. ASTC is committed to advancing equity and social justice as foundational and essential values in all of our work. These values are essential to the practice of science, technology, and innovation which require seeking out and engaging a diversity of peoples, ideas, perspectives, life experiences, disciplines, knowledge systems, and approaches. ASTC values and celebrates contributions, discoveries, and novel solutions, regardless of their source. When all people are welcomed, respected, and included in our human pursuits, and when everyone has access and opportunity to pursue their aspirations, and when all people can participate fully and actively in creating and building the future, our association, members, and global society will be more equitable, prosperous, just, and resilient. Our world is rich in diversity, and ASTC embraces all diverse groups, including but not limited to, people of all races, colors, religions, political affiliations, sexual orientations, genders, ages, familial histories of education, physical and cognitive abilities, languages used, Indigenous status, and countries of origin.

As an attendee, presenter, exhibitor, sponsor, or guest at the ASTC Annual Conference and other events or programs organized by ASTC, I will:

- Conduct myself with integrity, respect, honesty, and credibility.
- Approach all events and interactions in accordance with the highest ethical standards of professionalism and personal conduct.
- Avoid all activities that will cause damage to or discredit my organization, ASTC, or myself.
- Embrace ASTC's diverse community of professionals and learners, and be inclusive of all audiences in my presentations, demonstrations, and conversations.
- Seek help from ASTC staff if I do not know how to fulfill any of the stated actions.

This Code of Conduct is in place to protect the safety of all participants. Contact, language, or imagery of a violent, threatening, sexual, discriminatory, demeaning, or disruptive nature is not appropriate for any in-person or online conference or project venue, including talks, workshops, parties, and online forum or media. If you witness any misconduct of this code, please report it to any ASTC staff member:

- In-person through the conference facility, including at the front desk.
- Online by emailing ideas@astc.org.

Attendees or project participants asked to stop any harassing or discriminatory behavior are expected to comply immediately. ASTC leadership, at their sole discretion, may take action to redress anything disrupting the event or project making the environment unsafe for participants, including asking any individuals to leave the event or project at their own expense and without a refund of any fees paid.



Tuesday, November 1, 2022

12:00 p.m. EDT OPENING SESSION

Welcoming Remarks

- **William Harris**, *President and CEO, Space Center Houston and Chair, ASTC Board of Directors*
- **Christofer Nelson**, *President and CEO, ASTC*

1:00 p.m. EDT CONCURRENT SESSIONS

Better Labels, Better Connection: Interpretive writing for inclusive museums

PRESENTERS: **Juliana Olsson**, *Exhibits Writer/Editor, National Museum of Natural History*,
Angela Roberts, *Coordinator of Audience Studies, National Museum of Natural History*

Diverse STEM Role Models: Creating a meaningful role model experience

PRESENTERS: **Karen Peterson**, *Chief Executive Officer and Founder, National Girls Collaborative Project*, **Nancy Scales-Coddington**, *Director of Strategic Partnerships, National Girls Collaborative Project*

Lasting Impressions: Creating and maintaining sustainable programming

SESSION LEADER: **Karyn Torigoe**, *Senior Manager of STEM Programs & Evaluation, Great Lakes Science Center*

No Going Back: The Nature Museum discovers relevant and rigorous science in our urban backyard

PRESENTERS: **Amy Morton**, *Teacher Programs Manager, Peggy Notebaert Nature Museum*,
Melissa Siska, *Student Programs Manager, Peggy Notebaert Nature Museum*

Seeds to STEM: An NIH SEPA program exploring early childhood STEM activities and program evaluation

PRESENTERS: **Meghan Nealon**, *STEM Program Director, GrowingGreat*, **Kaitlyn DelDuca**, *Manager Education, Learning, and Development, The Academy of Natural Sciences of Drexel University*



2:00 p.m. EDT BREAK

2:30 p.m. EDT CONCURRENT SESSIONS

An Informal STEM Outcomes Framework to Drive Creative and Culturally Inclusive Planning, Design, and Evaluation

PRESENTERS: **Deborah Wasserman**, *Senior Researcher, COSI Center for Research & Evaluation*; **Maggy Benson**, *Distance Learning Manager, Smithsonian's National Museum of Natural History*; **Nicole Webster**, *School & Youth Program Manager, Smithsonian's National Museum of Natural History*

Building Capacity for Autism: Changing museum culture

PRESENTERS: **Monae Verbeke**, *Director of Evaluation, Institute for Learning Innovation*; **Nicole Claudio**, *Research Associate, Institute for Learning Innovation*

Creating Planetary Advocates: Empowering people to take action

PRESENTERS: **Darién Montañez**, *Biomuseo Panama*; **Tom Cummins**, *Director, Exhibits, Science World*; **Michael Fairchild-Simms**, *Interpretative Planner and Exhibition Manager, Science World*; **Jody Neal**, *Senior Consultant, Barker Langham*; **Yukiko Stranger-Galey**, *Senior Consultant, Barker Langham*

Evaluating Youth Perceptions of Climate Action with Personal Meaning Mapping

PRESENTERS: **Scott Randol**, *Participatory Research and Evaluation Manager, Oregon Museum of Science and Industry*; **Carla Herran**, *Research and Evaluation Associate, Oregon Museum of Science and Industry*

National Education Outreach Network (NEON)

SESSION LEADER: **Jonah Cohen**, *Director of Science Education, McWane Science Center*

Tools and Techniques for Engaging Underserved Populations with Science in Non-Traditional Venues

PRESENTERS: **Laura George**, *Program Manager, STEM Community Alliance Program, University of Utah*; **Andrew George**, *Academic Program Manager, University of Utah*; **Dennis Schatz**, *Senior Fellow, Institute for Learning Innovation*; **Victoria Russell**, *Outreach Coordinator, Center for Synthetic Organic Electrochemistry, University of Utah*; **Dale Cummings**, *University of Utah*

3:30 p.m. EDT SPEED NETWORKING



Thursday, November 3, 2022

12:00 p.m. EDT CONCURRENT SESSIONS

Bridging Formal and Informal Learning through Educational Partnerships with Museums

PRESENTERS: **Analisa Duran**, *Assistant Director of Educational Programs, Phillip and Patricia Frost Museum of Science*, **Jahna Brooks**, *Education Programs Manager, Phillip and Patricia Frost Museum of Science*, **Jamie Hardcastle**, *Curriculum Development Specialist, Phillip and Patricia Frost Museum of Science*

Introducing UNICEF's Changing Childhood Project

PRESENTERS: **Adam Cathro**, *Communications Specialist, UNICEF*, **Moria Herbst**, *Editor, UNICEF*, **Yoonie Choi**, *Partnerships Specialist, UNICEF*

Landscape of Public Engagement on Climate Change and Biodiversity at Science Centers in the United States

SESSION LEADER: **Rose Hendricks**, *Climate Change and Public Engagement Consultant, ASTC*

Learning from Our Visitors: Collaboration for Ongoing Visitor Experience Studies (COVES)

SESSION LEADER: **Alexander Lussenhop**, *Senior Research and Evaluation Associate, Museum of Science, Boston*

Reflections on Equity: Holding up a mirror to organizational practices

PRESENTERS: **Jamie Bell**, *Project Director, Center for Advancement of Informal Science Education (CAISE)*, **Rabiah Mayas**, *Vice President, Education, Museum of Science and Industry*, **Cecilia Garibay**, *Principal, Garibay Group*



1:00 p.m. EDT VIRTUAL AWARDS CEREMONY (also available to all via livestream)



Honoring our field and the contributions of all

Presentation of ASTC's Roy L. Shafer Leading Edge Awards

- Leading Edge Award for Business Practice
- Leading Edge Award for Visitor Experience
- Leading Edge Award for Individual Leadership

2:00 p.m. EDT BREAK

2:30 p.m. EDT CONCURRENT SESSIONS

Designing Online Informa and Formal STEM Learning Opportunities that are Accessible to Students with Disabilities

PRESENTERS: *Sheryl Burgstahler, Director, Accessible Technology Services, University of Washington, Scott Bellman, Program Manager, DO-IT, University of Washington*

Gen Zoom and State of Mind of Post-Pandemic Youth

SESSION LEADER: *Cassy Tefft de Muñoz, Executive Director of Enrollment Initiatives, Michigan Technological University*

Lessons from the Community Science Dialogue and Deliberation Fellowship

PRESENTERS: *Sam Tayag, Community Science Coordinator, National History Museum of Los Angeles County, Wallis Boram, Education Specialist, McAuliffe-Shepard Discovery Center, Kristan Uhlenbrock, Director, Institute for Science and Policy, Denver Museum of Nature and Science*

So You Want to Build/Renovate/Expand?

PRESENTERS: *Todd Slisher, Executive Director, Sloan*Longway, Barbara Punt, CEO, Punt Consulting Group, Emily O'Hara, Senior Manager of Guest Experience Design, Detroit Zoological Society, Daniel Zeiger, Associate Director of Gilder Center Education Programming, American Museum of Natural History*



The Power of Story: Change how you frame marketing and fundraising

SESSION LEADER: **Mimi Meredith**, *Senior Vice President, Development, and Chief Development Officer, Cosmosphere*

3:30 p.m. EDT CLOSING KEYNOTE



Maddie Sofia, PhD

Science journalist and communicator
Founding host, NPR's *Short Wave*

Embracing Identity: Why We Can't "Stick To The Science"

Join award-winning science journalist Maddie Sofia for a conversation about identity in science communication. Maddie will share her experience exploring her own identity while hosting a NPR science podcast and how embracing identity can build trust and connection with audiences. We'll talk about the power of inclusive science communication and its role in dismantling systems of oppression in scientific spaces.

[Maddie Sofia \(@maddie_sofia\)](#) is a scientist and journalist. She got her start as a journalist at National Public Radio (NPR) in 2016. In 2019, Maddie became the founding host of NPR's award-winning daily science podcast [Short Wave](#). In 2020, *Short Wave* became the most popular science podcast on Spotify in the United States.

Maddie's work is centered on inclusive communication and increasing the representation of marginalized communities in science journalism. She has reported on COVID, inequities in academia and public health, and some of the earth's most fascinating creepy-crawlies. She is particularly interested in highlighting queer voices and issues.

Before hosting *Short Wave*, Maddie hosted the NPR video show [Maddie About Science](#) and co-developed the worldwide [NPR Scicomms program](#). The program (now at [Boston University](#)) focuses on supporting scientists interested in science communication through mentorship, community, and editorial support. The program has helped more than 100 scientists get published in popular science outlets. Previous to NPR, she received her PhD in microbiology and immunology from the University of Rochester Medical Center.

Maddie is currently freelancing, teaching, and speaking. Her most recent journalistic work is featured in [Science Friday](#) and PBS/KQED's video series [Deep Look](#). She enjoys talking with students about careers outside of academia, inclusive science communication, and storytelling. She has been designing and participating in science communication workshops for more than 10 years. She enjoys cooking, reading SciFi, and frolicking in the mountains with her partner Natalie.



The Association of Science and Technology Centers (ASTC) is a professional membership organization with a vision of increasing understanding of and engagement with science and technology among all people, and a mission to champion and support science and technology centers and museums and the entire science engagement field.

Founded in 1973, ASTC champions and supports more than 500 science centers, technology museums, natural history museums, children’s museums, and other STEM-rich, place-based institutions, such as nature centers, aquariums, planetariums, zoos, and botanical gardens throughout North America and in nearly 50 countries—as well as nearly 200 other organizations that share an interest in science learning and engagement. In an average year, ASTC-member science centers and museums engage more than 110 million people around the world annually.

ASTC is a 501(c)(3) tax-exempt nonprofit educational organization.

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