

Association of  
Midwest Museums

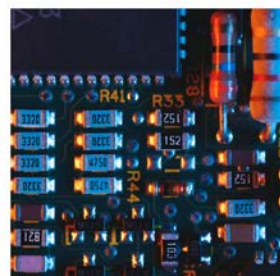
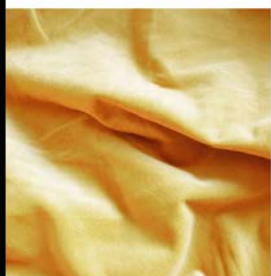
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# MUSEUMS EVOLVING



**Museums Evolving 2.0**  
**2021 Virtual Conference // November 1–5**



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## Preserving the past. Navigating the future.

We celebrate your journey—more than 90 years strong—serving the ever-changing needs of Association of Midwest Museums members. That same responsive, people-first approach guides us in helping your member institutions and employees prepare for their future.

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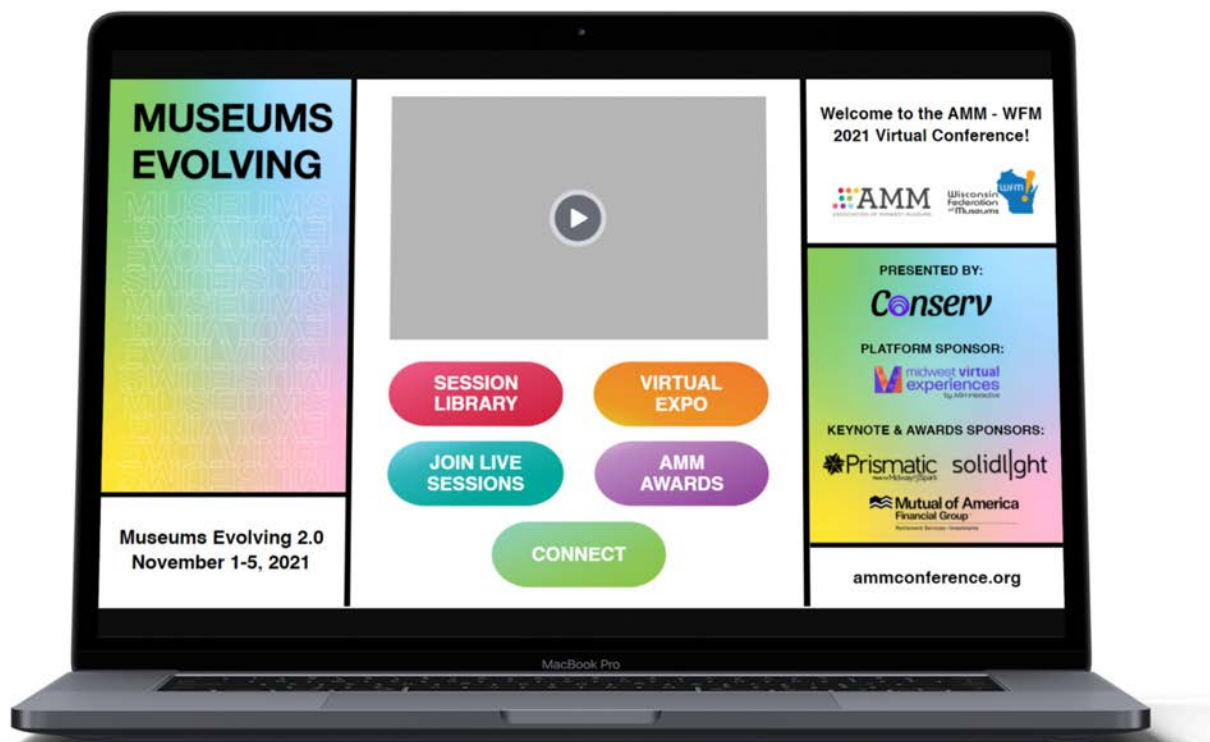


# Virtual Program

getting the most of our virtual conference

This year's conference is all-virtual and flexible, so you can learn at your own pace and participate in a way that is comfortable for you.

Virtual  
Virtual  
Virtual  
Virtual



## Session Library

Features 35+ sessions available in 7 discipline-based tracks. Watch the ones that **interest** you, when it is convenient for you.

## Join Live Sessions

Here's where you'll find the schedule and Zoom login information for live sessions and events taking place November 1-5. (All-inclusive registration required.)

## Virtual Expo

Explore the Midwest—and beyond!.

## AMM Awards

Join us for these heartwarming happy hour celebrations!

## Connect

See who's attending this year's conference and reach out for 1:1 meetings.



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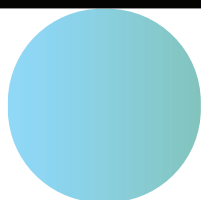
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# Virtual Expo

directory

## Check out the Virtual Expo daily for giveaways!

Each day, we'll highlight pages where prize drawing entry forms have been hidden. Winners will be announced at the closing keynote session on Friday, November 5th.



**Angle Park**  
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**Association of Midwest Museums**  
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**Midway Spark**  
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**Midwest Virtual Experiences**  
Brownsburg, IN

**Minnesota Children's Museum**  
St. Paul, MN

**Minnesota Digital Library**  
Minneapolis, MN

**Minotaur Mazes**  
Seattle, WA

**Missouri Historical Society**  
St. Louis, MO

**Morlights LLC**  
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**Wisconsin Federation of Museums**  
Madison, WI

# Virtual Networking

let's connect!

## Connect with peers from the Midwest—and beyond—at our virtual networking events!

(Available only with All-Inclusive registrations. Zoom login and dial-in information is available in the conference virtual platform.)

Networking events will not be recorded, to provide a safe space for discussion and encourage candor. Come as you are, bring your own lunch, sips or snacks, and stay as long as you'd like.

## Morning Networking Coffees

These casual morning network events connect you with fellow attendees who have similar interests or serve in similar roles at their organizations, prior to the day's live conference keynote or panel session.

### Directors & CEOs

Monday, November 1, 2021  
9:30 AM CT (10:30 AM ET)

### Marketing & Development

Wednesday, November 3, 2021  
9:30 AM CT (10:30 AM ET)

### Exhibitions & Collections

Tuesday, November 2, 2021  
9:30 AM CT (10:30 AM ET)

### Emerging Museum Professionals

Friday, November 5, 2021  
9:30 AM CT (10:30 AM ET)

## Lunchtime Networking Roundtables

Not a morning person? Two midday networking roundtable events are available for those interested in connecting over their lunch hour.

### Virtual Expo Lunchtime Networking Roundtable

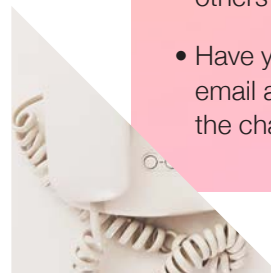
Tuesday, November 2, 2021  
12:00 PM CT (1:00 PM ET)

### Lunchtime Networking Roundtable: Leadership at Every Level

Wednesday, November 3, 2021  
12:00 PM CT (1:00 PM ET)

### A few tips for virtual networking in Zoom:

- Update your screen name to include your museum/company and preferred pronouns.
- Raise your hand—physically or with the reactions feature—to let others know you want to speak.
- Have your LinkedIn profile or email address handy to share in the chat.







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## Interpretation & Exhibit Design

Cultural Heritage Planning

Cultural Resource Management



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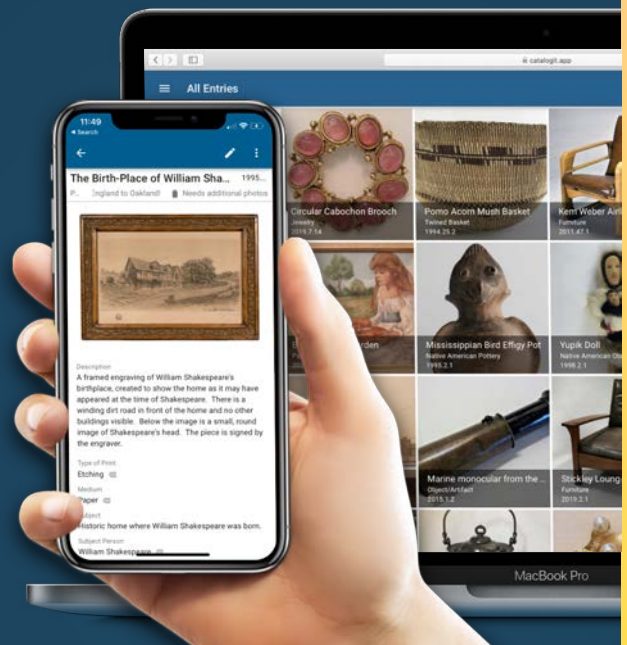


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# Schedule at-a-glance

speakers, sessions, & events



We've focused our live program on opportunities to reconnect with colleagues, chat with breakout session presenters, and seek inspiration from today's thought-leaders.

**Build a schedule that works for you, come as you are, and be our guest in the Midwest!**

## Monday, November 1, 2021



### 9:30 AM – 10:30 AM CT (10:30 AM – 11:30 AM ET)

Morning Networking Coffee:  
*Directors & CEOs*

Sponsor: JW Croft Consulting Group

### 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

Opening Keynote Presentation:  
*Inclusive Museum Leadership*

**Speakers:** Cinnamon Catlin-Legutko, Director  
Illinois State Museum, Springfield, IL  
Chris Taylor, Chief Inclusion Officer, State of  
Minnesota, St. Paul, MN

Sponsor: Solid Light, Inc.

### 12:00 PM – 1:00 PM CT (1:00 PM – 2:00 PM ET)

Midwest Registrars Committee Business Meeting  
(RSVP in registration; MRC membership required.)

## Tuesday, November 2, 2021

### 9:30 AM – 10:30 AM CT (10:30 AM – 11:30 AM ET)

Morning Networking Coffee:  
*Exhibitions & Collections*

Sponsor: Minnesota Children's Museum

### 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

Live Panel Session: DEAL:  
*Critical Reflections on Museum Employment Pathways*

### 12:00 PM – 1:00 PM CT (1:00 PM – 2:00 PM ET)

Virtual Expo Lunchtime Networking Roundtable  
Sponsor: Morlights LLC

## Wednesday, November 3, 2021



### 9:30 AM – 10:30 AM CT (10:30 AM – 11:30 AM ET)

Morning Networking Coffee:  
*Marketing & Development*

### 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

Live Panel Session:  
*Repatriation: The Truth Behind the Challenges*  
Sponsor: Mutual of America

### 12:00 PM – 1:00 PM CT (1:00 PM – 2:00 PM ET)

Lunchtime Networking Roundtable:  
*Leadership at Every Level*  
Sponsor: Missouri Historical Society

**9:30 AM – 10:30 AM CT (10:30 AM – 11:30 AM ET)**

- 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)**

- 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)**

- Friday, November 5, 2021**

**9:30 AM – 10:30 AM CT (10:30 AM – 11:30 AM ET)**

**10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)**

**Speaker:** Vu Le, founder of Nonprofit AF  
Seattle, WA

## Anytime Online

- Explore the Midwest in the Virtual Expo
- Watch pre-recorded breakout sessions in our Breakout Session Library



Note to self...

**Follow up with these terrific museum people soon:**

# Keynotes

opening session / sponsored by Solid Light, Inc.

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## Inclusive Museum Leadership

Monday, November 1 / 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

*Cinnamon Catlin-Legutko, Illinois State Museum, Springfield, IL*

*Chris Taylor, State of Minnesota, St. Paul, MN*

The museum field is experiencing a critical gaze that is both “of the moment” and long overdue. Museums were built as colonial enterprises and are slow to awaken to the harm caused by their actions which are not limited to the capturing and keeping of Indigenous ancestors, the exclusion and erasure of Black voices, bodies, and creativity, and the positioning of White power in the C-suite and board rooms. Collective rooms of action are heavy with museum educators, millennials and younger, and the disenfranchised; these rooms of action rarely see museum directors in the mix. During their talk, Catlin-Legutko and Chris Taylor will examine this disconnect and offer practical insights from their own journeys toward inclusive practice.

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## Notes:

**Some questions to consider:** What opportunities do you have to become a more inclusive leader or coworker? What changes might you make in the way you approach your work?





## Cinnamon Catlin-Legutko

*Illinois State Museum, Springfield, IL*

Working in museums for more than 20 years, Cinnamon Catlin-Legutko has served as a museum leader since 2001. Prior to joining the Illinois State Museum as director in 2019, Cinnamon was the director of the General Lew Wallace Study & Museum where she led the organization to the National Medal for Museum Service in 2008. She then served as president and CEO of the Abbe Museum where she co-led their decolonization initiative and co-developed practices to ensure collaboration and cooperation with Wabanaki people. Cinnamon has served on numerous national and local boards including the American Association for State and Local History and the American Alliance of Museums.

Cinnamon Catlin-Legutko is the author of *Museum Administration 2.0* (2016), *The Art of Healing: The Wishard Art Collection* (2004), and co-editor of the *Small Museum Toolkit* (2012). In 2016, she gave her first TEDx talk, *We Must Decolonize Our Museums*. *The Inclusive Museum Leader*, a compilation of essays she edited with Chris Taylor and published by the American Alliance of Museums, is now available.

## Chris Taylor

*State of Minnesota, St. Paul, MN*

Chris Taylor is the Chief Inclusion Officer for the State of Minnesota. In this role, he facilitates more welcoming and inclusive organizational cultures for all people and identities across Minnesota's state agencies. Chris spent nearly 14 years at the Minnesota Historical Society where he developed and implemented a vision for systemic change across the MNHS network and led organizational change efforts to respond to the needs of the shifting demographic in Minnesota. Mr. Taylor received his Bachelor's degree from the University of St. Thomas and a Master's degree from the Cooperstown Graduate Program for Museum Studies. He is currently working on a Doctorate of Education in the Organization Development and Change program at the University of St. Thomas.

# Keynotes

closing session

## Evolving Our Hiring Practices: Using DEI to Support Our Sector's Greatest Asset

Friday, November 5 / 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

*Vu Le, Founder, NonprofitAF.com*

Our sector has been talking about Equity, Diversity, and Inclusion for a long time. Yet we still have a long way to go when it comes to everyday implementation. What does DEI look like when it comes to hiring, organizational culture, and how we treat staff, especially employees of color? How do we pay equitably, recruit and hire respectfully, and ensure staff are happy when they are on the team? What philosophies and practices must we let go of, and which ones must we adapt? In this presentation, we will explore these and other questions as we work to support our sector's most important asset, its people.



### **Vu Le**

*Founder, NonprofitAF.com*

Vu Le (“voo lay”) is a writer, speaker, vegan, Pisces, and the former Executive Director of RVC, a nonprofit in Seattle that promotes social justice by developing leaders of color, strengthening organizations led by communities of color, and fostering collaboration between diverse communities.

Vu's passion to make the world better, combined with a low score on the Law School Admission Test, drove him into the field of nonprofit work, where he learned that we should take the work seriously, but not ourselves. There's tons of humor in the nonprofit world, and someone needs to document it. He is going to do that, with the hope that one day, a TV producer will see how cool and interesting our field is and make a show about nonprofit work, featuring attractive actors attending strategic planning meetings and filing 990 tax forms. Known for his no-BS approach, irreverent sense of humor, and love of unicorns, Vu has been featured in dozens, if not hundreds, of his own blog posts at NonprofitAF.com.



## Notes:

**Some questions to consider:** What action steps did Vu mention that you might be able to take today? What are your next steps?

# Panel Discussion

employment pathways

## DEAI: Critical Reflections on Museum Employment Pathways

Tuesday, November 2 / 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

As museums seek to become more inclusive and reflective of the diversities found within their communities, an essential step is making improvements and/or expanding museum employment pathways (or “pipelines”). How are museums and higher education institutions attracting, training, supporting, and promoting a more diverse next generation of museum professionals? How are they creating a workforce and culture that is inclusive? Join us for a moderated conversation featuring panelists from the public history program and DEAI efforts at the University of Wisconsin-Eau Claire, board members of the Chippewa Valley Museum, and staff from the National Museum of Mexican Art in Chicago and from the Wisconsin Historical Society. Panelists will discuss their work in recruiting and developing museum workers and public historians – particularly those who are non-white – and the successes and pitfalls of those efforts.

Moderated by Jennifer Van Haaften, Assistant Director, Wisconsin Veterans Museum, Madison, WI

**Raquel Aquíñaga Martínez**

Registrar / Encargada de  
Registro, National Museum  
of Mexican Art, Chicago, IL



**Cheryl Jiménez Frei, Ph.D.**

Assistant Professor of History,  
Public History Program, Affiliate,  
Latin American & Latinx Studies,  
University of Wisconsin-Eau  
Claire, WI



## Notes:



**Dr. Heather Ann Moody**

Enrolled member of the Ho-Chunk Nation of Wisconsin, Associate Professor, American Indian Studies Program, Advisor, Inter-Tribal Student Council, University of Wisconsin-Eau Claire, WI



**Christian Øverland**

Ruth and Hartley Barker Director & CEO,  
Wisconsin Historical Society, Madison, WI



# Panel Discussion

repatriation

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## Repatriation: The Truth Behind the Challenges

Wednesday, November 3 / 10:45 AM – 11:45 AM CT (11:45 AM – 12:45 PM ET)

Join us for a candid conversation with members of Midwestern Native American and museum communities about NAGPRA laws and repatriation. We'll share a few examples of repatriation efforts that have taken place in the Midwest region and beyond, ranging from land repatriation to the repatriation of archival records, human remains, and items of cultural patrimony. Panelists will unpack some of the hard truths about what makes the process so challenging and the oppressive nature of the laws that guide it. They will also explore the ways in which museums have moved beyond transactional relationships to become true partners in the repatriation effort by letting go of their misconceptions, learning more about Native American heritage and culture, and removing the barriers that prevented repatriation success in the past.

**Moderated by Anna Cannizzo, Assistant Director/Durow Curator of Collections, Oshkosh Public Museum, Oshkosh, WI, and member, WFM Board of Directors**

**Notes:**



**Heather Bruegl**

Oneida/Stockbridge-Munsee, Director of Education, Forge Project, NY



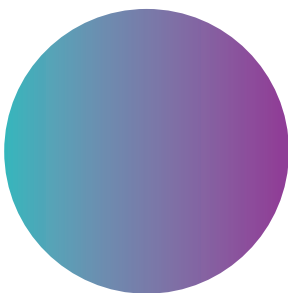
**Robert L. Larsen (Deuce)**

President, Lower Sioux Indian Community in the State of Minnesota and Chairman, Minnesota Indian Affairs Council



**Ben Leonard**

Manager, Community Outreach & Partnerships, Minnesota Historical Society, St. Paul, MN



**Rose Miron, PhD.**

Director of the D'Arcy McNickle Center for American Indian and Indigenous Studies, Newberry Library, Chicago, IL





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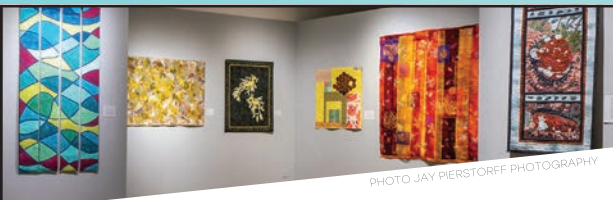


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May - **Live Streaming**

June - **Managing Digitization Projects**

July - **Managing Website Projects**

August - **Virtual Exhibitions**

September - **Podcasts**

October - **Video Production Tools**

November - **Audiences & Analytics**

December - **Social Media**

January, 2022 - **Digitizing 3D Collections**



# Sessions

listed by tracks

## Session Tracks

This year's sessions were pre-recorded and are available to you through February 2022 for learning at your own pace. Find sessions in the virtual platform organized in these tracks:

Collections Stewardship  
Community Engagement & Partnerships  
Education & Programs  
Fundraising & Finance  
In-Gallery & Virtual Exhibitions  
Leadership, Management, & Equity  
Marketing & Digital Media

### Collections Stewardship

#### **Ask the Registrar, Get Help on the Evolving Expectations in Working with Your Collection**

Here's your chance to get other collections professionals to talk about possible solutions to your collections' conundrums. In the prerecorded portion, panelists will introduce themselves and offer advice on some common conundrums. During the Q&A, bring your conundrums, problems, and issues to discuss with the panelists and fellow attendees.

*Presenters: Linda Endersby, Museum of Art & Archaeology, University of Missouri; Christy Kincaid, Air Zoo; Leslie Ory Lewellen, Minneapolis Institute of Art; and Brittany R. Williams, Kalamazoo Valley Museum*

#### **Big Projects in Small Museums: Case Studies on Adaptability and Creativity When the Pressure is On**

We are small but mighty! Join us to see how a few small museums planned for, funded, and implemented projects with limited staff and take home some practical tricks and tools to make it happen.

*Presenters: Carrie Eaton, University of Wisconsin Geology Museum; Craig Brabant, University of Wisconsin Department of Entomology, Wisconsin Insect Research Collection; and Elizabeth Leith, University of Wisconsin Department of Anthropology*

#### **Doing More With Less: Environmental Monitoring During and After the Pandemic**

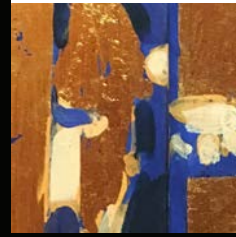
The pandemic made it difficult to care for the objects in our collections. With staff reductions and not being physically on-site, environmental monitoring became particularly difficult. Museums that invested in modern, remote monitoring equipment weathered the pandemic better and set themselves up for success in our new post-pandemic world. Come learn how Conserv is supporting museum efforts to maintain and improve collections care in a world where we're all trying to do more with less.

*Presenter: Austin Senseman, Conserv*

#### **Implementing NAGPRA in an Evolving Museum Field**

Is the museum field fulfilling its obligations to Tribal Nations and meeting its responsibilities under NAGPRA? Join us for an introduction to the requirements of NAGPRA and learn about the resources available to help you get started or overcome obstacles to implementing NAGPRA.

*Presenters: Anne Amati, University of Denver Museum of Anthropology; Jayne-Leigh Thomas, Indiana University Bloomington; and Krystiana Krupa, University of Illinois at Urbana-Champaign*



### **LED Exposure & Technology Update**

LEDs are all the rave for energy efficiency, color, and control, but is it still the wild west when looking at products? Do I still need to worry about exposure time with LEDs? How do I control exposure time? This lecture will answer all these questions and more.

*Presenters: Avraham Mor, Morlights; Thatcher Waller, Morlights; and Alvaro Amat, The Field Museum*

### **Reclaiming Histories for the Future: A Cross-Cultural Dialogue**

The experiences of three museum professionals from Kenya, Germany and the UK examines different approaches to tackle colonial heritage and explore new participatory museum formats. Their projects strive to include and encourage communities to take ownership and shape their futures around the historical sites and collections they curate.

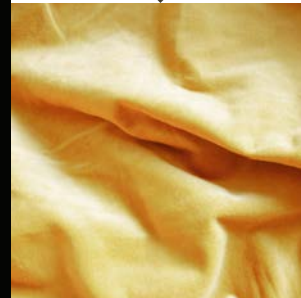
*Presenters: Xenia Gleissner, Mahalli Research Ltd.; Vandana Patel, Museum of London; Markus Himmelsbach, Lindenmuseum, Stuttgart/Germany; and Njeri Gachihi, National Museums of Kenya*

### **Yet Another Digital Project? What Community Needs Can Bring to a Tired Topic**

As digital projects have become increasingly common, how can we sustainably evolve our online collection experiences? This panel will consider how responding to user needs can create digital collection projects that maximize limited resources. Each case study will have a different perspective: collection content, knowledge infrastructure, and GLAM collaboration.

*Presenters: Mikala Narlock, Hesburgh Libraries, University of Notre Dame; Hanna Bertoldi, Snite Museum of Art, University of Notre Dame; Amanda H. Brown, Milwaukee Art Museum; Dustin DuPree, Milwaukee Art Museum; and Madeleine Wieand, New Orleans Museum of Art*

## **Sessions to watch:**



# Sessions

listed by tracks

## Community Engagement & Partnerships

### **Access and Assets: Support Communities to End the Digital Divide**

Building networks of support in under-resourced communities is key in bridging the digital divide. Cincinnati Museum Center and the Cincinnati and Hamilton County Public Library will discuss techniques to foster community connections, how to create community asset maps, and approaches to connect with schools and seniors through various communication platforms.

*Presenters: Tony Lawson, Cincinnati Museum Center; Claire Pollock, Cincinnati Museum Center; and Maggie Killman, Cincinnati and Hamilton County Public Library*

### **The Arab American National Museum: Elevating Community Voices Through Responsive Programming**

Explore, converse, and dialogue with the Arab American National Museum as its staff share their experiences and stories about the communities they serve/represent, all while navigating through community tensions and politics in a post-September 11th America.

*Presenter: David Serio, Arab American National Museum*

### **From Community Anchor to Community Catalyst: How Asset-Based Community Development Reshapes the Role that Museums Play In Their Communities**

By looking through an Asset-Based Community Development lens, Milwaukee's Haggerty Museum of Art and its local partners shifted their views of each other, and of the Museum's role in the community. Hear their experiences in transitioning from project to relationship-based collaboration through truly community-driven work.

*Presenters: Christine Fleming, Haggerty Museum of Art; Kelly Moore Brands, Sixteenth Street Community Health Centers; Kate Morgan, Milwaukee Metropolitan Sewerage District; Mollie Oblinger, Ripon College; and Deb Wisniewski, ABCD Institute*

### **Museums on the Move: Building an Outreach Program at the Milwaukee Public Museum**

In 2017, the Milwaukee Public Museum launched a new outreach initiative, bringing museum programming to schools and other locations throughout the state of Wisconsin. In 2019, the program served over 16,000 individuals. This session will discuss lessons learned surrounding resource allocation, infrastructure, and programming content.

*Presenters: Maisie Buntin, Milwaukee Public Museum; Meghan Schopp, Milwaukee Public Museum; Erica Kelly, Milwaukee Public Museum; and Shanna Hillard, Milwaukee Public Museum*

### **Reflecting a Heritage, Building a Legacy**

"Reflecting a Heritage, Building a Legacy" will explore strategies for activities and programs that reflect Chinese American heritage while building a legacy that future generations can be proud to call their own.

*Presenter: Edward Jung, Chinese American Museum of Chicago and Mabel Menard, Chinese American Museum of Chicago*

### **Thinking Beyond Demographics at the Hoard Historical Museum, Fort Atkinson, WI: A Case-Study in Revitalized Community Outreach**

Want to revamp your community outreach initiatives and not certain where to start? Want to expand your museum's stakeholders? Concerned about cost or staff time? Join Merrilee Lee and Dana Bertelsen as they share what worked for the Hoard Historical Museum in Fort Atkinson, WI.

*Presenters: Merrilee Lee, Hoard Museum, and Dana Bertelsen, Hoard Museum*

### **Welcoming People with Autism: A Brief Summary of Best Practices and Emerging Strategies**

About 1 in 45 people in the U.S. have autism, however, museums are only recently beginning to serve this audience. This session will begin by defining what autism is, in the words of someone who experiences it every day. It will also provide a summary of what is currently being done in the field to aid visitors with autism, as well as where the field is headed.

*Presenter: Ross Edelstein, IUPUI Museum Studies*





## Education & Programs

### **Evolution of Youth Programming: Fostering Meaningful Connections and Expanding Audiences**

This session will demonstrate how getting out of our subject matter comfort zone and using lots of creativity we rethought our youth programming, using our week-long summer camps as a case study. Through failures and successes, learn how we utilized a small staff to increase youth engagement and revenue.

*Presenters: Nick Ostrem, Wisconsin Historical Museum; Mallory Zink, National Park Service – Rivers, Trails and Conservation Assistance Program; and Ellie Antoniewicz, Wisconsin Historical Museum*

### **Indigenize Your Museum Education Programs**

Indigenize! Create more diverse programming in your museum and learn how to build lasting relationships in the Native communities that surround you.

*Presenters: Heather Bruegl, Stockbridge Munsee Community; Jennifer Edginton, Kenosha Public Museums; and David O'Connor, Wisconsin Department of Public Instruction*

### **Seeing Ourselves in the Galleries: Broadening Perspectives on Museum Objects**

Join educators from the Milwaukee Art Museum in a lively round table discussion to rethink and expand the perspectives and narratives around traditionally Euro- and Anglo-centric museum objects to foster more personal connections with increasingly diverse audiences.

*Presenters: Brett Henzig, Milwaukee Art Museum, and Sarah Ozurumba, Milwaukee Art Museum*

### **Supporting Learning in Museum Makerspaces**

This workshop will engage participants in using two professional learning tools for museum professionals working in makerspaces. The tools support collegial conversations to clarify the purpose of the makerspace, reflect on the components of a planned or current makerspace and ultimately develop a common language for learning for their makerspace.

*Presenters: Peter Wardrip, University of Wisconsin-Madison; Bill Pariso, Betty Brinn Children's Museum; and Mike Cook, Betty Brinn Children's Museum*

### **Then to Now: Accessibility Programs Evolving**

Gain a sense of how accessibility programs have evolved at The Henry Ford for people who are blind/have low vision, on the autism spectrum, and living with dementia. The Accessibility Specialist and a Curator will share insights into planning and delivering the programs, which are applicable across museums.

*Presenters: Caroline Braden, The Henry Ford, and Donna Braden, The Henry Ford*

### **Virtual K12 Programs: The Nuts and Bolts of Engagement**

Can virtual school programs be as engaging and interactive as in-person programs? We'll discuss specific tips to elevate virtual programs beyond sharing a slideshow. Including low-cost technology such as Zoom, Kahoot, and Pear Deck as well as engaging facilitation techniques to keep young, often Zoom-fatigued, learners engaged!

*Presenters: Nick Ostrem, Wisconsin Historical Museum, and Matthew Beyer, State Historical Society of Iowa*





# Sessions

listed by tracks

## Fundraising & Finance

*Sponsored by Hub International Midwest Limited*

### Financial Planning in Uncertain Times

How should museum leaders respond to challenges and crises, and adapt to ever-changing circumstances? This session will focus on scenario planning as a means of navigating shifting environments and creating flexible budgets that are aligned to an institution's long-term strategic plans. By discussing scenario planning as both an innovative, structured process of storytelling and a more traditional consideration of best-, worst-, and medium-case revenue projections, we intend to provide museum leaders with increased options for confronting uncertain times, both now and in the future.

*Presenters: Jim Croft and Bela Barner, MBA, JW Croft Consulting Group, Chicago, IL*

### Hope During a Pandemic: Cross-Museum Collaborative Models

During the pandemic, Milwaukee County Historical Society worked with the Pabst Mansion to get them back on track after some serious setbacks. MCHS organized a task force under their executive director and have addressed issues ranging from electrical projects to collections to programming to sales. This arrangement has benefitted both organizations. The Pabst Mansion has reopened and is seeing a huge uptick in revenue through tours, gift shop sales, and the new beer garden. At the same time, MCHS was able to keep people fully employed during the pandemic by supplementing their hours with Pabst Mansion work.

*Presenters: Ben Barbera, Milwaukee County Historical Society and Mame McCully, Milwaukee County Historical Society*

### Managing Cyber Risk: Prevention, Response, Recovery, and Cyber Risk Transfer

Are you prepared for a cyber attack? Join us for a panel discussion on cyber exposures and how to protect yourself against cyber threats. Our panel of experts in IT, Legal, and Insurance will answer questions and provide best practices for protecting your museum assets from digital threats.

*Presenters: Eric Dougal, Isaac Monson and Brian J. Schnese, HUB International*

### Museum Public Funding Strategies in the Post-COVID Era: Community-Centric Partnerships and Servant Learning Opportunities

During the pandemic, public funding has provided critical support for museums throughout the nation and redefined how public leaders view museums. Museums have stepped up to serve by using their unique super powers to build partnerships and help to bridge the "COVID-Canyon" educational gap. This session will examine key strategies you can deploy as a museum with your public leaders as partners. It will also showcase a case study of museum collaboration – the Learning Lunchbox initiative at COSI, Columbus – and Servant Learning theory to demonstrate opportunities to amplify the powers of museum programs. Together, we can use our power of partnerships to assemble and solve community challenges.

*Presenter: Stephen M. White, Esq., Columbus Center of Science and Industry (COSI), Columbus, OH*





## In-Gallery & Virtual Exhibitions

*Sponsored by  
Kraemer Design + Production*

### **Capturing A Movement: A Curatorial Response**

Capturing A Movement: A Curatorial Response explores collecting artifacts and stories in the moment while building community and partnership in the process.

*Presenters: Kisha Tandy, Indiana State Museum and Historic Sites; Mark Ruschman, Indiana State Museum and Historic Sites; and Katherine Gould, Indiana State Museum and Historic Sites*

### **The Evolving Museum of Conscience: Exhibitions for Social Justice**

As we move into 2020, more museums are evolving into sites of social justice. Elena Gonzales shares highlights from her new book “Exhibitions for Social Justice” of innovative curatorial work and best practices for catalyzing social change. She will be joined by representatives from museums featured in the publication.

*Presenters: Jennifer Scott, The Charles H. Wright Museum of African American History; Elena Gonzales, Independent Scholar/Author; Cesáreo Moreno, National Museum of Mexican Art; and Kelley Szany, The Illinois Holocaust Museum and Education Center*

### **Toolkit of Common Materials: Visual Strategies for Exhibiting Textiles**

Whether curating an entire fiber art exhibition or including just one textile work, this presentation will impart practical advice for displaying fiber art in museums. Utilizing examples from the Wisconsin Museum of Quilts & Fiber Arts's exhibitions, we will share accessible, and budget-friendly, display techniques for showing fiber.

*Presenters: Devyn McLraith, Wisconsin Museum of Quilts & Fiber Arts; Emily Schlemowitz, Wisconsin Museum of Quilts & Fiber Arts; and Jamie Henry, Missouri State Museum*

### **Accessible by Design**

With thoughtful planning, one can create engaging exhibits designed for multi-generational, multisensory-attuned, and culturally and linguistically diverse audiences.

*Presenters: Chris Evans, Drumminhands Design, and Jesse Heinzen, Minnesota Historical Society*

### **Learning to Hear Native Voices: 3 Native Art Exhibit Case Studies from a Native Perspective**

Karen Ann Hoffman (Oneida) discusses the challenges, obstacles, and opportunities involved in exhibiting contemporary Native American Art in mainstream institutions. Illustrated with photographs of three recent exhibitions, supported with artists' statements, and told from an insider's viewpoint, Karen Ann will discuss details of three contemporary Native American art exhibits.

*Presenter: Karen Ann Hoffman, Oneida Nation of Wisconsin*

### **Small Museum, Big Impact: How Investing in a Core Exhibit Can Transform Your Local History Museum**

Looking for ideas to make your museum more interactive and appealing to visitors of all ages? Monroe County Local History Room & Museum staff will discuss the development and design of their AASLH award-winning exhibit that has dramatically changed public perception of what a small county history museum can offer.

*Presenters: Jarrod Roll, Monroe County Local History Room & Museum, and Hannah Scholze, Monroe County Local History Room & Museum*

### **Telling the Tough Stories: Strategies for Sharing the Human Story of Holocaust Transit**

Railroading is the story of us—our hopes, our interconnectedness, and innovation. But our story is complicated, and railroads played a role in discrimination and persecution of vulnerable groups. Looking to a new exhibit at the National Railroad Museum, “Railroads and the Holocaust,” this session will discuss why museums should not shy away from telling the tough stories, and how museums can lead their communities in proactively addressing injustice and inequality, all while fulfilling their mission.

*Presenters: Bob Lettenberger, National Railroad Museum, and Isaac Vineburg, Holocaust Memorial Center*

# Sessions

listed by tracks



## Leadership, Management, & Equity

*Sponsored by JW Croft Consulting Group*

### **It Starts at the Door: How the Chazen Became the Most Open Museum in America**

The Chazen Museum of Art recently instituted sweeping changes which increased public accessibility and access to the museum. While the initiative generated national publicity, it was not without challenges. Come and participate in a discussion about how to use creativity and collaboration to achieve institutional goals with limited resources.

*Presenters: Amy Gilman, Chazen Museum of Art, University of Wisconsin-Madison; Kristine Zickuhr, Chazen Museum of Art; Kate Wanberg, Chazen Museum of Art; and Casey Coolidge, Chazen Museum of Art*

### **Museum Studies Programs Evolving: Responding to the Changing Needs of Museums**

As museums evolve, so too must museum studies programs to prepare future museum professionals for the changing nature of museum work. This roundtable discussion brings together museum studies faculty to share how their programs are changing and encourages participants to share the emerging needs of the museum sector.

*Presenters: William Warner Wood, University of Wisconsin – Milwaukee; Nicolette Meister, Logan Museum of Anthropology, Beloit College; Susan R. Frankenberg, University of Illinois (Champaign-Urbana); Christy DeLair, Pick Museum of Anthropology Northern Illinois University; Therese Quinn, Museum and Exhibition Studies University of Illinois at Chicago; and K.F. Latham, Arts & Cultural Management & Museum Studies Michigan State University*

### **“Don’t Try This Alone”: Combating Racism in the Midwest Through Group Work**

Museums need to be equitable spaces for all that enter our doors. Join two museum professionals for a discussion and workshop on how to make your own museum more equitable and inclusive for all staff, visitors, and stakeholders.

*Presenters: Jenn Edginton, Illinois State Museum, and Sara Phalen, West Chicago City Museum*

### **Science Museum Futures: A Collective Approach to Rethinking the Role of Science Centers in the Communities they Serve**

Come learn about Science Museum Futures, an NSF-funded project that engaged 40 diverse professionals in a year-long process of thinking broadly and strategically (rather than merely tactically), about how small to medium sized science museums could re-envision their roles and approaches in order to become more responsive, sustainable and community-centric.

*Presenters: Tom Owen, PGAV Destinations; Ashanti Davis, Fleet Science Center; Chloe Poston, Institute for Learning Innovation; and John Falk, Institute for Learning Innovation*

### **Strategic Planning from the Ground Up**

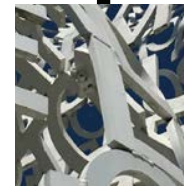
What does the world need us to be in the future? Learn how the Minnesota Historical Society set out to answer this question through an innovative strategic planning process rooted in Design Thinking. We’ll share tools for evolving and remaining relevant, even in the face of unprecedented crises.

*Presenters: Jack Matheson, Minnesota Historical Society; Jennifer Jones, Minnesota Historical Society; and Jennifer Gascoigne, Minnesota Historical Society*

### **Building Diverse Boards: Recruit, Engage & Empower the Best Leaders for your Museum’s Board**

In this session, learn how your trustees and staff can find and secure strong, diverse leaders and keep them engaged as board members and vocal advocates for your museum’s mission. Hear from experienced current trustees and former board chairs who have played active roles in strengthening and sustaining effective boards.

*Presenters: Anne Lampe, Museum Trustee Association; Christina Carr, Museum Trustee Association; Leland Peterson, Heard Museum*



## Marketing & Digital Media

### **Building a Better Website: Increase Audience Engagement by Transforming Your Digital Platform**

Create an inviting digital space that gives your visitors a sense of what they'll experience at your museum. Engage your audience where they are through digital storytelling and a content-driven, mission-focused approach while ensuring that your website is evolving to meet the needs of your visitors.

*Presenters: Brittany Krewson, Missouri Historical Society, and Leigh Walters, Missouri Historical Society*

### **Check Yourself: A Guide to Website Accessibility Audits**

Perhaps you know the basics of web accessibility, but you haven't implemented the WCAG standards on your website or digital channels. Participants will review basic terms, tips, and resources, and will walk away with the tools to begin creating a more inclusive and compliant digital ecosystem right away.

*Presenters: Rachel Kribbs, FORM; Katelyn Gerber, FORM; Jennifer Holland, Children's Museum of Indianapolis; and Betsy Lynn, Children's Museum of Indianapolis*

### **Evolving Your Social Media Presence During a Pandemic**

In this session, Minnesota Digital Library staff will share our experiences piloting new social media initiatives, such as "Tuesday Tips," "Friday Highlights," and "Think Like a Historian." We will also discuss how we are using these platforms to draw more attention to other digital projects, including our primary source sets.

*Presenters: Molly Huber, Minnesota Digital Library, and Stephanie Hess, Minnesota Digital Library*

### **Making Mistakes is a Part of Evolving, Our Journey to Being Visitor Focused and How You Can Learn from It**

Does your website offer a great visitor experience? What about your member or volunteer digital experiences? Hear the story, mistakes included, of how we evolved Prismatic, a museum operations platform, to be visitor focused. Learn methods to analyze your digital visitor experience and tips on how to make it better.

*Presenter: Eli Ball, Midway Spark*

## Feeling inspired by...

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## Congratulations to this year's AMM Awards recipients!



### Best Practices Award

#### Ford House

Grosse Pointe Shores, MI

Ford House, the historic estate of Edsel and Eleanor Ford, opened its first major expansion in over 90 years to the public May 26, 2021 — a 40,000 square-foot Visitor Center and 17,000 square-foot Administration Building. The state-of-the-art project added event spaces and exhibition spaces, allowing for expanded program offerings. While these beautiful buildings are intended to enhance the visitor experience, they also allow the National Historic Landmark to honor the Ford family's legacy and commitment to conservation by putting sustainability at the forefront of the buildings' design. The Visitor Center and Administration Building were designed to be net-zero energy efficient, with great care to emphasize sustainability and the surrounding natural ecosystem. With new classroom and program space within these buildings, Ford House has created not only a new physical space for STEM learning, but also a launching point for discussing green-building and eco-friendly design. These buildings show the community that we can make our water cleaner, create more energy than we spend, all while enriching our cultural heritage and adding beauty to the world.

### Groundbreakers Award

#### Chicago Cultural Alliance

Chicago, IL

The Chicago Cultural Alliance (CCA) is an active consortium of over 40 Chicago-area cultural heritage museums, centers, and historical societies that span 30 neighborhoods and 9 suburbs in the Chicago area and represent over 30 different cultures from around the world. True to its mission to “connect, promote, and support centers of cultural heritage for a more inclusive Chicago,” the CCA has set a standard for cultural advocacy and innovative community-wide projects over the course of the past year. *From Taste From Home: Food Stories for the Culturally Curious* to the *Cultural Connections* visual podcast, they have increased awareness of the diversity of the Windy City, while amplifying and advocating for citywide initiatives such as Indigenous People's Day. CCA is a true asset to Chicago's cultural community, lifting up underrepresented voices in a major metro area, and a worthy recipient of the inaugural Groundbreakers Award.







## **Promising Leadership Award**

**Samantha Sauer**

Illinois College, Jacksonville, IL

Samantha Sauer is an archivist, curator, and assistant professor of history at Illinois College in Jacksonville, IL, who has brought incredible energy to transforming the Khalaf Al Habtoor Archives and the Paul A. Findley Congressional Office Museum into essential campus and community resources. In crafting and fulfilling her vision, Sauer demonstrates an unparalleled level of professionalism and intentionality, creating student-centered projects to explore campus history, highlight diverse collections and voices, and build institutional capacity that will culminate in Illinois College's bicentennial in 2029. Her sustained pattern of excellence in leadership over five-and-a-half years and leadership prowess in three areas - curricular development, co-curricular activities, and campus and community engagement - exemplify the spirit of the Promising Leadership Award.



**Congratulations!**

## **Celebrate with us!**

Four live Community Celebrations will be held virtually during the week of the conference at 4:00 PM CT (5:00 PM ET). Find event information on the virtual platform AMM Awards page, and stay tuned for a special video presentation for the Distinguished Volunteer Award.

### **November 1**

Best Practices Award, Ford House

### **November 2**

Promising Leadership Award, Samantha Sauer

### **November 4**

Distinguished Career Award, Mary Weiland

### **November 5**

Groundbreakers Award, Chicago Cultural Alliance

# Congratulations!

## Association of Midwest Museums Awards



### **Distinguished Career Award**

#### **Mary Weiland**

Minnesota Children's Museum, St. Paul, MN

Mary Weiland's career in museums began 30 years ago at the Minnesota History Center in St. Paul, MN, and has worked on many community-based exhibits including exhibits in connection with the African American community, the Minnesota Jewish community and Vietnam Veterans. In 1991, she joined Minnesota Children's Museum (MCM) as an exhibit developer where she was instrumental in a 2005 expansion of outdoor exhibits in the rooftop ArtPark and played a strong leadership role in establishing a new vision for MCM's exhibit experiences in its 2017 expansion, renovation and reopening of all-new exhibits focused on open-ended, child-directed play. She also led the MCM exhibits team in creating content for a new children's museum in Rochester, MN, and developed multiple new traveling exhibits which enabled the museum to diversify its revenue streams, become a leader in the traveling exhibit field, and share its content with other museums across North America. Nominated by her peers and colleagues across the Twin Cities, all of whom passionately expressed the incredible impact of her creativity and inclusive, equitable nature on their own work, Mary embodies the true spirit of the Distinguished Career Award.



### **Distinguished Volunteer Award**

#### **David Ruffin**

Heritage Museum Park (Ethnic Heritage Museum), Rockford, IL

David Ruffin is the Director of the African American Gallery at Ethnic Heritage Museum in Rockford, IL, a cultural organization focused on preserving the nationalities of those who founded Rockford's southwest side - African American, Hispanic, Irish, Italian, Lithuanian, and Polish. A self-proclaimed "professional volunteer," David has spent his 25-year volunteer career at Ethnic Heritage Museum coordinating a wide range of special events, exhibitions and programs such as *Kwanzaa: A Black Christmas Celebration* and *The Civil Rights Movement* exhibition. David has worked diligently to establish and foster relationships with other community organizations and to raise funds in support of the museum's African American Gallery projects, playing a pivotal role in the sustainability and growth of the entire museum. AMM wishes to acknowledge David's years of volunteer service and extraordinary achievements through the first-ever Distinguished Volunteer Award.

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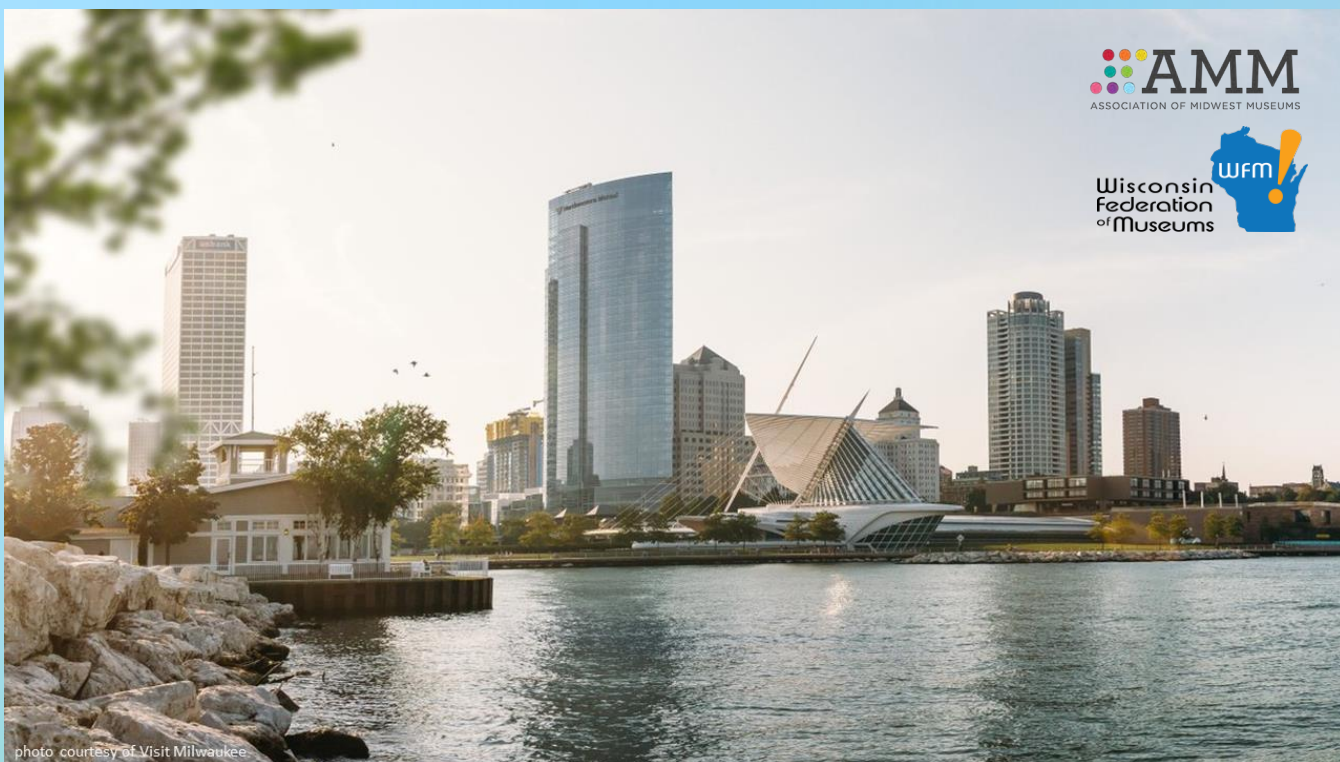


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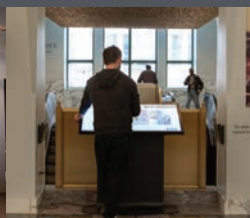


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# Thank You

a lot of people made this year's conference possible

The Association of Midwest Museums and the Wisconsin Federation of Museums are grateful to the organizations, community members, and many volunteers who contributed their time, talent, and energy to make this year's virtual conference a success. Thank you!

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