

*Association of Midwest Museums and  
Wisconsin Federation of Museums*



**2020 Joint Conference  
Call for Proposals**

**Museums Evolving | AMM-WFM**

July 22-25, 2020

Milwaukee, WI



## Table of Contents

<b>Connect to this year's theme, Museums Evolving</b>	<b>3</b>
<b>Propose a Session, Poster, or Workshop</b>	<b>4</b>
<b>Looking for ideas?</b>	<b>5</b>
<b>Selection Criteria</b>	<b>6</b>
<b>How to Submit a Proposal</b>	<b>6</b>
<b>Intended Audience</b>	<b>8</b>
<b>Presentation Formats</b>	<b>9</b>
<b>Session Tracks</b>	<b>10</b>

**[Proposals Due January 10, 2020](#)**  
**[ammconference.org](http://ammconference.org)**

## Connect to this year's theme, *Museums Evolving*

Over the past year, we explored how museums and other cultural institutions are impacted by and are currently navigating changing expectations. Those new outlooks can be seen as catalysts for transformation that compel museums and related institutions, their staff, and the field as a whole to continue to evolve.

***How are museums evolving and what future trends do we see?***

***What issues within museum and other cultural fields, and the communities they serve, are influencing how institutions are evolving?***

***How does a museum sustain relevancy in a changing world and profession?***

The world is constantly changing—culturally, technologically, and economically—and cultural and heritage institutions are responding.

Museums across the Midwest are actively addressing contemporary issues, eliminating barriers to become more inclusive and accessible, and implementing solutions that engage more diverse audiences. They are changing the narratives of their exhibits, pioneering new outreach programs, and re-imagining professional practices.

Museum professionals are also challenging the motives behind what they collect, care for, and display and are striving to hold meaningful dialogues and to create connections through the stories they tell. All of this while working within missions that are also changing.

For the 2020 Joint Conference - ***Museums Evolving*** - we invite members our museum community to propose sessions that lead and engage others in discussions about the evolution of museums, produce solutions to common challenges, and support advancements in our field. We welcome proposals that explore how museums have changed, and how they will continue to do so as their communities become the center of everything they create and share with their audiences.

**Proposals Due January 10, 2020**  
**ammconference.org**

## Propose a Session, Poster, or Workshop

**Proposals should address a range of topics related to the conference theme, *Museums Evolving*. Consider these questions as you develop session and workshop proposals:**

- How has your institution evolved over the last decade? Where do you see your museum in 5 years? 10 years?
- How have you adapted your mission, goals, or practice to align with changing community needs or influences? What benefits and challenges have you encountered during these transitions?
- What inspiring work have museums produced that put a changing world into perspective?
- What do you see as key characteristics needed to support an evolving museum? What is a necessary part of the equation that enables a museum to evolve?
- In what ways has storytelling evolved in cultural institutions? Has the perspective changed?
- Have you partnered with non-traditional groups or institutions in the past and how have these partnerships affected your Institution's professional outlook or practice? How do they compare or contrast with established professional standards and best practices?
- How are collecting practices changing and what impact will this have on the future museum?
- Has the way your Institution views or uses your collection changed and what kinds of factors have influenced these shifts?
- How have the tools you use to assess your collections, exhibits, or programs changed? What might they look like in the future?
- How has the rapidly evolving technological landscape affected your institution?

**[Proposals Due January 10, 2020](#)**

**[ammconference.org](http://ammconference.org)**

## Looking for ideas?

**Consider thematic session and workshop topics that address the evolution of:**

- Museum donor bases and non-traditional sources of revenue
- Museum standards
- Museum terminology: what does it mean and how might old definitions affect our work?
- The museum professional, from volunteers and interns to CEOs and boards
- Community and museum partnerships, such as sharing of staff/expertise
- Museum accessibility, diversity, and inclusion - projects that move the needle
- Advocacy for museums, libraries, and other cultural Institutions
- Interpretation and audience engagement strategies that establish and maintain visitor groups new and old
- Collecting practices and conservation
- Representation and narratives at museums, including efforts to decolonize
- Marketing, social media, and other ways to connect virtually
- Exhibition development, design, and technology, influenced by visitor expectations or community input
- Museum gift shops and other non-exhibit visitor experiences

**We also encourage you to include hands-on activities, "how to" steps and strategies, and practical tools for different areas of interest. For example:**

- Museum Careers: resume building and career preparation for all stages and levels of employment
- Leadership: empowering staff at different levels, succession planning, and board revitalization
- Fundraising: donor communications, grant-writing, and budget development
- Collections: digitization, preservation techniques, managing non-traditional collections, optimizing your collection management system
- Evaluation: how to make, administer, and interpret surveys and other tools
- Marketing: how to create an appealing and user-friendly website, social media campaigns, or connect with new audiences
- Exhibits: creating interactive experiences on limited budgets, label writing and content development, project management
- Museum Resources: where can you go for guidance on your project, question, or situation?

**[Proposals Due January 10, 2020](#)**

**[ammconference.org](http://ammconference.org)**

## Selection Criteria

**Proposals are evaluated by museum professionals serving on the Conference Program Committee. During a blind review process, they will be looking for:**

1. Relevance to professional development needs in the industry
2. Clarity of content and learning objectives
3. Diversity of perspectives and presenters
4. Practical and relevant examples and how to apply them in multiple settings
5. Relevance to the conference theme (ideal, but not required)

The program committee reserves the right to make suggestions to improve proposals. This might include adding or changing speakers, expanding your topic to include other examples, or merging your session with one that is similar. This is done in an effort to provide the best overall line-up for conference attendees.

## How to Submit a Proposal

**Proposals must be submitted using the [online submission form](#) by January 10th.**

Presenters must be confirmed at the time of submission. If your session is selected for the program, all presenters must be able to confirm their availability to present any day of the conference from July 22-25, 2020.

For proposals to be considered, all fields must be filled in completely. Below is an outline of the session and workshop proposal form to guide you.

### Session Chair Information

Full name, organization, address, email, and phone information.

### Presenter Information

List of presenters, including full name, organization, and email address of each presenter. Maximum of 3 additional presenters. Note that Lightning Sessions are limited to one presenter. Session Chairs may serve as presenters or moderators.

Presenters may be a mix of museum professionals, students, and service providers. At least ONE museum representative must be on your panel.

**[Proposals Due January 10, 2020](#)**

**[ammconference.org](http://ammconference.org)**

### **Session or Workshop Title**

20 words maximum. Suggest a catchy, descriptive title.

### **Intended Audience**

- Check all audience tags that fit your session's intended audience (see descriptions on [page 8](#))

### **Presentation Format**

- Select from a list of options (see descriptions on [page 9](#))

### **Session Track**

- Select a session track that you feel most closely aligns with your session content (see descriptions on [page 10](#))

### **Proposal Narrative**

500 words maximum. Share a detailed description of the focus of your session. Proposals must be clear, concise and fully describe the point of your session. *What is the focus or big idea?*

Connections to the conference theme are a plus.

Be clear about the relevance of your content to a diverse range of audience members (different roles, disciplines, museum types, etc.).

### **Learning Outcomes**

100 words maximum. This should be a short list that captures what participants will gain as a result of your session.

*What will attendees learn or accomplish during the session or workshop?*

### **Promotional Description**

50 words maximum. Provide a short, punchy description of your session that can be used in conference promotions.

### **Presenter Agreement**

Session Chairs must agree to the following terms when submitting the proposal:

**[Proposals Due January 10, 2020](#)**  
**ammconference.org**

- ❑ It is my responsibility as session chair to communicate all logistical and other information to session presenters.
- ❑ Our presenters will not use the session as a platform for promoting products or services.
- ❑ Our presenters are confirmed and available to present on any day of the conference, July 22-25, 2020.
- ❑ Our presenters understand that we may be asked to share session materials and resources and are open to the request.
- ❑ Our presenters agree to abide by the conference Code of Conduct.

Session Chairs are responsible for organizing the session and relaying session information. Communications will come from [admin@midwestmuseums.org](mailto:admin@midwestmuseums.org).

## Intended Audience

This year, we're asking that presenters identify their intended audience for sessions and workshops. You'll find the following descriptors in the online form. Select all that apply to your session or workshop.

- **Beginner** - professionals or students with little to no experience with the topic
- **Intermediate** - professionals with limited experience with the topic
- **Advanced** - professionals with extensive experience with the topic
- **Emerging Professionals** - students or professionals who have worked in museums or similar organizations for fewer than 10 years
- **Mid-Career Professionals** - individuals who have worked in museums or similar organizations for approximately 11-30 years
- **Late-Career Professionals** - individuals who have worked in museums or similar organizations for an extended period of time and may be approaching retirement in the next 10 years

**[Proposals Due January 10, 2020](https://ammconference.org)**  
**[ammconference.org](https://ammconference.org)**

# Presentation Formats

## ONSITE Breakout Sessions (45 or 75 minutes)

- **Lecture:** slideshow presentation with 2 to 3 presenters (45 minutes)
  - TIPS: be succinct, share practical advice and lessons-learned, have great handouts, save time for Q&A
- **Talk Show Panel:** moderated discussion between 2-3 panelists with Q&A, may have slideshow (75 minutes)
  - TIPS: moderator should be someone other than panelists, have multiple types or sizes of organizations represented, save time for Q&A
- **Roundtable Discussion:** attendees participate in activities/discussions at tables that are facilitated by 2-4 presenters, may have slideshow (75 minutes)
  - TIPS: keep slideshow presentations short, allow time for discussion, consider ice breakers and warm-up activities, have great handouts, use worksheets to guide discussion/activities, panelists should be effective facilitators
- **Debate:** moderated debate of an issue between 2-4 panelists, engages attendees and includes Q&A (45 minutes)
  - TIPS: have a great moderator separate from panelists, debate a common issue, engage the audience in the debate at some point
- **NEW! Lightning Sessions:** a series of 5 minute presentations by individuals within a single session period focused on a theme (i.e. failures, research, new projects), moderated by a committee member and followed by Q&A
  - TIPS: great for experienced or first-time presenters, focus on a single point, limit slideshows to 5 slides (1 minute per slide)
- **Poster Presentations:** a poster display to share research, case studies, and projects. Will be located in a “free flow” space to engage one-on-one
- **Mini- Workshop (2 hours):** Extended length breakout session that includes hands-on activities, tools, and applicable strategies for organizations of all sizes and budgets. Included as part of standard registration.

**OFFSITE Half-Day Intensive Workshop (maximum 4 hours):** Intensive, focused training with hands-on activities. Takes place offsite at local museums or other organizations, either pre or post conference (usually pre-conference). Separate ticket required. Qualifies for consumables reimbursement.

**Proposals Due January 10, 2020**

**ammconference.org**

## Session Tracks

**Audience & Community Engagement:** marketing and external relations, community programs and outreach, access, volunteer recruitment, and websites/social media.

**Collections Stewardship:** accession and deaccession practices, cataloging and collections management systems, care and conservation, digital/physical conservation and preservation, ethical and legal issues relating to collections, and disaster preparedness.

**Development & Finance:** earned revenue strategies, financial sustainability, development, membership and all aspects of fundraising, philanthropy, and strategic financial planning.

**Leadership & Management:** legal issues, management and administration, operations and infrastructure, recruiting and training a diverse staff, risk and crisis management, board development and management, strategic planning, building organizational culture, and advocacy.

**Exhibit Development:** audience and community engagement, content development, diversity and inclusion, exhibition evaluation, media and graphic design, project management, prototyping, fabrication/production, label writing and editing, and universal design and accessibility.

**Education and Programs:** interpretation including educational technology, accessibility and inclusion, evaluation and assessment, interpretive planning and design.

**[Proposals Due January 10, 2020](https://ammconference.org)**  
**ammconference.org**