Call for Session Proposals

FORWARD, TOGETHER

AMM-WFM 2022 Joint Conference
Virtual July 19 + In-Person July 20-23 | Milwaukee, WI

ammconference.org   #forwardTOGETHER

Deadline: April 11, 2022

About the Conference

The Association of Midwest Museums and Wisconsin Federation of Museums (WFM) welcome our members and colleagues to join us in Milwaukee, Wisconsin, on July 20-23, 2022, for an interdisciplinary conference developed for museum professionals at any stage of their career.

This year's conference program has two parts - one day of all-virtual programming on Tuesday, July 19th, as well as a safe, welcoming in-person experience on July 20-23. Both virtual and in-person programs will feature opportunities for peer-to-peer exchange and a chance to see Milwaukee museums.

About the Theme

At the start of the pandemic, we all hoped the disruptions would be over soon. Today, we realize that what we thought was temporary is now our new normal. Many things have changed, including museums. As museums have adapted, so have their workers. You've tested new ideas and discovered new ways to lead, collaborate, connect, and educate. You have worked hard. You've stepped forward. You have persevered.

Let's honor the ground you've broken for tomorrow by taking steps forward, not backward.

The creativity we unlocked—along with new skills developed, access gained, lessons learned, and collaborations formed—are here to stay. We need to stay nimble, flexible, and keep the momentum going with our sights set on a more equitable, accessible, sustainable future for Midwestern museums.

FORWARD, TOGETHER will build on the critical conversations that have been taking place across the museum profession the last 2 years and offer opportunities to seek feedback and ideas that will advance the work you've already begun to do. As we gather as a network of colleagues and confidants for the first time in 3 years in Wisconsin's "gathering place by the water," we'll take a step back from our day-to-day routines to collect our thoughts and absorb our lessons learned. We'll unpack the hardships, inequities, and opportunities brought to light by the pandemic as we engage our peers in discussions about new models that have emerged. We'll seek inspiration from Milwaukee's outstanding museum community and let go of "the way it was before." With the support of our peers, we'll begin to see our own unique paths forward.

No matter how big or small your next steps are, let's keep moving FORWARD, TOGETHER.

Proposals must be submitted using the online submission form by Monday, April 11, 2022.

Propose a Breakout Session

Keep in mind: We are seeking session proposals for the Virtual and the In-Person programs for this year's conference. Both virtual and in-person breakout sessions should be no longer than 60 minutes total and should include time for questions and discussion.

We are seeking session proposals that address the following topics:

- **Diversity, Equity, Access, Inclusion, Belonging, and Justice:** What are projects that moved the needle, and what did you learn from them? How have "digital" experiments transformed approaches to accessibility and inclusion for all programs? How are museums engaging in civics and social justice on a local level?

- **Collections:** What new practices have emerged? What steps have you taken to advance efforts to digitize, decolonize, accession and deaccession, preserve, and conserve?

- **Climate Change and Environmental Sustainability:** In what ways are you addressing environmental sustainability at your organization? What role is your museum playing in climate justice, such as activist or educator, and what does that look like?

- **Disaster Preparedness:** How have disaster plans changed? What steps should we take to prepare for disasters in the future?

- **Exhibitions:** What new strategies are being used to create virtual or in-person experiences with limited budgets? How have museums re-interpreted controversial or problematic exhibits, objects or artworks, or engaged communities in dialog? What steps have been taken to evaluate and update "old" exhibition content to reflect complete, more accurate histories? What processes have been used to engage local communities or target audiences in planning?

- **Evaluation:** How are museums measuring success for virtual and in-person offerings? How are audiences being engaged in front-end and formative planning?

- **Revenue:** What new models and strategies have been employed—for programs, retail, events and rentals, and other sources of earned revenue—and stuck? How are museums valuing and monetizing virtual programs? What's the current landscape of philanthropy? How are museums engaging donors and communicating their missions differently? What does the future landscape look like, and how might museums navigate it?

- **Leadership/Governance:** In what ways have leaders educated, reengaged, revitalized, and diversified museum boards/governance?

- **Management/Workforce Development:** What steps are museum leaders taking to develop the next generation? What new methods are being used in recruitment, retention, training, mentoring, and development of museum staff and volunteer corps? How are museums addressing and budgeting for pay disparities? How are museums attracting more diverse candidates? How are museums supporting staff well-being?

- **Marketing and Social Media:** How are museums connecting with their audiences now? What experiments worked during the pandemic—and what didn't? What are new trends?

- **Programs:** Who are museums reaching through programs now, and what strategies have worked best? What participation trends are museums seeing? What new partnerships have museums forged, how did they begin, and how are they being sustained?

Propose a Pre-Conference Workshop

We also welcome proposals for 90-120 minute, pre-conference hands-on workshops or in-depth training sessions that address critical areas of need such as repatriation, program accessibility, fundraising, or conservation methods. **Pre-Conference Workshops** should help attendees identify a course of action and provide takeaways, such as templates, resource lists, and data.

NOTE: Pre-Conference Workshops will take place on Wednesday, July 20, between 3:00-5:00 p.m. CT at a local museum or the Hyatt Regency Milwaukee. Pre-Conference Workshops require an additional registration fee for participation, and a portion of the fee will be offered to the workshop presenter(s) in the form of an honorarium.

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 or adapt or scale solutions for use in small museums or large museums

5. Relevance to the conference theme (ideal, but not required)

The Program Committee reserves the right to make suggestions to improve proposals before or as part of proposal acceptance. 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 lineup for conference attendees.

Tips for Success:
-   We suggest proposing sessions that offer practical, scalable solutions and strategies.

-   We encourage you to consider providing tools, templates, and resources for attendees. We'll ask you to supply a copy of your presentation slides that we can share with attendees after the conference.

-   We prefer sessions with careful thought given to the presenter lineup, reflecting the diversity of our network (museum types and sizes, geography, race and ethnicity, etc.).

-   Avoid having too many presenters. There is a time limit of 60 minutes for all sessions.

Submit proposals online by Monday, April 11, 2022.

How to Submit a Proposal

Proposals must be submitted using the <u>online submission form</u> by 11:59pm ET on Monday, April 11, 2022. For proposals to be considered, all fields must be filled in completely.

Presenters must be confirmed at the time of submission. If your session is selected for the Virtual program, all presenters must be available on July 19th. If your session is selected for the In-Person program, all presenters must be available on July 21-22. If you proposed a Pre-Conference Workshop all presenters must be available on July 20th.

Here is an outline of the session proposal form to guide you:

Session Chair Information

Full name, organization, address, email, and phone information.
Session Chairs are responsible for organizing the session and relaying session information. Communications will come from admin@midwestmuseums.org.

Presenter Information

List of presenters, including full name, organization, and email address of each presenter. In addition to the Session Chair, you may have a maximum of 3 additional presenters/panelists. Presenters may be a mix of museum professionals, students, and consultants. At least ONE museum representative must be on your panel.

Which type of session or workshop are you proposing?
- ❏ Select all options that apply. (Virtual or in-person? Session or workshop?)

Session or Workshop Title

20 words maximum. Suggest a short, catchy, descriptive title.

Intended Audience
- ❏ Select your session's intended audience(s). (Descriptions on page 6-7)

Session Track
- ❏ Select a track most closely aligned with your session's focus. (Descriptions on page 9)

Proposal Narrative

500 words maximum. Share a detailed description of the focus of your session. Be clear and concise, and fully describe the point of your session. 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 description of your session that can be used in conference promotions. Address what attendees will see, do, and learn.

Presenter Agreement

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

❏ 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 participate on the dates of the portion of the program they have proposed to present - Virtual Session (July 19), Pre-Conference Workshop (July 20), and/or In-Person Session (July 21-22).

❏ 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 and Health Policy.

Intended Audience

We're asking that presenters identify their intended audience for sessions. 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 the museum profession for approximately 11-30 years

● **Late-Career Professionals** - individuals who have worked in the museum profession for an extended period of time and may be approaching retirement in the next 10 years

Session Tracks

Below are examples of topics that fall within each thematic session track. Choose the track that most closely relates to the focus of your session.

- **Collections Stewardship:** accession and deaccession practices and policies, decolonization work, repatriation, NAGPRA, cataloging and collections management systems, care and conservation, digital/physical conservation and preservation, collections assessments; collections ethical and legal issues, and disaster preparedness

- **Fundraising & Revenue:** earned revenue strategies, strategic partnerships, collaborating with other organizations for grant-funded projects, financial sustainability, financial models, general accounting/budgeting, fundraising strategies, membership models, corporate philanthropy and partnerships, strategic financial planning, and advocacy

- **Education & Programs:** virtual or in-person programs for schools, children/families, adults; actor-interpretation or museum theater; educational technology; program accessibility and inclusion; interpretive planning and design; program evaluation and assessment; engaging communities, audiences, and other stakeholders

- **In-Gallery & Virtual Exhibitions:** content development, evaluation and prototyping, interactive media development, graphic design, project management, fabrication and production, label writing, and universal design and accessibility; projects that engage community organizations, audiences, or other stakeholders

- **Leadership, Management & Equity:** management and administration, leadership techniques and philosophies, staff development and succession planning, operations and infrastructure, salary/wage transparency and equity, museum worker unionization, recruiting and supporting a diverse staff, risk and crisis management, board development and management, strategic planning, building organizational culture, and internal-focused cultural competency and DEAI (IDEA) initiatives

- **Marketing & Digital Media:** marketing and external relations, websites, social media, communications strategies, marketing and digital media evaluation and assessment, mobile guides/applications, analytics and evaluation strategies; collaborations with other community organizations or engaging in local or national initiatives/efforts.

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