

Arkansas Museums Association 2020 Conference

The 2020 Arkansas Museums Association conference sessions include panels, workshops, roundtables, and individual presentations in four different tracks:

Administration, Management, and Leadership

Return on Impact: Investing Where It Matters Most

Megan Anderson, Training and Development, Crystal Bridges Museum of American Art

This session focuses not only the value of growing and developing your people but also what kind of impact that development has on your organization, volunteers, and community. Throughout the session we will experience hands-on activities designed drive a continuous development strategy and give practical guidance on types and methods of learning that can be combined to uniquely add value to your organization. Come to this session energized, equipped with questions, and ready to engage!

Museum Code of Ethics: Does it Apply to Me?

Joshua Williams, Curator, Historic Washington State Park

The American Alliance of Museums has established a Code of Ethics that they ask all museum professionals to aspire to. What are all the ethical rules and how do they apply to your museum? This roundtable will discuss each of them and expound on how they may each apply to your museum.

Top Ten Tips for Everyday Digital Access (Workshop)

Melanie Thornton, Coordinator of Access and Equity Outreach,
University of Arkansas Partners for Inclusive Communities

Going digital can mean being more accessible, but only if we take time to learn a few simple techniques and strategies. Come to this session to learn the top ten things you can do to create a more accessible digital world! Bring your laptop along and you can follow along to practice these techniques.

The Crystal Bridges Design Sprint Process

Anna Vernon, Creative Director
Crystal Bridges Museum of American Art

Learn how the Crystal Bridges Communications department uses a sprint process to create design plans for exhibitions and other marketing events from Anna Vernon, Creative Director.

Collections Management

2D Digitization: Preserving Historic Media for Tomorrow

Rachel Whitaker, Research Specialist, Shiloh Museum of Ozark History

Bo Williams, Photographer/Digitization Project Manager, Shiloh Museum of Ozark History

This session will explore and present alternative methods for capture of 2D items in collections for digitization with a focus on photographic materials. The methods that will be outlined will be centered around the use of a copy stand in conjunction with a high-resolution camera for capturing a variety of formats and various degrees of degradation and fragility. The workflow from printed media to final digital archival preservation will be explored through a discussion on image capture, processing, metadata creation and digital asset management systems.

Mr. Clean at the Museum or Amy takes on the Silver Service (Workshop)

Diane Karlson, Registrar, William J. Clinton Presidential Library

Cleaning artifacts can be scary. Is it dirty or just a patina? Do you know what the Agents of Deterioration are at your site? Come by and learn in an interactive setting what you can do to clean artifacts of different materials at your site and the tools and supplies needed.

Be Good, Not Perfect: Collection Management on a Shoe-String Budget

Flannery Quinn, Museum Manager, Clinton House Museum

This session gives direction to institutions with small budgets and little collection management on how to begin collection management, including where to splurge, how to save, and how to set in motion future standards for those that come after you. Session will go over volunteers, resources, and be centered around the theme of “don’t let the perfect be the enemy of the good.”

Community Engagement

Engaging Audiences at Festival Booths

Teresa Penner, Communications Administrative Assistant, Crystal Bridges Museum of American Art

Judy Costello, Education Manager, Shiloh Museum of Ozark History

At this panel, we will discuss a variety of factors that coincide to create a successful and engaging festival booth. Topics will include: how to foster relationships with festival coordinators, what to include on your table, how to handle weather issues, and how to create an engaging atmosphere.

An Introduction to Fundraising for Museums in Motion

Angie Albright, Director, Clinton House Museum

Museum professionals are discovering that the secret to long-term financial sustainability is upping their fundraising game. In a climate of highly sophisticated fundraising strategies, how can museums with no fundraising staff or who are new to fundraising build a cadre of donors and sustainable funding? In this session we will explore some of the basic principles and resources for mastering the art and science of fundraising, as well as dispel some of the myths surrounding the profession.

Planning an Education Event 101: Shiloh Museum of Ozark History Case Study

Judy Costello, Education Manager, Shiloh Museum of Ozark History

By using Shiloh Museum educational events and programs implemented in the past, this session will aim to cover the behind-the-scenes steps that go into planning a new educational event.

Crafting Different Routes: How We Learn and Grow through Fiber Arts (Workshop)

Mikahla Denney, Tinkering Studio Manager, Museum of Discovery

For ages, we have looked at fiber arts like knitting, crocheting, needle felting, and quilting as if they are simply hobbies or folk arts. During this session, we will learn the benefits of learning a fiber art form at a young age and the importance of continuing the practice as we age. We will learn how learning fiber arts can connect to other lessons we use in our educational and creative spaces within museums.

Visitor Experience

Engaging Families through Gamification

Phil Shellhammer, Co-Founder and CEO, Eksplor

We would like to create a discussion around improving location visit engagement with families, in particular children, through the use of gamification. There's a lot of research that shows the educational value of playing games in order to learn, which we would like to present briefly. Then we will show the solution we're creating at Eksplor, and the progress we've made on the initial games we've created. Finally, we anticipate a discussion between attendees on the opportunity games could present at their location and a fun brainstorm to create your own puzzle or trivia challenge.

Exhibits on a Dime

Angela Gibbs, Curator of Collections, Jacksonport State Park

Do you want to create engaging and interactive exhibits but have only a shoestring budget? Learn low-budget hacks and get ideas from Jacksonport State Park's exhibit installations. Exhibits do not have to be expensive!

Pauline, Piggott, and Paris

Anthony Childress, Graduate Assistant, Hemingway-Pfeiffer Museum and Educational Center

Visitors typically bring a measure of knowledge about Ernest Hemingway when they arrive at our museum. The experience of seeing and feeling his presence is something our tour guides seek to provide, whether people have extensive or cursory knowledge of the author and his works. One thing many visitors comment on, though, is the backstory of the Pfeiffer family. We have a new exhibit noting Pauline Pfeiffer's writing/editing career prior to meeting Hemingway and during their marriage. At present, an exhibit featuring her sister, Virginia Pfeiffer, is in the works. Our museum truly lives on.