



TAM 2022 Preliminary Schedule

Descriptions, speakers, and times are subject to change. TAM reserves the right to cancel or change any sessions or event.

Eligible sessions for the Professional Development Certificate in the five focus areas are labeled as follows:

- (A) – Administration and Trustee**
- (C) – Collections Management**
- (E) – Education / Outreach**
- (Ex) – External Affairs**
- (L) – Leadership Management**

DAY 1 | Tuesday, March 22, 2022

11:00 am – 6:00 pm

Registration Booth Open

Courtyard by Marriott Waco - Lobby

Welcome to TAM 2022! Have your first stop in Waco be the Courtyard by Marriott Waco to get checked in, pick up your conference badge, program, tote bag and materials and start the process of planning out your next few days in Waco!

You must check in on Tuesday, March 22 to get your badge and tickets before participating in any self-guided tours or attending the Evening Event.

1:00 – 5:00 pm

Pre-Conference Self-Guided Tours

Several Waco area museums will extend free admission to conference attendees for pre- and post-conference self-guided tours. Your badge is your admission ticket and a list of participating museums is available in the conference program, so be sure to check in for the conference at the Courtyard Waco, then go exploring! This is a great time to “create your own adventure” in Waco!

6:00 – 8:30 pm

Evening Event

Cameron Park Zoo & Waco Mammoth National Monument

Celebrate the opening night of TAM 2022! Just before dark, tour the AZA accredited Cameron Park Zoo. Enjoy food and drinks in the plaza while mingling with colleagues. Further into the zoo, event attendees can chat with expert zoo keepers and participate in animal encounters, which are sure to be fun, inspiring and totally WILD! After dark, hop on the TAM shuttle and head to Waco Mammoth National Monument, the newest National Park Service unit in the state of Texas! Visit with Rangers and view the world-renowned fossil bed, conveniently located inside the climate controlled Dig Shelter. Enjoy live music, delicious nosh, and drinks on the plaza while you catch up with old friends and “dig up” a few new ones. Prepare to make opening night (pre)history at TAM 2022!

Transportation will be provided from the host hotels to the evening event venues. Buses start loading at 5:30 pm. To start, attendees will be dropped off at the Cameron Park Zoo. Later in the evening, buses will depart from the Cameron Park Zoo to the Waco Mammoth National Monument. At the end of the night, buses will depart from the Waco Mammoth National Monument back to the host hotels

Tuesday, March 22, 2022

8:00 – 10:00 pm

Game Night

Hilton Hotel - Skyline Room

Game wizard Brittany Riley will lead a game night for attendees interested in some networking time after the evening event. Space is limited, so please sign-up to claim your space.

DAY 2 | Wednesday, March 23, 2022

7:00 am – 6:00 pm

Registration Booth Open
Mayborn Museum

7:00 am

TAM Shuttles to Mayborn Museum

For those who wish to take the TAM shuttles to and from the Mayborn Museum, buses will be available from the host hotels. More details coming soon!

7:30 – 8:00 am

Coffee & Continental Breakfast
Mayborn Museum - multiple locations

Kick off your morning by fueling up at our coffee and light breakfast before programming begins.

Sponsored by: Howard Taylor

8:00 – 9:30 am

Local Host Committee Chairs' Welcome and Opening Keynote
Mayborn Museum - multiple locations

Welcome to the opening session of TAM's 2022 annual conference! To start, we'll invite TAM's Executive Director, Alex Freeman, to the stage, along with Local Host Committee Chairs Joy Summar-Smith from the Dr Pepper Museum and Rebecca Nall from the Mayborn Museum, plus a few other special guests, to welcome attendees, highlight conference features and share helpful hints on how to navigate this experience and make the most of this year's conference.

After opening remarks, we'll dive into a special presentation from our friends at The Mayborn Museum, featuring a special guest!

Lauren Dreyer, Senior Director of Starlink Business Operations, SpaceX

Lauren Dreyer has worked at SpaceX since 2006. She oversees the global rollout of SpaceX's Starlink internet service into markets around the world. Prior to taking her current leadership role, Lauren was a Principal Operations Engineer at SpaceX and before that served in various individual and leadership capacities in Business Development, Compliance, Finance, and Human Resources. Lauren holds a Bachelor's of Science in Mechanical Engineering from Baylor University and an MBA from Texas A&M University. She resides in McGregor, TX with her husband and two daughters.

9:30 – 9:45 am

Refreshment Break

Mayborn Museum - multiple locations

Grab a refreshment between sessions, generously provided by our sponsors.

Sponsored by: Texas Brazos Trail; Displays Fine Art Services

9:45 – 10:45 am

Concurrent Sessions

Mayborn Museum - multiple locations

**Leading for Success and Happiness
Room assignment**

(L, Ex)

Leaders have been under inordinate amounts of stress in recent years. The stress of keeping our institutions alive and vital – along with the stress of life since 2020 - impacts our ability to lead. This session explores how you can lead a happier, more productive and more successful life. Learn how perspective can change your abilities, and how to shift it quickly. Hear key questions to ask for the best results and how curiosity helps us reach our full potential.

Presenting Chair:

Charlie Walter, Director, Mayborn Museum Complex, Baylor University, Waco

Presenters:

Barbara Leggett, Founder, The Happiness Center of WNY, East Aurora, NY

Sponsored by: Mayborn Museum

**Waco Mammoth National Monument: Can a NEW Model of Park Management Ever Become the NORM? Assessing Sustainability of Partnerships (A, Ex)
Room Assignment**

The culmination of over 30 years of community effort and investment led to the 2015 designation of the Waco Mammoth dig site as a National Monument. The site will continue to be collaboratively operated by the City of Waco, Baylor University, the Waco Mammoth Foundation, and the National Park Service in what the U.S. Department of the Interior has dubbed “a new model of park management”. Can this model survive changing leadership with its operational ideals intact? And, more importantly, can this model help you?

Presenting Chair:

Trey Crumpton, Exhibits Development Manager, Mayborn Museum Complex,
Baylor University, Waco

Presenters:

Raegan King, Site Manager, Waco Mammoth National Monument

**Transition to Leadership: An Introduction to Leadership for New or Emerging Museum Leaders (L, A)
Room Assignment**

Transitioning into a leadership role can be challenging. Museum professionals who thrived in previous roles may find a new management position different from what they expected. New managers must shift their mindset from that of an individual contributor to that of a leader. This session is a survey of leadership principles and practical leadership skills for new managers. Specifically, participants will learn the difference between management and leadership, how to motivate others, how to delegate effectively and how to approach conflict.

Presenting Chair:

Rachel Woods, President & CEO, Leadership Trek Corp. (LTrek), McGregor

10:45 – 11:00 am

Break

11:00 am – 12:00 pm

Concurrent Sessions

Mayborn Museum - multiple locations

Museum Work: Developing New Earned Income Strategies (A, L) **Room Assignment**

The COVID-19 pandemic has required many businesses, including museums and nonprofits, to change their business strategies in the wake of forced closures, reduced funding and limits on gathering spaces. This program will share some of the innovative ways Texas museums have shifted their business models as a result of the pandemic and, in so doing, strengthened their community-based missions and visions.

Presenting Chair:

Michelle Everidge, Chief of Strategic Initiatives, Witte Museum, San Antonio

Making Change through Dialogues with Indigenous Communities (A, Ex)

In December of 2010, the Centennial Museum created an Indigenous Advisory Panel to advise the museum on what and how to talk about a mural in the main lobby called The Conquistadors. Created by a local artist, Salvador Lopez in 1946, this mural has been renovated several times, however has never had signage telling its story. Bringing local indigenous people to the museum to discuss the mural, it became apparent that the mural made people uncomfortable. In March of 2021, the Panel brought in 4 indigenous artists to lead the group, museum staff, and UTEP professors in a dialogue about history, representation, identity, and the practical matter: What to do with this mural? This Case study will talk about the process, the dialogues, and the ongoing conversations.

Presenting Chair:

Daniel Carey-Whalen, Director, Centennial Museum and Chihuahuan Desert Gardens, El Paso

Presenters:

Raegan King, Site Manager, Waco Mammoth National Monument

Common Ground: A Crash Course in Co-creation...or, How I Learned to Relax and Love the Process (A, Ex)
Room Assignment

Often when museums approach a project, whether it's an exhibit, education program or outreach initiative, we consider community input to be one of many steps toward a goal, if we include it at all. During this session, attendees will walk through some techniques - practicing on each other - to find common ground on emotionally charged topics. Panelists will present some relevant examples from their own work, using techniques of charitable dialogue, and evaluating their process through reflective models. Attendees will leave the session with solid skills to build better relationships and pave the way to improved project dynamics.

Presenting Chair:

Trey Crumpton, Exhibits Development Manager, Mayborn Museum Complex,
Baylor University, Waco

Presenters:

Kellen Nixon, Principal, Nixon & Co. Consulting Group, Houston

11:15 am – 12:15 pm

Mid-day break

TAM Shuttles will run to and from the Mayborn Museum and the host hotels for those who need to return to the hotel in between sessions. You may miss the concurrent sessions, but we'll have you back in time for lunch!

12:00 – 12:15 pm

Break & pick up lunch from food and beverage stations

Mayborn Museum - multiple locations

12:15 – 1:45 pm

Keynote Luncheon

Mayborn Museum - multiple locations

John Falk, Executive Director, Institute for Learning Innovations

Dr. John H. Falk is Executive Director of the Institute for Learning Innovation and Sea Grant Professor Emeritus of Free-Choice Learning at Oregon State University. He is internationally

recognized as a leading expert on free-choice learning; the learning that occurs while visiting science centers, museums, zoos, aquariums, or ecotourism sites, watching educational television, or surfing the Internet for information. Dr. Falk has authored over 200 articles and chapters in the areas of learning, ecology, and education, two-dozen books and helped to create several nationally important out-of-school educational curricula. His most recent book is *The Value of Museums: Enhancing Societal Well-Being* (2021, Rowman & Littlefield) which establishes a new way to define and measure the value of cultural and educational experiences. His current research focuses on studying the reasons people engage in free-choice learning and the impacts that free-choice learning settings such as museums, national parks, and science centers have on the publics that use them. He also has a keen interest in exploring new ways of thinking about, measuring, and supporting science literacy and professional learning.

Keynote Address: “The Value of Museums: Enhancing Societal Well-Being”

The talk will focus on how museum professionals can better understand and explain the benefits of museum experiences. Knowingly or not, the business of museums has always been to support and enhance the public’s personal, intellectual, social and physical well-being. Over the years, museums have excelled at this task, as evidenced by the almost indelible memories engendered by museum experiences. People report that museum experiences make them feel better about themselves, more informed, happier, healthier, and more enriched - all outcomes directly related to enhanced well-being. Historically, benefits such as this were seen as vague and intangible, but Falk will describe how enhanced well-being, when properly conceptualized, can be defined and measured. The talk will conclude with suggestions for how these insights about well-being might be used as a strategy for helping museums better adapt to the rapidly changing and challenging times ahead.

Please note: Keynotes will be live to premium ticket holders. All others will watch the keynote via live stream from one of the breakout rooms in the museum. Box lunches will be available at food and beverage stations and will be enjoyed “lap style” while attendees view the presentation.

1:45 – 2:00 pm

Break

2:00 – 3:00 pm

Concurrent Sessions

Mayborn Museum - multiple locations

Making Your Museum Energy Efficient Step-by-Step Room Assignment **(C, A, L)**

This session will give attendees a better understanding of preferred museum buildings' operating systems as a first step to both develop a responsible plan for energy use and conservation and help collections care practices move closer to accreditation standards. Attendees will be able to follow the steps through a Request for Qualifications (RFQ) process, with a qualified building engineering firm to do a thorough examination of the museum's building and systems. This process then provides the information needed to develop a prioritized action plan for planned maintenance and scheduled equipment replacement. Attendees will also be able to plan for the short- and long-term activities necessary to reduce energy usage, improve the efficiency of HVAC systems, and document the work completed to demonstrate progress and identify critical needs.

Presenting Chair:

Ann Fortescue, President & Executive Director, International Museum of Art & Science, McAllen

Presenters:

Amelia Whitehead Rose, Director of Collections and Exhibitions, International Museum of Art & Science, McAllen

Sarah Sutton, CEO, Environment & Culture Partners, (formerly known as Sustainable Museums), Tacoma, WA

A Museum's Journey Through Organizational Assessment and Development Room Assignment **(A, L)**

This story traces five years of reflective change at the Mayborn Museum. Speakers will address organizational assessment, team culture, the importance of planned staff interactions (from daily huddles to annual retreats), a progression of professional development and improved operations through better communication and a project management tool called Smartsheet. After an overview, participants will have the opportunity to attend one of three breakout rooms for a deeper dive into session topics: 1. Assessing your staff's perceptions of organizational effectiveness and job satisfaction; 2. Individual and organizational change through structured professional development, and 3. Utilizing Smartsheet as a tool to foster better project management

and museum-wide communication. Participants will leave this session with tools and strategies they can utilize in their own museums.

Presenting Chair:

Charles Walter, Director, Mayborn Museum Complex, Baylor University, Waco

Presenters:

Lesla Bush, Associate Director, Mayborn Museum Complex, Baylor University, Waco

Rachel Woods, President & CEO, Leadership Trek Corp. (LTrek), McGregor

3:00 – 3:30 pm

Refreshment Break

Mayborn Museum - multiple locations

Afternoon coffee and snacks will be provided to all attendees of the Annual Meeting, courtesy of our sponsors.

Sponsored by: Texas Brazos Trail, Displays Fine Art Services

3:30 – 4:30 pm

Virtual Keynote

Mayborn Museum - multiple locations

Cinnamon Catlin-Legutko, Museum Director, Illinois State Museum

After working in museums for 25 years, Cinnamon Catlin-Legutko joined the Illinois State Museum as Director in 2019. Previously she was the director of the General Lew Wallace Study & Museum (Indiana) 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 (Maine) where she co-led their decolonization initiative to ensure collaboration with Wabanaki people. Cinnamon has served on numerous national and local boards including AASLH and AAM; she is currently on the board of the Association of Midwest Museums. In 2016, she gave her first TEDx talk, We Must Decolonize Our Museums. She is the author and editor of numerous publications including Museum Administration 2.0 (2016) and the Small Museum Toolkit (2012). Cinnamon's latest publication is The Inclusive Museum Leader (2021), a compilation of essays she co-edited with Chris Taylor and published by the AAM.

Chris Taylor, Chief Inclusion Officer, Minnesota Historical Society

Chris Taylor is the Chief Inclusion Officer for the Office of Governor Tim Walz and Lieutenant Governor Peggy Flanagan. In this role, Mr. Taylor provides structure and strategic direction for enterprise-wide inclusion and equity efforts. This includes developing a statewide vision and providing strategic direction, advice, and consultation to State agency partners to advance the integration of inclusion and equity principles into state agency culture. Mr. Taylor supports agency leaders in change management and organization development strategies to advance systemic change in state government operations. Mr. Taylor is the chair of the One Minnesota Council on Inclusion and Equity, which seeks to advance equity and inclusion by eliminating disparities in the State of Minnesota and ensuring that the voices of people most impacted by disparities are incorporated into the process of government. 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.

Keynote Address: "Inclusive Museum Leadership"

In 2021, the American Alliance of Museums published *The Inclusive Museum Leader*, co-edited and co-written by Cinnamon Catlin-Legutko and Chris Taylor. Social justice as the role of museums has often been championed by front-line staff and staff from younger generations. This book serves as a call to action for leaders to shift exclusive systems and practices at their museums while modeling inclusive leadership to peers across the field. Cinnamon and Chris will offer practical insights about inclusive leadership and practical actions leaders can take immediately to shift their thinking and start moving their museums toward an inclusive future.

4:30 – 6:00 pm

Exhibitor Reception

Historic Village at the Mayborn Museum

Mosey on out to Governor Bill and Vara Daniel Historic Village to explore life in the 1890s in a small, waterfront community. While you're there, visit with our TAM 2022 exhibitors during this special reception to thank them for supporting our museum industry. Enjoy refreshments and bluegrass music before the evening event begins. Be sure to visit all the vendors to receive your drink tickets for the evening event afterward!

5:30 – 6:30 pm

Directors and CEO Reception

Baylor Club ***Invitation Only***

Meet Museum Leaders, current TAM Councilors, and past TAM Councilors from across the state in this VIP - Invitation Only event.

Transportation will be provided to this event. Buses load and leave the Mayborn Museum beginning at 5 pm. Please note - it is also possible to walk to this event, as it is a brief 5-minute walk to the stadium. Maps will be included in the program to help attendees find their way.

6:00 – 7:00 pm

Transportation Break

TAM Shuttles will run from the Mayborn Museum back to the host hotels. All evening event departures will start from the host hotels.

7:00 – 9:00 pm

Evening Event

Texas Ranger Hall of Fame and Museum & Texas Sports Hall of Fame

There's nothing more Texan than Rangers and sports, so dust off your cowboy boots and get ready to tailgate! Spend your evening touring both Halls of Fame in Waco, starting at the Texas Sports Hall of Fame and continuing at the Texas Ranger Hall of Fame and Museum. Attendees will partake in a light meal and will be able to redeem drink tickets secured from the exhibitor reception or enjoy a cash bar. Doors open at 7 pm. Transportation will be provided between the hotels and museums. Attendees are encouraged to walk from the Texas Sports Hall of Fame to the Texas Rangers Museum, along a path that connects the two museums; an interpreter will be on-site along the trail for those interested in learning more about the historic cemetery that lies between the two institutions.

Wednesday, March 23, 2022

Transportation will be provided to this evening's event. Buses will load and leave from host hotels beginning at 6:30 pm.

8:00 - 10:00 pm

Game Night

Hilton Waco - Skyline Room

Game wizard Brittany Reilly will lead a game night for attendees interested in some networking time after the evening event. Space is limited, so please sign-up in advance to claim your space.

DAY 3 | Thursday, March 24, 2022

7:30 am

TAM Shuttles to Mayborn Museum

For those who wish to take the TAM shuttles to and from the Mayborn Museum, buses will be available from the host hotels. More details coming soon!

8:00 am – 4:00 pm

Registration Booth Open

Mayborn Museum

8:30 – 9:00 am

Coffee & Continental Breakfast

Mayborn Museum - multiple locations

Kick-off your morning by fueling up at our coffee and light breakfast before programming begins.

Sponsored by: Huntington T. Block

9:00 – 10:15 am

Keynote Address

Mayborn Museum - multiple locations

Fiona Bond, Executive Director, Creative Waco and President of Texans For The Arts

Fiona Bond came to Waco from the UK, where she had over 15 years' senior management experience in the arts and cultural sectors and in the intersection of the arts with economic development, faith, and human flourishing. She has directed cultural initiatives for Baylor, Durham, Cambridge and St Andrews Universities, Durham County Council, Durham Literature Festival, Lancaster Literature Festival, Kettle's Yard Gallery (Cambridge University's Modern Art Museum), and Dundee Contemporary Arts. She is

the author of 'The Arts in Your Church' (Piquant, 2001) and a number of festival, gallery and music guides. Fiona's core expertise is the intersection of the arts with economics, faith, and well-being; in other words, she is passionate about creating well-rounded, vibrant communities in which all participants can thrive. She has a BA (hons) in Theology from Durham University (UK) and an MBA (hons) from The Hankamer School of Business at Baylor University. She juggles her role as Executive Director of Creative Waco with being a parent to two active sons and plays bagpipes with her younger son for relaxation. In 2020, she was honored to be recognized as "Wacoan of the Year" by Wacoan Magazine and in November 2021, she was elected President and Chair of Texans For the Arts.

Keynote Address: *"Calling all Guardians of Culture! You Have Superpowers – and the Universe Needs You"*

Civilization is a mess, divided, confused, and needing help. If only there were some superheroes around who could help us learn from the past, evaluate evidence, bring people together and inspire us to unite around shared principles, ancient knowledge, curiosity, beauty, and hope. Could the cultural sector offer a positive path through messy and uncertain times? If so, what are the obstacles and opportunities, and how should we combine forces?

10:15 – 10:30 am

Refreshment Break

Mayborn Museum - multiple locations

Grab a refreshment between sessions, generously provided by our sponsors.

Sponsored by: The John Barclay Agency, ANR Transport

10:30 am – 11:30 am

Concurrent Sessions

Mayborn Museum - multiple locations

Digitizing Untold Stories

(E, C, Ex)

Room assignment

See what collections managers and other museum staff can learn by examining current collections at Baylor's Institute for Oral History, the Black Gospel Music Project, and the LBJ Library in Austin.

Presenting Chair:

Joy Summer-Smith, Associate Director, Dr Pepper Museum & Free Enterprise Institute, Waco

Presenters:

Stephen Sloan, Associate Professor of History & Director of the Institute for Oral History, Baylor University, Waco

Eric Ames, Assistant Director for Marketing & Communications, Baylor University's Division of Libraries and ITS, Waco

Academic Project and Competition (tentative)

More details coming soon!

TAM TALKS with Fiona Bond

Room assignment

Fiona Bond's keynote address will be followed by a session to present cross-sector case studies and explore ideas that can be implemented across diverse organizations and communities.

11:30 – 11:45 am

Break & pick up lunch from food and beverage station

Mayborn Museum - multiple locations

11:45 am – 1:15 pm

TAM Annual Business Meeting and Awards Luncheon

Mayborn Museum - multiple locations

Join TAM at this luncheon where you get to meet the newest Council members and where Council will handle annual business matters with members such as voting on By-Laws revisions. Then, we will recognize and celebrate museum industry award winners! Featured winners include the President's Award, Jo Stewart Randel Outstanding Trustee Award, Jack Nokes Outstanding Service Award, Mitchell A. Wilder

Publication Design Award Competition, and The Texas Association of Museums Media Innovation & Excellence Awards (TAMMIEs).

Sponsored by: Page

Please note: The event will be live to premium ticket holders. All others will watch via live stream from one of the breakout rooms. Box lunches will be available at a food and beverage station and will be enjoyed “lap style” while attendees view the remarks and presentations.

1:15 – 1:30 pm

Break

1:30 – 2:30 pm

Concurrent Sessions

Mayborn Museum - multiple locations

Building Trust While Stewarding Tribal Histories

(C, Ex)

Connecting with and establishing relationships with American Indian tribal entities in a responsible and trustworthy way is a necessary part of collections management in the 21st century. This presentation, followed by Q and A discussion, creates a safe environment to hear and ask about the ways in which the state museum set about the task, the lessons learned, and the long-standing impact and requirements museum staff and administration commit to for the long haul.

Presenting Chair:

Margaret Koch, Director, Bullock Museum, Austin

Presenters:

Matthew Davila, Museum Consultant, Standing Rock Sioux, Buda

From the Ground to the Grade School: Bringing Columbian Mammoth Fossils to Students Across Texas, the United States, and the World

(E, Ex)

Room Assignment

The first segment of this program will be dedicated to the current distance-learning program at the Waco Mammoth National Monument. The next portion will address the best practices that Waco and the NPS have developed for all aspects of distance-learning programming. The remaining time will be dedicated to audience questions and explanations for program improvement.

Presenting Chair:

Brycen Turnbull, Lead Park Ranger, Waco Mammoth National Monument,
Waco

Presenters:

Dr. Lindsey Yann, Paleontologist, Waco Mammoth National Monument, Waco

2:30 – 3:00 pm

Transportation Break

TAM Shuttles will run from Mayborn Museum back to host hotels

3:00 – 5:00 pm

Tours

Various locations

Grab a friend and explorer Waco! As part of TAM 2022, we have a selection of tours to suggest! One tour of your choice is included as part of some conference ticket packages; for others, tours may be purchased as an a la carte add-on. Space is limited, so reserve your ticket now!

Tours Include:

- “Where 19th and 21st Centuries Meet: Exploring the Baylor Libraries’ Armstrong Browning Library and Riley Digitization Center”
- “Stroll Through Historic Downtown Waco”
- “Waco Sculpture Zoo: Walking Tour of a Riverside Art Trail”
- “From Downtown Decline to Cultural District: Touring Waco's Revitalized Downtown Venues”

Please note: transportation will not be provided to these tours. Attendees will be expected to get themselves to the tour locations. However, carpool sign up forms will be available at the registration desk for those who wish to ride share!

3:00 – 5:00 pm

Workshops

Various Locations (TBA soon!)

If you are looking to work out your mental muscles, you won't want to miss the workshops we have planned. If you are seeking a professional development certificate, you can complete the requirements at the Annual Meeting, but you'll need to add a workshop in the same Pathway as the sessions you select. Available pathways include: (A) – Administration & Trustee; (C) – Collections Management; (E) – Education / Outreach; (Ex) – External Relations; and (L) – Leadership Management

Please note: transportation will not be provided to these workshops. Attendees will be expected to get themselves to their workshop locations. However, carpool sign-up forms will be available at the registration desk for those who wish to rideshare!

Strategic Vision and the Evidence of Success

(L, A)

INSERT LOCATION INFO

Museums across the country are recalibrating Strategic Plans that traditionally leaned on tactics and metrics, but today, these plans lean into community impact, healing, and innovation. AAM, TAM, and associations across the country acknowledge this shift in the field and are re-examining standards and expectations. Join Marise McDermott, President and CEO of the Witte Museum and AAM Accreditation Commissioner, to consider ways to develop Strategic Plans that demonstrate the quality of your museum's work and reflect your mission, vision, and core values.

Presenting Chair:

Marise McDermott, President & CEO, Witte Museum, San Antonio

Co-creation Bootcamp + Design Lab: Community Co-Creation for Impact, Change and Leadership

(A, Ex)

Are you inspired to co-create with your community? Do you want your community in the driver's seat (or at least in the car) for the design of a new or current program, change initiative, exhibit, or building? Are you hungry to create a lasting impact that better your corner of the world? Are you saying yes but asking HOW? This Bootcamp + Design Lab will build your and your museum's muscles to co-create for impact and change with your community in ways that are deep, authentic, and connective. Designed to be a unique combination of receiving and doing--we will explore the how, why and what of co-creation, but also give you applicable new mindsets, practices, design prompts and ways of moving.

Presenting Chair:

Holly Truitt, Principal and Owner, Holly Truitt Consulting, Missoula, MT

Your Hunt, Your History: Leveraging Digital Tools to Engage the Community with Local History (C, Ex)

Have you ever wanted to engage your community in a fun and interactive way? Using the lessons learned from the recent Waco Founding Scavenger Hunt, this workshop will walk attendees through the process of conceptualizing, planning, and executing a place-based history event. An outdoor activity is an accessible way to bring public history to people outside of traditional educational venues. During the COVID pandemic, people increasingly value remote and outdoor recreation where they can participate in a group event in a safe manner. A portion of the workshop will also address how to creatively leverage technology to facilitate event objectives and community involvement in local history. In a period when people wrestle with legacies and memories surrounding historic sites, local history events provide an avenue for thoughtful engagement and discussion.

Presenting Chair:

Stephen Sloan, Director, Institute for Oral History and Associate Professor, Department of History, Baylor University

Make, Break, Sweep: Using Roadkill Couches and Dusty VCR's to Make High-Impact, Low Budget Experiences (E)
INSERT LOCATION INFO

This Making and Tinkering workshop at the Mayborn Museum offers a limited number of Messy Makers a chance to learn how guests use unique tools, materials, and ideas to

turn obsolete and found materials into treasures during the Mayborns' weekly Tinker Tuesday program. This workshop will alternate between discussion and active practice to empower attendees with the knowledge, experience, and confidence to facilitate activities back home. Participants will make messes in leather-working, circuit block investigations, and plastic play, and everyone will leave with projects and materials for each topic. Tools, materials, and band-aids will be provided. No experience necessary!

Presenting Chair:

Emily Clark, Museum Engagement Manager, Mayborn Museum Complex,
Baylor University, Waco

5:00 – 6:00 pm

VIP and Award Winner Reception

Art Center Waco ***Invitation Only***

Get to know our TAM award winners in a more intimate setting. The winners of the President's Award, Jo Stewart Randel Outstanding Trustee Award, Jack Nokes Outstanding Service Award, Mitchell A. Wilder Publication Design Award Competition, and The Texas Association of Museums Media Innovation & Excellence Awards (TAMMIEs) along with VIPs are invited to a special reception on Thursday evening at the Art Center Waco. By Invitation Only.

Transportation will be provided to this event. Buses will start loading at the host hotels at 4:30 pm.

5:00 - 6:30 pm

Break

6:30 – 9:00 pm

Evening Event

Dr Pepper Museum & Art Center Waco/Cultural Arts District

Stroll through the artistic side of Waco at Art Center Waco's new location near both the Silo District and the Cultural District. Then make your way to the Dr Pepper Museum in two of the oldest buildings downtown. End the evening with good food, cold Dr Pepper

floats, and Make-A-Soda and Taste-A-Soda experiences. Downtown partners Balcones Distilling will be on-site to serve up what pairs best with Dr Pepper!

Transportation will be provided to this event. Buses will start loading at the host hotels at 6 pm. Buses will drop off at Art Center Waco first; later in the evening, buses will leave Art Center Waco and take attendees to the Dr Pepper Museum to conclude the night. At the end of the evening, buses will depart Dr Pepper Museum and return to host hotels. Attendees are encouraged to take the shuttles to this evening event, as there is little to no parking at the evening event host museums for personal vehicles.

9:00 – 10:00 pm

Exclusive Paranormal Tour

Dr Pepper Museum *advance ticket required*****

Join us for an exclusive Paranormal Experience at the Dr Pepper Museum. During this tour, you will get to see a different side of the Museum, one that most guests will never experience. For decades, paranormal investigators and Museum staff have experienced paranormal activity at the Museum such as floating orbs, shadow figures, voices, apparitions, and overwhelming emotions. On this tour, expert Museum guides will lead you through both historic buildings, including our otherwise off-limits basement, to hear about the Museum's history and investigate its paranormal activity for yourself with specialized tools such as EMF readers.

Please note: Attendees who purchase a ticket to this event should also plan on attending the evening event, as paranormal tour participants will need to be available to start the tour immediately after the evening event ends. Transportation will be provided to participants upon conclusion of the tour back to the host hotels.

DAY 4 | Friday, March 25, 2022

7:30 – 9:30 am

TAM Shuttles to Dr Pepper Museum

For those who wish to take the TAM shuttles to and from the Dr Pepper Museum, buses will be available from the host hotels. Please note - there is little to no parking available at the museum for personal vehicles, so attendees are encouraged to either take the bus provided by TAM or walk (it's a 10-minute walk from hotels to the museum).

7:30 am – 2:30 pm

Registration Booth Open
Dr Pepper Museum

8:00 – 9:00 am

Coffee Receptions: Affinity Groups; Regional Associations; Alumni; and
Finding Alternative Futures 2:
Dr Pepper Museum - multiple locations

This time slot is reserved for different TAM groups and partners to host a coffee reception with their members. Details coming soon!

Sponsored by: SETMA

9:00 – 9:30 am

Coffee & Light Refreshments
Dr. Pepper Museum - multiple locations

Grab some coffee and light breakfast before breakout sessions start and network with your colleagues on the last day of the conference. Refreshments are generously provided by our sponsors.

Sponsored by: DLR Group

9:30 – 10:30 am

Concurrent Sessions

Dr Pepper Museum - multiple locations

What is the COVID Pandemic Teaching Us? Using Creativity to Face Changes in Museum Education during the Pandemic (E)
Room assignment

Session attendees will have the opportunity to reflect and dialog about the use of creativity to face challenges and changes during the pandemic. Using research gathered from local Waco museums as a basis for the discussion, attendees will have the opportunity to observe how the challenges of the pandemic have led to an increase in creativity from museum educators. Included in the discussion will be questions such as:

- What has changed in museum education during the pandemic?
- What challenges has your department faced during this time?
- Did your museum move to an online format during the pandemic?
- If so, which educational programs were successful and which were not in this format?
- What were the growing pains associated with the change to this format?
- What does partnership with schools look like in a pandemic?
- Are museum education partnerships with nursing homes possible during a pandemic?

Through discussions with each other, attendees will have the opportunity to brainstorm ideas for the future and hear about the experiences of others in the field.

Presenting Chair:

Tricia Filippini, Educational Psychology Ph.D. Student, Baylor University, Waco

Challenges and Solutions from Academic Institutions (E, L)
Room assignment

Museums affiliated with academic institutions play a unique role in both cultural resources and academia. Connected to research and resources, university museums

can be a catalyst for change in society, lead meaningful discussions about the past, present, and future of their communities and preserve and make accessible the objects and artifacts of our cultures. Yet, are they that different from any other museum in your community? This panel presentation highlights some of the issues that academic museums deal with and will provide a window into the unique perspectives of these institutions while highlighting the ways these museums tackle common issues facing the field. Attendees will have the opportunity to discuss ideas for the future and learn from the past experiences of their fellow museum educators.

Presenting Chair:

Daniel Carey-Whalen, Director, Centennial Museum and Chihuahuan Desert Gardens, El Paso

Presenters:

Emily Wilkinson, Director for Public Art, Texas Tech University System, Lubbock

**Exhibit Upgrades on a Budget
Room Assignment**

(C, Ex)

Find out how the Texas Ranger Hall of Fame and Museum tackled long-overdue exhibit projects during the pandemic. From identifying priorities and available resources to creating more inclusive exhibit content, they demonstrate that it is possible to upgrade exhibits on a shoestring budget.

Presenting Chair:

Shelly Crittendon, Collections Manager, Texas Ranger Hall of Fame and Museum, Waco

Presenters:

Audrey Ladd, Education Programs Manager, Texas Ranger Hall of Fame and Museum, Waco

Rachel Smith, Assistant Director/Curator of Collections, Rogers Historical Museum, Rogers, AR

10:30 – 11:00 am

Break

11:00 am – 12:00 pm

Concurrent Sessions

Dr Pepper Museum - multiple locations

Turning Lemons into Lemonade: Making the Most of Collections Conundrums

Room assignment

(C, Ex)

A collections crisis or conundrum can occur in a museum collection of any size. Limited staff, murky or incomplete records, and red tape can further complicate matters. This session explores three case studies of Texas museums that found the silver lining in a collections conundrum despite the challenges. From building partnerships and telling new stories, to solving old mysteries and better understanding your collections, a positive outcome can result from a daunting collections conundrum.

Presenting Chair:

Rebecca Ingram, Curator of Exhibits and Collections, Brazos Valley Museum of Natural History, Bryan

Presenters:

Stephanie Klemm, Regional Collections Manager, Star of the Republic Museum, Washington

Early Childhood Engagement in the Museum

(E)

Room assignment

From exhibit spaces for 5 and under, to programs geared for early childhood development, catering to a younger audience comes with its own set of challenges! Representatives from the Mayborn Museum Complex, the Perot Museum of Nature and Science, and the Bell County Museum will compare successful programs and exhibits for these audiences to discuss what works, what doesn't, and how things have changed in the last year.

Presenting Chair:

Emily MacDonald, Museum Engagement Coordinator, Mayborn Museum Complex, Baylor University, Waco

Presenters:

Emily Clark, Museum Engagement Manager, Mayborn Museum Complex, Baylor University, Waco

Katie Gagne, Manager of Child and Family Learning, Perot Museum of Nature and Science, Dallas

Kayte Ricketts, Education Coordinator, Bell County Museum, Belton

12 – 12:15 pm

Break & pick up lunch from food and beverage stations

12:15 – 1:30 pm

Virtual Keynote and Closing Reflections

Dr Pepper Museum - multiple locations

Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS Experience

Colleen Dilenschneider is the Chief Market Engagement Officer for IMPACTS Experience, a global leader in predictive market intelligence and related technologies. Dilenschneider oversees multiple audience engagement initiatives on behalf of clients in the nonprofit and cultural sectors. She uses data to both identify and predict emerging market opportunities and help nonprofit organizations maintain their relevance and secure their long-term financial futures by building affinity with their onsite and virtual audiences. Colleen has worked with many of the most admired and successful clients in the nonprofit realm, including projects at the Smithsonian Institution, Colonial Williamsburg, Naples Botanical Garden, California Academy of Sciences, Carnegie Museums, Stanford University, Exploratorium, Monterey Bay Aquarium, United Nations Educational Scientific and Cultural Organization (UNESCO), San Diego Zoo, and the National Park Service. She currently serves on the Board of Directors at the National Aquarium. Dilenschneider is also the author and publisher of the popular website Know Your Own Bone, a data-informed, strategic resource for cultural organizations. Colleen has been a featured expert in sources ranging from NPR's Marketplace to The Wall Street Journal and The Washington Post, has been prominently featured in many national museum publications and is required reading for museum studies and professional development programs at entities ranging from Harvard and Cornell to the United Nations Institute for Training and Research.

KEYNOTE ADDRESS: "The Research Is In! Members Support Your Mission – And Why That's Especially Important"

The pandemic has majorly impacted membership engagement and renewals. But don't despair: Research reveals exciting trends for the future of museum membership programs – and they revolve around the organization's mission. Armed with data from what is believed to be the largest ongoing survey of potential museum visitors in the United States, Colleen will share research on the shifting perceptions and motivations of museum members in the United States, and specifically in the state of Texas, in light of

the pandemic. How has the pandemic impacted public perceptions of trust in museums, and what does this mean for membership programs? How are museum members in Texas thinking and behaving differently than general admission visitors? What does this mean for strengthening this community? Most excitingly, how are motivations for becoming a member changing in light of all this, well, change? While members were a critical audience prior to the pandemic, they are poised to play an increasingly important role in recovery and the successful financial futures of museums. The new key to cultivating and leveraging this audience? Your mission. Colleen will show you the math.

Please note: Keynote will be live-streamed to each of the breakout rooms within the museum. Box lunches will be available at a food and beverage station and will be enjoyed “lap style” while attendees view the presentation.

About the Closing Reflections

Throughout the conference, we invite our attendees to contribute their reflections and insights regarding the sessions and topics featured at the event via an interactive whiteboard system in the Conference App. On Friday, join TAM 2022 Local Host Committee Chairs and TAM Executive Director Alex Freeman as they close out the conference with a highlight of attendees’ experiences and perspectives.

1:30 pm

Conference Ends

Transportation will run from 1:30 - 2 pm to get attendees back from the Dr Pepper Museum to the host hotels

2 – 4 pm

Post Conference Tours

Several Waco area museums will extend free admission to conference attendees for post-conference self-guided tours. Your TAM badge is your entrance ticket! Be sure to find the list of participating museums in your conference program. Have fun!

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