

Second Call for Poster & Conversation Station Proposals



AMM

MMA
MICHIGAN MUSEUMS
ASSOCIATION

Changing Expectations

2019 Joint Conference
October 2–5, 2019 — Grand Rapids, MI

**Association of Midwest Museums and
Michigan Museums Association
2019 Joint Conference**

About the Theme

People everywhere are calling for changes to societal thinking, institutions and practices on a range of issues and for a variety of causes. The transformations taking place have inspired us to consider the reciprocal nature of relationships between museums and society, and the changes that result from those relationships.

For example, visitor expectations for and perceptions of engagement, experience, transparency and authority are changing and have an impact on museum practices. Recent studies suggest that values and priorities have changed across generations of visitors¹ and similarly, as U.S. households change, so do their visitation patterns.²

Museums and other organizations are grappling with how to address the changing expectations of their audiences, and have begun to seek solutions and ideas from their peers. Networks such as [OF BY FOR ALL](#), [#TakingRisks](#) and [The Inclusive Museum](#) and programs like the [Cultural Competency Learning Institute \(CCLI\)](#) have formed in recent years to encourage and support professionals as they embrace the sort of change and experimentation required to succeed.

Likewise, expectations are changing among members of the museum community. Professionals everywhere are challenging internal practices that have limited the development of a diverse workforce or hindered the ability of museums to build sustainable futures. One example of change prompted from within the field is a recent [call to action from the National EMP Network](#) for professional organizations to change job listing policies in an effort to encourage transparent hiring practices field-wide. At least 5 national, regional, and state organizations have already updated their policies as a result.

How are “changing expectations” within our profession, our organizations, and our communities influencing the work we do? How are members of the museum community leading change by proactively engaging others around their own initiatives?

We invite museum professionals to explore and evaluate the many ways in which museums are proactively and reactively navigating the changing world around them, as well as to offer tools and resources needed to lead and adapt to those changes.

¹ [Generationally Speaking: How Cultural Shifts Impact Your Destination](#). PGAV Destinations Destinology, Volume 14, Issue 3, December

² Dilenschneider, Colleen. [Finding: Fewer People are Visiting Cultural Organizations with Families](#). IMPACTS Research & Development. Published November 28, 2018.

Propose a Poster or Conversation Station

We invite individuals from our museum communities to propose Posters and Conversation Stations that address a range of issues. Consider presenting projects and research related to the following topics:

- ❖ Strategies for developing cultural competency among staff
- ❖ Role of museums in social justice
- ❖ Collection practices
- ❖ Groundbreaking collaborative projects
- ❖ Audience research breakthroughs
- ❖ Innovative solutions for accessibility
- ❖ Interpreting and understanding demographics
- ❖ Evaluation methodology
- ❖ Innovations in exhibit design, development and fabrication

Conversation Stations: Choose this option if you would like to share research, case studies, and projects in a “free flow” space where attendees can have an informal one-on-one chat with presenters. Tables will be provided.

Posters: Choose this option if you would like to use a poster-board sized display to share research, case studies, and student projects. Posters will be located in a “free flow” space where attendees can engage one-on-one with presenters. Tables and easels will be provided. Presenters are responsible for printing, assembling and transportation of their poster displays.

**Presenters are expected to bring their own laptops and connector cables. Hotel AV may be available for additional technology and electrical needs.*

Please Note: Poster Sessions and Conversation Stations are not intended for promotional use. Companies and organizations wishing to [promote services or products](#) should reserve space in the exhibit and resource area.

How to Submit a Proposal

Proposals must be submitted using the [online submission form](#) by Friday, May 10, 2019.

Please be prepared with the following information before completing the online form. The form does not allow you to save draft proposals.

- ❖ Poster or Conversation Station - choose your desired format
- ❖ Chair Information - name, company, address, email, and phone information
- ❖ Presenter Information - list of presenters (up to 2 additional individuals beyond Chair), with name, company, and email address
- ❖ Title and Description - title and description of your presentation that can be edited for use in conference promotions
- ❖ Images or Mockups of Poster Design - upload up to three documents that show us what your display includes (optional)
- ❖ Display Components - describe what is included in your display to help us understand your setup needs

Chairs and Presenters

Poster and Conversation Station Chairs are responsible for organizing the presentation and relaying all official information. AMM maintains contact **ONLY** with the Chair. Chairs will receive relevant schedule and setup information as it is available. Communications will come from admin@midwestmuseums.org and info@midwestmuseums.org.

There are no limits to the number of presenters, though we recommend only 1-2 presenters to ensure that there is space for discussion of your project. Presenters may be a mix of museum professionals, students, and service providers.

Presenters must be confirmed at the time of submission. If your proposal is selected for the program, your presenters must be able to confirm their availability to present any day of the conference from October 2-5, 2019.

NOTE: Presenters are required to register and pay the conference registration fee at the early bird rate.

Selection Criteria

Proposals will be reviewed for:

- Relevance to the conference theme
- Relevance to professional development needs in the industry
- Clarity of content and learning objectives
- Diversity of perspectives and presenters
- Practical and relevant examples and how to apply them in multiple settings

Chairs will be notified of our decision by **May 20, 2019**.

Questions to Consider for Your Proposal

- ❖ Proposals must be clear, concise and fully describe the point of your presentation. *What is the focus or big idea?*
- ❖ Specify educational outcomes. *What will attendees learn or accomplish during the presentation? What practical knowledge, industry advances, tools, or tips are presented?*
- ❖ Ideal presentations connect to the conference theme. *Does your project or research relate to topics such as audience development and community engagement?*
- ❖ Think creatively about your presentation. *How might your presentation prompt dialogue?*
- ❖ Be clear about the relevance of your content to a variety of audiences. *Are key issues or trends addressed? Do you have innovative ideas, practices, or partnerships? Is your topic universally relevant, across disciplines and even roles?*
- ❖ Case studies should exemplify best practices, lessons-learned, or impact on community. *What happened? How was it evaluated? What were key internal or external factors at play?*
- ❖ Proposals should address the intended audiences for the presentation. Attendees will include leaders and other professionals from various types of museums - from historic houses to science centers - as well as a host of other organizations and companies.