

# AMA 2018 Session Descriptions

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## TUESDAY 2:00 – 3:15 CALICO ROCK

### A: Access as a Civil Right: Disability Inclusion and the Role of Museums

Melanie Thornton, Coordinator of Access and Equity Outreach  
*University of Arkansas, Hot Springs*

It has been almost 28 years since the American's with Disabilities Act was passed. Yet many people continue to view access as a charitable act rather than as a civil right. Can museums play a role—through practices, programs and exhibits—in creating a more accessible and inclusive future?

### B: Poking Hobos: Wireless Environmental Monitoring in the Modern Era

Joseph Alley, Assistant Registrar  
*Historic Arkansas Museum, Little Rock*  
Amy Minger, Archival Assistant for Conservation  
*Arkansas State Archives, Little Rock*

During the year a museum can see many humidity threats to its collection. While there are many possible monitoring solutions, wireless monitoring is becoming a more common solution. This session will give an overview of humidity/temperature electronic readers, and its presenters will talk about their experiences working with them.

### C: Creative Economy: Making a Community Turn Around

Steven Mitchell, Chairman  
Calico Rock Museum Foundation, Calico Rock  
Gloria Sanders, Executive Director  
Calico Rock Museum, Calico Rock

Arkansas is dotted with communities with rundown buildings that are ripe for making an economic turnaround. How? Let us share the success story of the Calico Rock Museum and the economic revitalization that is happening in small towns across America thanks to museums and the creative economy.

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## **WEDNESDAY 9:30-10:45 CALICO ROCK**

### **A: Technology in the Galleries: More Attainable than You Might Think**

Heather Marie Wells, Digital Project Manager

Paul Scoggan, Web Developer

*Crystal Bridges Museum of American Art, Bentonville*

Crystal Bridges has researched and utilized less expensive technology hardware in our galleries for years. Join us for insights on funding, device management, content creation, and evaluation. We've tackled technology and maintained excellent design based on content. A meaningful technology experience is more attainable than you expect and we're here to help.

### **B: Cultivating a Community of Inclusion through Partnerships and Programs**

Amanda Driver, Access and Inclusive Programs Manager.

*Crystal Bridges Museum of American Art, Bentonville*

Through partnerships and programs, museums can build more inclusive spaces that reflect the diversity of their communities. This session will focus on how educators at Crystal Bridges Museum of American Art collaborate with community organizations and members from the public to develop programming.

### **C: Arkansas Made, Black Crafted: Creating a Unique Museum Store Identity**

Christina Shutt, Director

Kelli Hall, Museum Store Manager

*Mosaic Templars Cultural Center, Little Rock*

This session will focus on how the Mosaic Templars Cultural Center created the Arkansas Made Black Crafted brand and the ways in which it has transformed the museum's retail space into a dynamic, engaging, and relevant store. The presenters will also share best practices learned along the way and discuss recommendations for adding or updating your museum store.

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## **WEDNESDAY 11:00-12:00 CALICO ROCK**

### **A: An Introduction to Web Accessibility**

Melanie Thornton, Coordinator of Access and Equity Outreach  
*University of Arkansas, Hot Springs*

How accessible is your museum website? In this session, you will learn how an inaccessible website affects visitors with disabilities, be introduced to the principles of web accessibility and learn some basic techniques for creating a more accessible web presence for your museum.

### **B: Creating a Museum Studies Program**

David Sesser, Director of Museum Studies  
*Henderson State University, Arkadelphia*

Henderson State University created an interdisciplinary museum studies certificate and minor program in 2015. Designed to introduce students to the museum field and prepare them to take entry-level positions at museums and other institutions, the program is growing and the first graduate will complete the coursework in December 2017.

### **C: Including Living History and Career Education in Children's Museum Programming, Part 1**

Desara Grant, Education Program Assistant  
*Mosaic Templars Cultural Center, Little Rock*

Through the use of living African American Arkansans with impactful stories in regard to Arkansas, the Mosaic Templars Cultural Center seeks to provide educational programming that is an alternative to traditional museum programming.

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## **WEDNESDAY 1:15-2:30 CALICO ROCK**

### **A: Dare to Be a Museum for Change: Using Your Museum's Cultural Resources to Interpret Difficult Topics & Encourage Community Dialogue**

Dr. Rachel Miller, Executive Director  
Dr. Lenore Shoults, Curator  
Leonor Colbert, Public Program Coordinator  
*Arts & Science Center for SEARK, Pine Bluff*

How can your museum serve as a generator for positive community dialogue in today's negative political climate? We will discuss some effective programmatic approaches by the Arts & Science Center. However, participants are encouraged to share their experiences and contribute to this informal roundtable session.

### **B: Don't Let Your Project Manage You**

Heather Marie Wells, Digital Project Manager  
*Crystal Bridges Museum of American Art, Bentonville*

Learn concepts and exercises that will help you and your teams define goals, assess risks, schedule tasks, implement the project, and evaluate. You will also leave this session with plenty of templates to take back to your museums!

### **C. Including Living History and Career Education in Children's Museum Programming, Part 2**

Desara Grant, Education Program Assistant  
*Mosaic Templars Cultural Center, Little Rock*

Through the use of living African American Arkansans with impactful stories in regard to Arkansas, the Mosaic Templars Cultural Center seeks to provide educational programming that is an alternative to traditional museum programming.

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## THURSDAY 9:30-10:30 MOUNTAIN VIEW

### A. Beauty and the Beast: The Making of Successful Grant Proposals, Part 1

Jama Best, Senior Program Officer  
*Arkansas Humanities Council, Little Rock*

In this uncertain economic climate, budget cuts, and fewer donors, grant funds can make a difference. This session will explore finding the right grant funding sources, crucial aspects of planning and preparing a competitive proposal, and how to make it stand out among the rest. We'll also explore funding opportunities and potential partnerships through the Arkansas Humanities Council.

Limit 20

### B. Making and Tinkering with Diverse Museum Missions, Part 1

Pody Gay, Director  
Brittney Kugler, Professional Learning Specialist  
Ben Watson, Tinkering Studio Manager  
*Discovery Network/Museum of Discovery, Little Rock*

Help visitors develop their imagination, creativity, and deepen critical thinking and problem-solving skills. Learn how making and tinkering is relevant to any museum mission. This session is designed to emphasize that people create the conditions for learning in museums, it's not about the stuff.

Limit 25

### C. Student-Produced Historical Walking Tour for Your Museum, Part 1

George West, Education Outreach Coordinator  
*Butler Center for Arkansas Studies, Central Arkansas Library System, Little Rock*

Learn ways to collaborate with schools/students to research & record historical walking tour telling important story of your community and collection. Deconstruct "Voices of Civil Rights: 1st Day at Central" made by students for NPS Visitors Center using eyewitness accounts of 1957 desegregation. Leave with sample lesson plans & treatment for your own museum's tour.

# AMA 2018 Session Descriptions

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## THURSDAY 10:45-12:00 MOUNTAIN VIEW

### A. Beauty and the Beast: The Making of Successful Grant Proposals, Part 2

Jama Best, Senior Program Officer  
*Arkansas Humanities Council, Little Rock*

In this uncertain economic climate, budget cuts, and fewer donors, grant funds can make a difference. This session will explore finding the right grant funding sources, crucial aspects of planning and preparing a competitive proposal, and how to make it stand out among the rest. We'll also explore funding opportunities and potential partnerships through the Arkansas Humanities Council.

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### C. Student-Produced Historical Walking Tour for Your Museum, Part 2

George West, Education Outreach Coordinator  
*Butler Center for Arkansas Studies, Central Arkansas Library System, Little Rock*

In this hands-on workshop, participants will bring sample primary documents from their own museum's story. In reading circles, they mark-up the texts for sequence, select details that describe setting, actions, attitudes, emotions, and impact of the event on the people and place involved.

Limit 8

### D. The Reading Brigade

Shane Lind, Museum Program Coordinator  
Amanda Colclasure, Reading Program Coordinator  
*MacArthur Museum of Arkansas Military History, Little Rock*

What better way to share Cultural Tapestries than through the written word? Books are a great source of knowledge and information. Not only are they excellent teaching tools but they can be enjoyable and interactive. In this session explore how museums can reach a diverse audience of all ages through an active reading program that benefits both a museum's mission and the community.