



2023 ANNUAL CONFERENCE

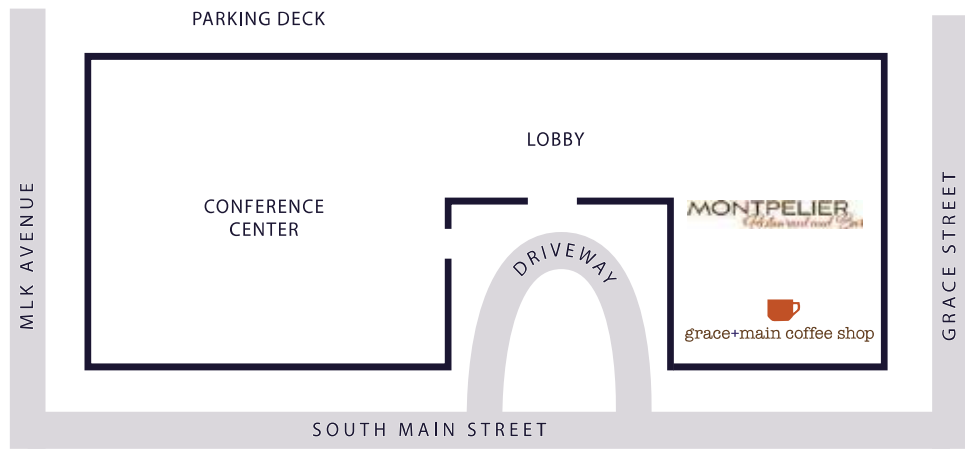
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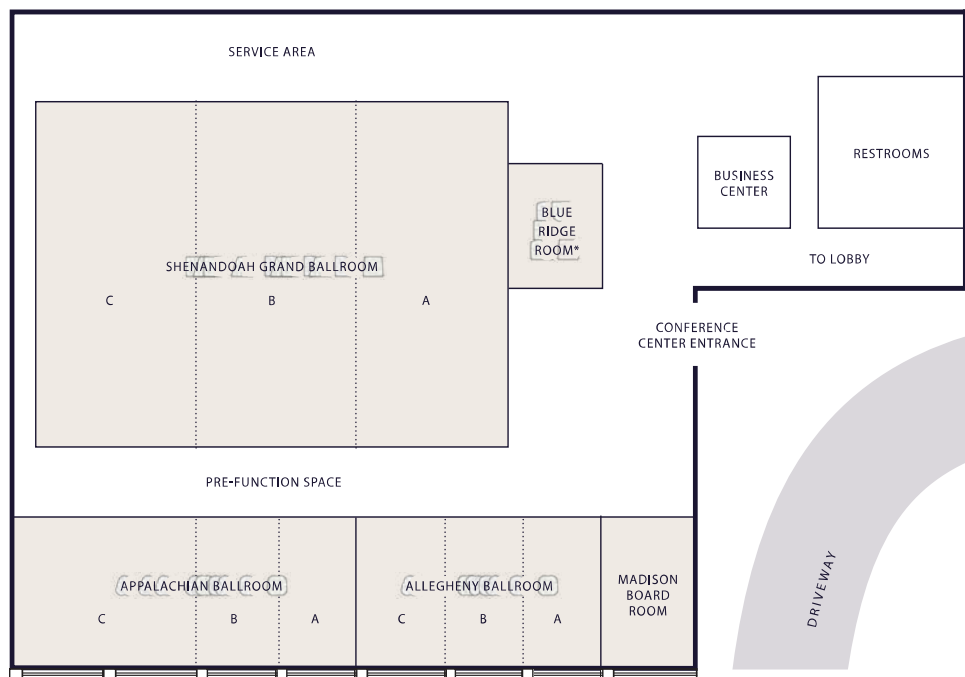




FIRST FLOOR PLAN



DETAILED CONFERENCE CENTER PLAN



*EVENT REGISTRATION



VIRGINIA
ASSOCIATION
of MUSEUMS

#VAM2023

On the Cusp of Revolutionary Change

As we approach the 250th anniversary of the birth of our country, what it means to be revolutionary is a central question, both in our examination of our shared past but also as we look forward. Museums, as spaces that foster learning and reflection, as collections that represent our communities, and as groups of workers that make up part of our communities, need to be at the forefront of these conversations. But how do we do that effectively?

The answer is – museums must embrace change. Change is hard, but it has been proven that institutions that stick to the status quo have become ineffective. Museums must become creative in their collecting methods, their funding, and how they serve their communities in order to thrive. Museums that remain stagnant, have seen sharp declines in attendance, revenue, and impact in their community. They have also seen an increase in dissatisfaction amongst their employees and problems recruiting or maintaining dynamic staff.

To avoid this – we must change and do so in revolutionary ways. So what is “revolutionary” change? It is change that is fundamental, dramatic, and often life-changing. Revolutionary change does not look the same to each individual or institution. What we need to know is that it is okay to have different definitions. Each institution and community need to be met where they are. The revolution is in the process of embracing the change and moving forward through the discomfort. Museums and staff that are on these paths need to support one another. We need to learn from others and share resources and strategies and adapt them to meet the needs of the communities and audiences we serve.

That is the goal of VAM’s 2023 conference – to create programming and spaces for museums to discuss and collaborate with one another on where they are on this journey to revolutionary change.

Images Provided by: Frontier Culture Museum, Rocktown History Museum, Virginia Quilt Museum, Harrisonburg Tourism



Frontier Culture Museum

Location of the 2023 Historic Sites Forum



Rocktown History Museum

Location of Monday’s Evening Event



Virginia Quilt Museum

Location of Sunday’s Evening Event

We See You.



Woodrow Wilson Presidential Library



George Mason's Gunston Hall



Thomas Jefferson's Poplar Forest

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- Richmond City Hall
- Richmond National Battlefields
- Science Museum of Virginia
- The Valentine
- Three Lakes Nature Center
- Tredegar Iron Works
- University of Richmond
- University of Virginia
- Virginia Museum of Fine Arts
- Virginia State Capitol
- Virginia State Supreme Court
- Virginia Tech
- Westmoreland State Park

riggs ward



VIRGINIA
ASSOCIATION
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Schedule at a Glance

All activities are held at Hotel Madison unless noted

Key: \$ Fee Required

SATURDAY, MARCH 11, 2023

- 11:00am - 1:00pm **Historic Site Tour**
Frontier Culture Museum
\$ (included with forum registration)
- 1:00pm - 4:00pm **Historic Site Forum**
Frontier Culture Museum
- 6:00pm - 9:00pm **Conference Kick-Off Trivia Night**
Three-Knotched Brewery

SUNDAY, MARCH 12, 2023

- 9:00am - 5:00pm **Registration**
- 11:00am - 12:00pm **Welcome & Opening Presentation**
- 12:00pm - 6:00pm **Exhibit Hall Open**
- 1:00pm - 2:15pm **Concurrent Sessions**
- 2:15pm - 2:45pm **Coffee Break in the Exhibit Hall**
- 2:45pm - 4:00pm **Concurrent Sessions**
- 4:00pm - 5:45pm **Happy Hour in the Exhibit Hall**
- 6:00pm - 8:00pm **Evening Event**
Virginia Quilt Museum \$

MONDAY, MARCH 13, 2023

- 9:00am - 5:00pm **Registration**
- 9:00am - 6:00pm **Exhibit Hall Open**
- 9:00am - 10:30am **Keynote & Business Meeting**
Duke Hall, James Madison University
- 10:45pm - 12:00pm **Concurrent Sessions**
- 12:00pm - 1:30pm **Awards Luncheon**
- 1:30pm - 4:30pm **Leadership Forum**
- 1:30pm - 2:45pm **Concurrent Sessions**
- 2:45pm - 3:15pm **Coffee Break in the Exhibit Hall**
- 3:15pm - 4:30pm **Concurrent Sessions**
- 4:30pm - 6:00pm **Reception in the Exhibit Hall**
- 6:30pm - 8:30pm **Evening Event**
Rocktown History Museum \$

TUESDAY, MARCH 14, 2023

- 8:30am - 10:00am **Registration**
- 8:30am - 9:00am **Breakfast & Coffee**
- 9:00am - 10:30am **Town Hall Session**
- 11:00am - 12:15pm **Concurrent Sessions**
- 12:30pm **Conference Concludes**

*Don't Be Late!
Daylight Savings Time
Begins Sunday*

Types of Conference Session

Sessions vary in style to benefit various learning styles and provide differering experiences:

Conversation Starter: Inspired topics for discussion and engagement

Focus: Showcase projects and case studies

Learning Lab: Offers hands-on training

Panel: Multiple speakers presenting on the same or related topics or issues

Virginia Certificate in Museum Management

Education tracks are also designed to assist students in VAM's Virginia Certificate in Museum Management program with obtaining credit in their core curriculum credits or multi-day conference requirements. Read each session's description for details as some qualify for more than one track.

See back of program for reporting form.

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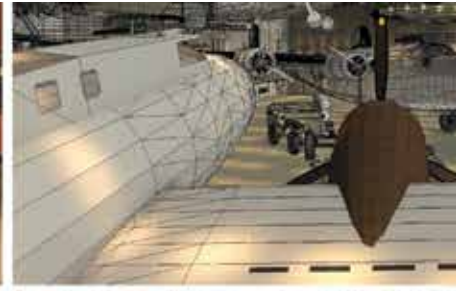
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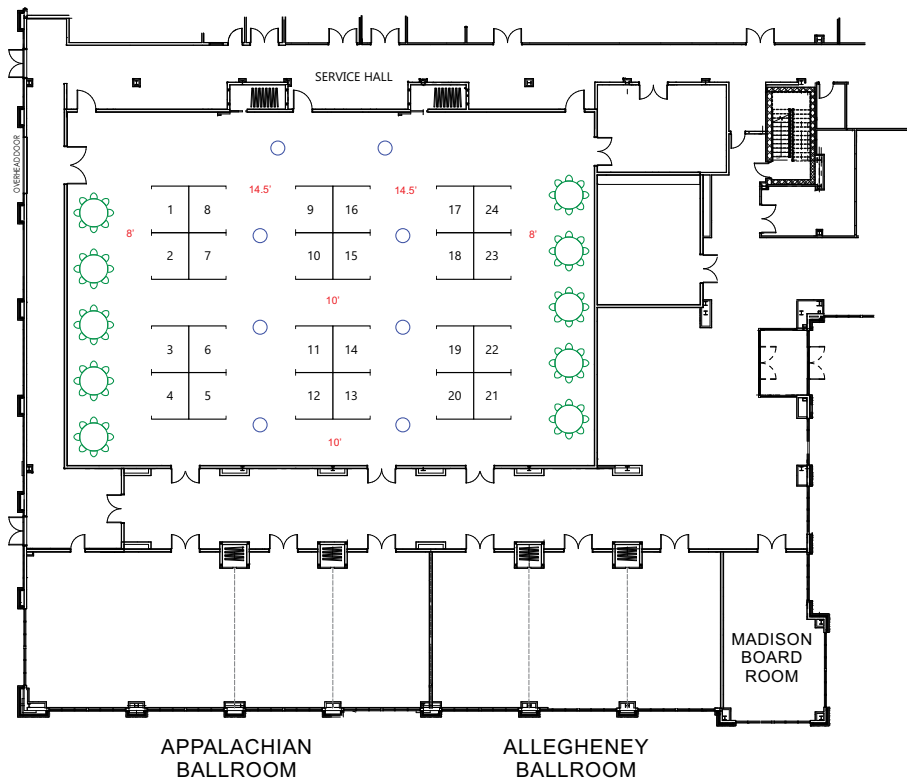


Exhibit Hall Directory

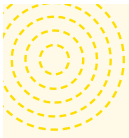
Thank you to our business colleagues for their support of the Virginia Association of Museums!

The Exhibit Hall opens Sunday, March 12 from 12:00pm - 6:00pm

Hotel Madison Harrisonburg Virginia



BOOTH #	COMPANY	BOOTH #	COMPANY
1	Capitol Museum Services	11	Virginia Humanities
2	North East Document Conservation Center (NEDCC)	12	Cinebar Productions
3	Seaber Turner Book Manufacturing	13	Riggs Ward Design
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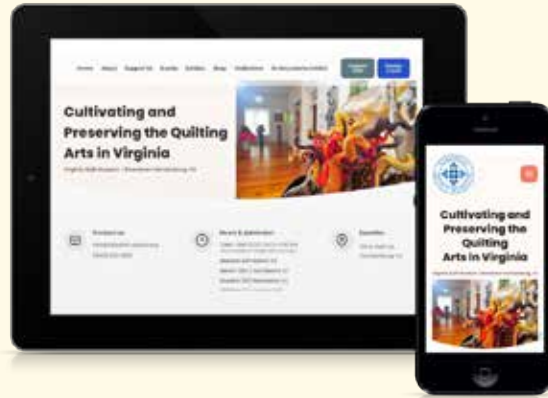


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Exhibit Hall Directory

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www.capitolmuseumservices.com

Cinebar Productions

Booth 12

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www.facebook.com/Cinebar-Productions

City of Harrisonburg

Booth 18

Located in the heart of the Shenandoah Valley nestled between the majestic Blue Ridge Mountains, Harrisonburg is the outdoor adventure capital of the Shenandoah Valley.

Contact: *tourism@harrisonburgva.gov*
212 S Main St. Harrisonburg, VA 22801
www.visitharrisonburgva.com

Design Minds

Booth 5

The Design Minds, Inc. is a content-based exhibit design firm providing interpretive planning, exhibit and graphic design, and content development.

Contact: *LonnySchwartz, lonny@thedesignminds.com*
www.thedesignminds.com www.museumfigures.com

EXPLUS, Inc

Booth 10

Explus fabricates both permanent and traveling interpretive exhibits for a range of private, public & non-profit organizations, museums and corporations. We operate out of a 52,000 square foot building in Northern Virginia and are staffed with experienced skilled technicians, talented artisans, craftsmen, cabinet makers, and installation crews.

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Glavé & Holmes Architecture

Booth 19

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Contact: *Steven Blashfield, sblashfield@glaveandholmes.com*
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Gropen, Inc

Booth 17

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Booth 2

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Re:Discovery Software

Booth 16

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Riggs Ward Design**Booth 13**

Riggs Ward is a multi-disciplinary firm located in the capital city of Richmond, Virginia. We inspire visitor engagement in museums and cultural centers through experiential exhibit design, interactive media, innovative graphic design, and strategic master plans.

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Virginia Association of Museums Booth 15

VAM supports over 3,000 members, including individuals, businesses, and institutions ranging from historic houses to botanical gardens, aquariums and zoos, art museums and galleries, battlefields, military museums, historical societies, and more.

Rick Hurley, rick@vamuseums.org
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Willis Towers Watson**Booth 7**

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2023 SYMPOSIUMS

African American Cemetery Symposium

Saturday, May 20

Join us for a symposium on memorializing burial grounds of enslaved Africans and African Americans at plantation sites.

Keynote Speaker: Dr. Michael Blakey, National Endowment for the Humanities Professor of Anthropology, Africana Studies, and American Studies, Director of the Institute for Historical Biology, College of William and Mary

Pitt, Peale & the Patriots Symposium

Saturday, September 9

A one-day symposium on Charles Willson Peale's commissioned painting of William Pitt, the Earl of Chatham, the role of Richard Henry Lee and the Westmoreland Association of Patriots in its production and reception, and the reproduction of the painting for display at Stratford Hall.

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Conference Program

VIRGINIA
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SATURDAY, MARCH 11

11:00AM- 1:00PM HISTORIC SITES FORUM

Tour the Frontier Culture Museum

\$ (included with forum registration)

Location: Frontier Culture Museum

1:00PM - 4:00PM HISTORIC SITES FORUM

Perspectives in History: How to Develop Interpretations and Support Front line Staff

Location: Frontier Culture Museum

6:00PM – 9:00PM CONFERENCE KICK-OFF TRIVIA NIGHT

Trivia starts at 7PM

Location: Three-Knotched Brewery

SUNDAY, MARCH 12

9:00AM – 5:00PM REGISTRATION OPEN

11:00AM – 12:00PM CONFERENCE WELCOME & OPENING PRESENTATION

Will Americans want to celebrate the 250th anniversary of the signing of the Declaration of Independence? And if so... how? There is more to this question than we first thought, as it is actually a question about American patriotism and identity... and how that shapes how people view past, present, and future. What divides us? What unites us? And what is the role of history museums in commemorating the 250th in ways that honor and respect the American experience across a spectrum of attitudes?

Location: Appalachian Ballroom C

Special Guest: Susie Wilkening

12:00PM – 6:00PM EXHIBIT HALL OPEN

1:00PM – 2:15PM CONCURRENT SESSIONS

Big Grants for Small and Mid-Sized Museums

In this session, staff from Woodrow Wilson Presidential Library & Museum (WWPL) and Frontier Culture Museum of Virginia (FCMV) will discuss their experiences with federal grants. The FCMV will share information about applying to an NEH Planning grant, and will discuss grant guidelines, lessons learned, and how the application process helped define and structured the proposed project. WWPL has received two NEH grants and two IMLS grants over the past few years. Their staff will share their experiences with grant implementation and reporting. In addition, they will discuss how they improved a planning grant after an unsuccessful application and, as a result, received a grant from another funder.

Location: Appalachian B

Type of Session: Case Study

Track: External Affairs/Internal Affairs

Speakers: Dorrette Sobolewski, Research Coordinator, Frontier Culture Museum of Virginia; Robin Von Seldeneck, President and CEO, Woodrow Wilson Presidential Library and Museum

Security & Service:

It is Possible to Accomplish Both

Many museums have changed their visitor experience model in order to blend the roles of security & visitor services. This has been very positively received by visitors, but some have questions on whether focusing on the visitor experience means you sacrifice the safety of your collection. This session uses real world examples to show that the collection remains safe and the visitors are more engaged. Topics will include rule enforcement, incident reporting, staff training, and cross departmental collaboration.

Location: Appalachian A

Type of Session: Workshop

Track: Internal Affairs; Education & Outreach

Speakers: Colleen Higginbotham, Deputy Director for Visitor Experience, Chrysler Museum of Art

Museums in the Next Generation: Getting Gen Z and Millennials More Involved in Your Institution

Appealing to the millennial and Gen Z populations has been a constant struggle for museums across the Commonwealth. However, this age group is the future of the museum field, so how do we get them more involved? What expectations do these younger generations have and how can museums rise to meet those expectations? This panel discussion will focus on ways museums can engage these generations as active participants, and how they can serve as ambassadors for the museums in their communities.

Location: Allegheny A

Type of Session: Expert Led Discussion

Track: Education & Outreach

Speakers: Nathan Stalvey, Director, Clarke County Historical Association; Laura Wiley, Director of Community Engagement, Museum of the Shenandoah Valley; Nolan Chestein, Burwell-Morgan Mill Volunteer, Clark County Historical Association; Katie Chestein, Burwell-Morgan Mill Volunteer, Clarke County Historical Association; Josh Huff, Community Programs & Special Events Manager, Museum of the Shenandoah Valley

Feedback Loops: Using External and Internal Partners in the Educational Program Creation Process

Post-program surveys offer a wealth of information, but what if we could receive some of that feedback as part of the program creation process, incorporating changes before ever working with a classroom? Join two educators from the National Air and Space Museum as they walk through the process of creating new engineering design challenges for grades K-8. As part of our design process, the education team incorporated a new feedback loop, using internal and external collaborators. Museum educators worked with the Museum's Teacher Advisory Group and utilized the "body-storming" technique with internal collaborators. After this session, participants will leave with the understanding on how to create their own educational program feedback loop.

Location: Allegheny B

Type of Session: Case Study

Track: Internal Affairs; Education & Outreach

Speakers: Julia Orr, Education Specialist, Smithsonian National Air and Space Museum; Laura Blanton, Educational Specialist-Holt's Scholar Program, Smithsonian National Air and Space Museum

Curating Conflict: Exploring the Intersection of Material Culture, Interpretation And Historic Furniture Spaces

Historic Furnishings are the combination of historic spaces, objects and themes. They evoke a powerful interpretive experience for visitors who can sense that 'history happened here'. This session will explore how museum collections, material culture and the unique histories we share at our historic sites can be utilized to explore challenging, unknown, and diverse stories in our furnished period spaces. Each object, be it a reproduction or window treatment, faux food sample or piece of furniture, provides cues into the use and purpose of a furnished interior. In our session, a panel of museum professionals will share how they developed, modified or expanded furnished historic period spaces to reflect key interpretive themes, messages, and provide opportunities via tangible objects to explore challenging history.

Location: Allegheny C

Type of Session: Think Tank

Track: Collections/Exhibition

Speakers: Kimberly Robinson, Staff Curator, National Park Service; Amy Connolly, Curator, Stratford Hall; Kevin Pawlak, Historic Site Manager, Prince William County Office of Historic Preservation; Callie Stapp, Curator of Collections; City of Alexandria

2:15PM – 2:45PM COFFEE BREAK

Location: Exhibit Hall

2:45PM – 4:00PM CONCURRENT SESSIONS

History in Parks: Managing Cultural Resources Within Municipal Agencies

Managing a historical or cultural site within a municipal agency that might not necessarily be geared towards preservation can

be a challenge. Recently, organizations such as the American Association of State and Local History (AASLH) and the Virginia Association of Museums (VAM) have begun the process of learning about the needs and challenges of working within parks and recreation agencies with AASLH publishing the results of their national survey in 2022. Join Laura Willoughby, Historic Site Coordinator with Newport News Parks, Recreation and Tourism and AASLH "History In Our Parks" Committee Member, and Paige Gibbons Backus, Historic Site Manager with Prince William County Office of Historic Preservation and VAM Vice President of Membership Engagement for an open session to discuss some of the unique challenges that historical and cultural institutions face when working within a park system and gain insight into how they can be overcome.

Location: Appalachian B

Type of Session: Think Tank

Track: External Affairs/ Internal Affairs

Speakers: Paige Gibbons Backus, Historic Site Manager, Prince William County Office of Historic Preservation; Laura Willoughby, Historic Site Coordinator, Newport News Parks, Recreation & Tourism

The First Baptist Church of Williamsburg: A Case-Study in Museum and Community Decision Making

The First Baptist Church of Williamsburg is one of the oldest Black churches in the country, established in 1776 and still worshipping today. Before moving to its current location, the Church worshiped on land and in a structure that was acquired and demolished by the Colonial Williamsburg Foundation in the mid-20th century. In 2020 Colonial Williamsburg, the modern congregation, and numerous community partners began an initiative to uncover, recreate, and interpret the original church. This panel discussion will explore the decision-making process that has taken place between Colonial Williamsburg, the Let Freedom Ring Foundation, the descendants of those who worshiped in the historic church, and the broader African American community. This process has been instrumental in developing a community-engaged project based on informed consent to recreate the original church, examine its cemetery, and interpret its history to the public. Panelists will discuss the process of working through the many complex decisions associated with this project from different perspectives. Topics to be discussed include how to start a project like this, how to deal with a museum's mixed legacy of community interactions, how to treat human burials in ways that respect the community's priorities and wishes, and how to authentically recreate an early 19th century meeting house. Attendees will hear from executive leadership from Colonial Williamsburg, community leadership that has driven the project, and experts in archaeology and architectural restoration. Attendees to this panel will be inspired to contemplate their own museum's legacy of community involvement and think about ways to engage community members in the decision-making process to effectively meet the needs of both museum and community partners.

Location: Appalachian A

Type of Session: Case Study

Track: External Affairs

Speakers: Jack Gary, Director of Archaeology, The Colonial Williamsburg Foundation; Meredith Poole, Senior Staff Archaeologist, The Colonial Williamsburg Foundation; Matt Webster, Executive Director of Architectural Preservation and Research, The Colonial Williamsburg Foundation; Connie Matthews Harshaw, President, The Let Freedom Ring Foundation; Cliff Fleet; President & CEO; The Colonial Williamsburg Foundation

The Bridge Builder Experiment: Bringing Together a Former Segregation Academy and the Public School They Shut Down

Join us as we discuss the pilot program of the Bridge Builders Initiative. There has long been a precarious relationship between our local public schools which closed for 5 years to avoid desegregation and local independent school formerly a segregation academy. The Bridge Builder's initiative is a program that brings together Prince Edward County Public Schools and Fuqua School. The Moton Museum serves as a unifying connecting point and students will work together to build stronger relationships, assist in museum efforts, provide summer enrichment opportunities, create a student-led "legacy" project, complete a Prince Edward County History Course, and earn college scholarships in the process. "In times of crisis, the wise build bridges while the foolish build barriers."

Location: Allegheny A

Type of Session: Case Study

Track: Education/Outreach

Speakers: Cameron Patterson, Executive Director, Robert Russa Moton Museum; Cainan Townsend, Managing Director & Bridge Builder Program Coordinator, Robert Russa Moton Museum

Cultivating a Culture of Psychological Safety

Join us in an illuminating exploration of psychological safety and why it is critical for the future of museums. Using Timothy R. Clark's "4-Stages of Psychological Safety" model, we will discuss the stages and identify ways to create a safe and trusting work culture.

Location: Allegheny B

Type of Session: Think Tank

Track: Internal Affairs

Speakers: Richard Josey, Director of DEAI, Virginia Association of Museums

The Secret Ingredient: Using Donor Engagement Data to Model Future Fundraising Campaigns

Your time is valuable, so how can you ensure you're using it to get the results you want – and need – from your fundraising efforts? By analyzing your past strategies to identify strategic data that can help to catapult new campaigns. In this energizing presentation, you'll learn how to gauge donor activity, identify donors' communication and engagement preferences, determine their likely interests in future causes and events, and combine those findings into effective new fundraising appeals.

Location: Allegheny C

Type of Session: Expert Led Discussion

Track: External Affairs

Speakers: Alan Wei, Co-Founder and CEO, Humanitru

4:00PM – 5:45PM HAPPY HOUR

Location: Exhibit Hall

6:00PM – 8:00PM EVENING EVENT \$

Location: The Virginia Quilt Museum

MONDAY, MARCH 13

9:00AM – 5:00PM REGISTRATION OPEN

9:00AM – 6:00PM EXHIBIT HALL OPEN

9:00AM – 10:30AM KEYNOTE

Revolutionary Allies: Museums, Universities, and the Pursuit of Public History Happiness

Location: Duke Hall, James Madison University

Speaker: Dr. Margaret M. (Meg) Mulrooney

10:45AM – 12:00PM CONCURRENT SESSIONS

Words with Friends: Digital Preservation Peer Assessment

Planning, implementing, and maintaining a digital preservation program is a complex undertaking. Assessments help benchmark your preservation activities and move your program forward, whether it's new or well-established. In this interactive session, attendees will learn the basics about Digital Preservation Peer Assessments and use the Digital Preservation Peer Assessment Framework to begin assessing their digital preservation activities and build community. Links will be provided to the Assessment Framework so participants can access the resource and continue the work they've started at home.

Location: Appalachian C

Type of Session: Workshop

Track: Collections/Exhibits

Speakers: Eli Boyne, Preservation Specialist, Northeast Document Conservation Center (NEDCC)

Disability Sensitivity and Awareness:

What you need to know

This session will provide you with helpful tools on how to best serve citizens with disabilities in the community. It is important to be sensitive and aware of an individual's needs in order to provide a service successfully. We will walk through what you need to know to help navigate conversations respectfully and how to provide appropriate accommodations when necessary. We will discuss our interdepartmental collaboration with Historical Services in the rehabilitation of a late 18th/early 19th century historic home.

Location: Appalachian B

Type of Session: Case Study

Track: Education/Outreach; Professional Development

Speakers: Melody Beck, CTRS/Recreation Specialist II: Therapeutics, City of Chesapeake Parks, Recreation and Tourism; Jessica Cosas; City of Chesapeake Parks, Recreation and Tourism

Becoming a Successful Advocate for Your Museum

Advocacy is incredibly important. It is a year-round effort to educate legislators about the issues that are affecting your museum. It brings museum professionals to the table when decisions are made about funding, regulations, public policy, and taxes – all of which affect our institutions every day. In this session, learn about what you can and cannot do as an advocate for your institution, when to best advocate at the state and national level, and some tips on how to be an effective advocate.

Location: Appalachian A

Type of Session: Expert Led Discussion

Track: External Affairs/ Internal Affairs

Speakers: Gretchen Bulova, Director, Office of Historic Alexandria; David Bulova, Virginia State Delegate, 37th District; Tony Wilt, Virginia State Delegate, 26th District

Beyond Land Acknowledgment: Practical Steps for Inter-cultural Collaboration

Have you noticed a growing practice of museums publicly acknowledging First Nation custodians or descendants of enslaved workers? This session offers practical guidance to institutions eager to adopt such practices or actively seeking to work with diverse communities. Hear from the Monacan Indian Museum, the Pamunkey Indian Museum and the Kluge-Ruhe Aboriginal Art Collection about the experiences with inter-cultural collaboration and leave the session with meaningful ideas and appropriate tools for your institution.

Location: Allegheny B

Type of Session: Expert Led Discussion

Track: External Affairs/ Internal Affairs

Speakers: Margo Smith, Director, Kluge-Ruhe Aboriginal Art Collection of the University of Virginia; Lou Branham, Director, Monacan Indian Nation Museum; Shaleigh Howells, Cultural Resource Director for the Pamunkey Indian Tribe and Museum Director, Pamunkey Indian Museum & Cultural Center

Not Everyone Celebrates Christmas: Looking at DEAI in a Different Way

Programming that revolves around Christmas, in all its varied manifestations, regularly brings large numbers of visitors to holiday-specific programs and results in significant publicity and needed income. Yet there are others for whom the focus on this one holiday results in feelings of exclusion. At a time when historic houses and historic sites use the principles of DEAI (diversity, equity, inclusion and accessibility) to expand their interpretive reach and include previously ignored audiences, reexamining Christmas programming and interpretation and holiday programming and interpretation in general to more closely reflect both the site's original residents and the diversity of the surrounding community can yield increased engagement of both long-time and first-time guests. Doing this requires the desire to want to change what may be a "sure thing" into a program that is more complex and nuanced; that interprets more than one holiday celebration (or none at all); and requires an investment of time and money to be successful.

Location: Allegheny C

Type of Session: Expert Led Discussion

Track: Education/Outreach; External Affairs

Speakers: Martha Katz-Hyman, Independent Curator

12:00PM – 1:30PM AWARDS LUNCHEON

Location: Exhibit Hall/Foyer

1:30PM – 4:30PM LEADERSHIP FORUM \$

Engaging with the 250th: How Can Virginia Museums Get Involved

Location: Appalachian C

1:30PM – 2:45PM CONCURRENT SESSIONS

LIT: Lights, Intentions & Transformation

The session will focus on the collaborative work that Reclaiming the Monument has been doing with institutions, organizations, and other groups under the Re-contextualizing Richmond Project umbrella. Speakers will highlight the collaborative process and discuss the unconventional displays and settings in which engagement was moved outside and away from institutional walls. Project partners from the Sacred Ground Project and the Pamunkey Indian Tribe will share their experiences in creating voice, manifestation, and representation on civic landscapes. Distinctions between public art and public history will be discussed and where each avenue has intersections in asserting the presence of social change.

Location: Allegheny B

Type of Session: Case Study

Track: Collections/Exhibitions; Education/Outreach

Speakers: Shaleigh Howells, Cultural Resource Director for the Pamunkey Indian Tribe and Museum Director, Pamunkey Indian Museum & Cultural Center; Alex Criqui, Writer/Artist/Musician, Reclaiming the Monument; Ana Edwards, Public Historian, American Civil War Museum & Sacred Ground Project; Rebecca Hill, Artist/Photographer/Tribal Citizen, Pamunkey Indian Tribe

Marketing Your Momentum: The Museum of the Virginia National Guards' Brand Campaign For Endowment Growth

A robust museum marketing campaign underscores how a museum is currently succeeding to clearly demonstrate how communities can collaborate and contribute to ensuring the program's sustainability. The Museum of the Virginia National Guard developed its Raise the Flags marketing campaign in 2021 while applying for legislation through the Commonwealth of Virginia General Assembly. What started as a richly illustrated 8-page booklet detailing their mission, vision, collection highlights, service to the public and military, and preparedness for targeted growth soon grew into a clear total brand strategy, an overhauled website, and a more robust legislative application to the Commonwealth. As the museum transitions into its next chapter of breaking ground on a new publicly accessible in the Gambles Hill neighborhood of Richmond, key partnerships with Virginia businesses and peer organizations are fueling the momentum to strengthen its endowment. Join this session to learn how the museum's chief curator collaborates with the executive director of the Virginia National Guard Management Group to maximize one's museum leadership background with the other's marketing prowess.

Location: Appalachian A

Type of Session: Case Study

Track: External Affairs

Speakers: Sarah Burgos, Chief Curator; Museum of the Virginia National Guard; Jake Crocker, Executive Director; Virginia National Guard Management Group

Volunteerism for Museum Success

A practical look at managing large numbers of volunteers for different purposes at your museum. Docents are a huge part of our volunteer crew at most museums and we will discuss them, but there are many other ways to get volunteer help that you need. We have short term as well as long term volunteer situations and we will discuss how we deal with them. From applications to job descriptions, to scheduling and tracking hours, we will discuss what we have learned from our years of working with volunteers.

Location: Appalachian B

Type of Session: Think Tank

Track: Internal Affairs/ Education & Outreach

Speakers: K. Lara Templin, Jamestown-Yorktown Foundation; Katrina Ewell; Jamestown-Yorktown Foundation

Tools for Navigating & De-escalating Conflict Pt. 1



This workshop will focus on equipping participants with tools and strategies for navigating and de-escalating conflict, primarily with visitors to their institutions. It will center around distinguishing positions from underlying needs and

values and offer a model for de-escalating contentious conversations. This will be a highly interactive workshop and will offer participants the chance to practice skills in small groups.

Location: Allegheny A

Type of Session: Workshop/ Expert Led Discussion

Track: Internal Affairs

Speakers: Scott Stroh, Executive Director, George Mason's Gunston Hall; Liz London, Facilitator and Trainer, Constructive Communities

Engaging Communication: Empowering Staff for Success

Museum professionals must often engage with uncertainty. Be it curious, or occasionally hostile members of the public questioning issues of the current zeitgeist to organizational restructuring and strategic planning, many are from external political agendas which challenge the authenticity and mission of our institutions, our place as pillars of democratic society, or the value that we present society. What can leaders do to prepare and empower staff to lead conversations on various difficult topics? JYF staff will discuss the steps and tools they have implemented over the last year to create healthy boundaries and standards, while empowering our co-workers to create a more inclusive and engaging work environment.

Location: Allegheny C

Type of Session: Think Tank

Track: Professional Development; External Affairs; Internal Affairs

Speakers: Felicia Abrams, School Program Manager, Jamestown-Yorktown Foundation; Lee Ann Shelhorse, Talent Acquisition Manager, Jamestown-Yorktown Foundation

2:45PM – 3:15PM COFFEE BREAK

Location: Exhibit Hall

3:15PM – 4:30PM CONCURRENT SESSIONS

Digital Storytelling at Historic Sites

Digital Storytelling is essential in our 21st century world, but how do you effectively use the range of the tools available to tell a story with many sides? In this session, we will look at two historic sites that have utilized digital tools to tell inclusive stories with complex pasts: Arlington House, The Robert E. Lee Memorial and Throughfare Historic Park, a newly acquired historic site in Prince William County. Learn about the similarities and differences between the interpretation of these historic sites and come away with new ideas for using digital history tools to tell the whole story.

Location: Appalachian A

Type of Session: Case Study

Track: Collections/Exhibitions; Education/Outreach; External Affairs

Speakers: Lauren Maloy, Historic Communities Coordinator, Prince William County Office of Historic Preservation; Mark Maloy, Visual Information Specialist; National Park Service-George Washington Memorial Parkway; Rob Orrison, Division Manager, Prince William County Office of Historic Preservation

Beyond the Great House: Bringing Diversity and Inclusion to K-12 Programming

Join Kelly Childress, Stratford Hall's Director of Education as she demonstrates the ways in which Stratford has implemented African diaspora history and culture into the K-12 educational offerings. Childress will be joined by Dr. Kelley Fanto Deetz, Vice President of Collections and Public Engagement and Slam Stewart, Musician and Educator specializing in the music of the African diaspora. This session is both a presentation and a workshop as we collectively address some of the challenges in developing STEAM and DEAL programs at historic sites.

Location: Appalachian B

Type of Session: Case Study

Track: Education/Outreach

Speakers: Kelly Childress, Director of Education, Stratford Hall; Dr. Kelly Fanto Deetz, Vice President of Collections and Public Engagement, Stratford Hall; Slam Stewart, Musician and Museum Educator, SlamOne LLC and Stratford Hall



Tools for Navigating & De-escalating Conflict Pt. 2

This workshop will focus on equipping participants with tools and strategies for navigating and de-escalating conflict, primarily with visitors

to their institutions. It will center around distinguishing positions from underlying needs and values and offer a model for de-escalating contentious conversations. This will be a highly interactive workshop and will offer participants the chance to practice skills in small groups.

Location: Allegheny A

Type of Session: Workshop/ Expert Led Discussion

Track: Internal Affairs

Speakers: Scott Stroh, Executive Director, George Mason's

Gunston Hall; Liz London, Facilitator and Trainer, Constructive Communities

Who's on Your Team? The Ups and Downs of Exhibits by Committee

Have you been wanting to create an exhibit in partnership with your community but don't know where to start? Are you curious about what the outcomes of community collaboration can look like? When the Manassas Museum began work last year to renovate their gallery spaces, the staff decided to take a new approach to designing the exhibits. Leaning into a different idea of "team," the Museum seated an Exhibition Committee led by community members. Not only are new exhibits being created, but we are deepening relationships with key community stakeholders, creating a welcoming place where visitors can engage with the complicated history of our city, and designing exhibits that are more inclusive and representative of our community. In this session, attendees will reflect on the role of community collaboration at their institution while learning about the Manassas Museum's challenges, successes, and lessons learned working with members of the local community on the new exhibit galleries. Consider the potential benefits and pitfalls of co-creation in the exhibit planning process, participate in hands-on activities that were used by the Manassas Museum team, and get a sneak peek at what the newly installed exhibits will look like!

Location: Allegheny C

Type of Session: Case Study

Track: Collections/Exhibition; Education & Outreach

Speakers: Rachel Goldberg, Programs & Event Coordinator, Manassas Museum; Mary Helen Dellinger, Curator, Manassas Museum; Melissa Neal, Manassas City Public Schools

Why Your Social Media is Terrible

This session will focus on creating a project for our collective social media feeds to feature on our respective museum platforms. Though facilitated by a multi-generational Menokin team, this workshop is about the collection of voices in the room sharing ideas of wins and losses on their social media messaging. If social media is a real time conversation with people that are interested in what we are doing -- our tone of voice and authenticity is paramount, and the rest will fall into place. Participants are asked to bring one bold idea of what you would like to leverage social media for regardless of constraints you may have at present. We will work together to create a collective path forward. This workshop will also cover some of the basics such as generational targeting, metrics, imagery, captions, tagging, and more.

Location: Allegheny B

Type of Session: Think Tank; Workshop

Track: External Affairs; Education/Outreach

Speakers: Michael Beller, Director of Communication and Digital Initiatives, Menokin Foundation; Clarrisa Sanders, Director of Research and Collections Menokin Foundation

4:30PM – 6:00PM RECEPTION

Location: Exhibit Hall

6:30PM – 8:30PM EVENING EVENT \$

Location: Rocktown History Museum

TUESDAY, MARCH 14

8:30AM – 10:00AM REGISTRATION OPEN

8:30AM – 9:00AM BREAKFAST/COFFEE

Location: Exhibit Hall

9:00AM – 10:30AM TOWN HALL SESSION

Museums across the nation are making a more of an effort to work with descendant communities as stakeholders and collaborative partners. How do we envision the future of engagement with descendant communities? What do we need to do to get there? These questions will be the foundation for an engaging dialogue moderated by Richard Josey featuring a panel of speakers from institutions who work with descendant communities. The goal is to provide strategic and practical advice to chart a course to create dynamic and sustainable relationships that benefit us all.

Location: Exhibit Hall

Speakers: Jonathan Edelman, Capital Jewish Museum; Kelley Deetz, Stratford Hall; Frank Johnson, The Menokin Foundation

11:00AM – 12:15PM CONCURRENT SESSIONS

Fundraising Campaigns: Getting Started and Preparing for Success

This session will focus on how small and mid-sized organizations can prepare for and successfully implement comprehensive fundraising campaigns. More specifically, this session will include an overview of the four essential stages of a fundraising campaign and, by utilizing relevant case studies from George Mason's George Hall and the Woodrow Wilson Presidential Library and Museum, provide specific tools for both preparing a case for support and implementing a campaign. Additionally, this session will provide insight from those involved in current campaigns at George Mason's Gunston Hall and the Woodrow Wilson Presidential Library and Museum about how to lead and participate in campaigns for the first time. Finally, this session will also provide perspective on building affinity and support for a campaign, and fostering a culture of philanthropy, at organizations that have small development offices and that haven't necessarily pursued fundraising campaigns in the past.

Location: Allegheny A

Type of Session: Expert Led Discussion

Track: External Affairs/Internal Affairs

Speakers: Victoria W. Dietz, Vice President; The Curtis Group; Robin Von Seldeneck, President and CEO, Woodrow Wilson Presidential Library and Museum; Oliver Goddin, Development Associate; George Mason's Gunston Hall; Scott Stroh, Executive Director, George Mason's Gunston Hall.

The Nikonem Adventure: Creativity and Community in Museums Through Dungeons & Dragons

It began with an idea, inspired by Menokin's cultural and natural landscape. Whitney Zahar created a setting to be compatible with Dungeons & Dragons and other gaming products. After play-testing it with current staff, Menokin used the word "Nikonem" as an educational and community outreach tool, marketing point, and a springboard to encourage other partnerships.

Location: Allegheny B

Type of Session: Case Study

Track: Education/Outreach

Speakers: Whitney Zahar, Engagement & Operations Supervisor, The Menokin Foundation

How to Get Hired: A Museum Toolkit

Are you looking to break into the Museum field? Does the thought of interviewing give you hives? Do you want to set yourself apart from other applicants? This workshop will go over concrete strategies on how to structure your resume, what to look for when job hunting, and how to create a formula for getting through an interview with confidence. Please have a copy of your resume with you for reference during this session.

Location: Allegheny C

Type of Session: Workshop

Track: Professional Development

Speakers: Anne Marie Chirieleison, Executive Director, Loudoun Heritage Farm Museum; Sam McKelvey, Executive Director; Menokin Foundation

The Role of Social and Emotional Learning (SEL) in the museum

The presentation will share new research on the role of social and emotional learning (SEL) in the museum setting, a topic central to the future of museums as educational allies within their communities. Participants will gain an understanding of the history of SEL in the formal classroom setting, SEL in current national dialogues and ed-policy with implications for museum-school partnerships, and hear preliminary findings from a doctoral study examining integration of SEL at select pioneering museums in the U.S. Collaborative conversation and Q&A to follow. Take-home resources and an invitation to join the future of SEL research and practice.

Location: Appalachian A

Type of Session: Expert Led Discussion

Track: Education and Outreach

Speakers: Jacqueline Langholtz, Doctoral Student, UVA

Museum Finances 101

Has your boss asked you to submit a budget for the exhibition you just proposed? Or do you have to submit a list of project expenses for a grant application to support that new school program? Maybe you just want to understand the role that your board is expected to play in the financial management of your museum, or what a 990 is? If you're early in your museum career or new to budget responsibilities, this session may be for you. Our panel will include a museum leader, finance director, and outside auditor and give an introduction to museum financial management. We'll cover the fiduciary responsibility of the Board, financial statements, 990s, basic budgeting, and audits, and leave plenty of time for questions and real-world examples.

Location: Appalachian B

Type of Session: Expert Led Discussion

Track: Internal Affairs

Speakers: Karen Daly, President, Stratford Hall; Travis W Simpson, CPA with Hantzmon Wiebel LLP.

12:30PM CONFERENCE CONCLUDES

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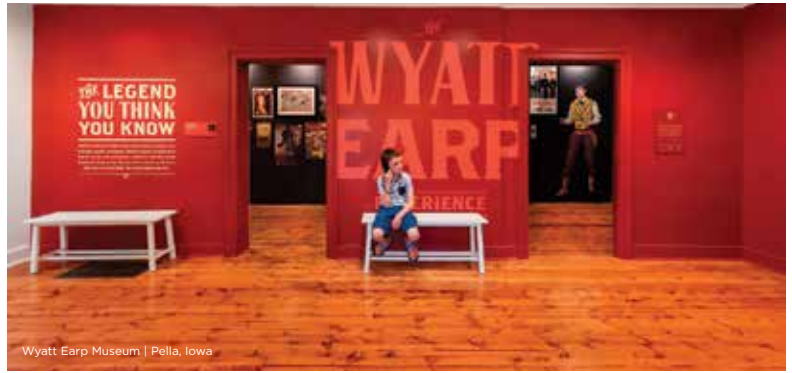
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Earn credit toward your certificate at the conference in one of the following ways. Please check one:

- MULTI-DAY CONFERENCE requirement** - attend 5 sessions, obtain a presenter signature for each session on reverse
- CORE CURRICULUM requirement** - attend 4 sessions, obtain a presenter signature for each session on reverse

**Attend four sessions within a core curriculum area (some areas offer more than one session during a time slot– choose one), and have this form signed by a presenter from each session. (Not all sessions will fit easily into a core category, so there are a couple of sessions not listed below.) *Please check the Core Curriculum Element you are completing:*

COLLECTIONS

Curating Conflict: Exploring the Interseccion of Material Culture, Interpretation and Historic Furnished Spaces; Words with Friends: Digital Preservation Peer Assessment; LIT: Lights, Intenions & Transforation; Digital Storytelling at Historic Sites; Who's on your team? The Ups and Downs of Exhibits by Comittee

EDUCATION & OUTREACH

Security and Service: It is Possible to Accomplish Both; Museums in the Next Generation: Getting Gen Z and Millenials More Involved in Your Institution; Feeback Loops: Using External and Internal Partners in the Educational Program Cre-ation Process; The Bridge Builder Experiement: Bringing Together a Former Segregation Academy and the Public School They Shut Down; Disability Sensitivity and Awareness: What you need to know; Not Everyone Celebrates Christmas: Looking at DEAI in a Different Way; Beyond the Great House: Bringing Diversity and Inclusion to K-12 Programming; LIT: Lights, Intenions & Transforation; Volunteerism for Museum Success; Digital Storytelling at Historic Sites; Who's on your team? The Ups and Downs of Exhibits by Committee; Why your Social Media is Terrible; The Nikonem Adventure: Creativity and Community in Museums Through Dungeons & Dragons

EXHIBITIONS

Words with Friends: Digital Preservation Peer Assessment; Curating Conflict: Exploring the Interseccion of Material Cul-ture, Interpretation and Historic Furnished Spaces; LIT: Lights, Intenions & Transforation; Digital Storytelling at Historic Sites; Who's on your team? The Ups and Downs of Exhibits by Committee

INTERNAL AFFAIRS

Museum Finances 101; Fundraising Campaigns: Getting Started and Preparing for Success; Tools for Navigating & De-sescalng Conflict Pt. 1; Engaging Communication: Empowering Staff for Success; Volunteerism for Museum Success; Beyond Land Acknowledgement: Practical Steps for Intercultural Collaboration; Becoming a Succesful Advocate for Your Museum; Cultivating a Culture of Psychological Safety; Security and Service: It is Possible to Accomplish Both; Big Grants for Small and Mid-Sized Museums

EXTERNAL AFFAIRS

Big Grants for Small and Mid-Sized Museums; History in Parks: Managing Cultural Resources Within Municipal Agencies; The Secret Ingredient: Using Donor Engagment Data to Model Future Fundraising Campaigns; The First Baptist Church of Williamsburg: A Case-Study in Museum and Community Decision Making; Becoming a Succesful Advocate for Your Museum; Beyond Land Acknowledgement: Practical Steps for Intercultural Collaboration; Not Everyone Celebrates Christmas: Looking at DEAI in a Different Way; Marketing Your Momentum: The Museum of the Virginia National Guards' Brand Campaign for Endowment Growth Museum Finances 101; Digital Storytelling at Historic Sites; Fundraising Cam-paigns: Getting Started and Preparing for Success; Why your Social Media is Terrible

PROFESSIONAL DEVELOPMENT

How to Get Hired: A Museum Toolkit; Engaging Communication: Empowering Staff for Success; Disability Sensitivity and Awareness: What you need to know

Presenter Signature Requirements

Please obtain a signature from a presenter for each session attended to verify attendance. There are five concurrent session times for this conference. Four session signatures are required for the Core Curriculum requirement and five are required for the Multi-Day Conference requirement.

Title of Session One: _____

Signature: _____

Title of Session Two: _____

Signature: _____

Title of Session Three: _____

Signature: _____

Title of Session Four: _____

Signature: _____

Title of Session Five: _____

(Multi-Day requirement only)

Signature: _____

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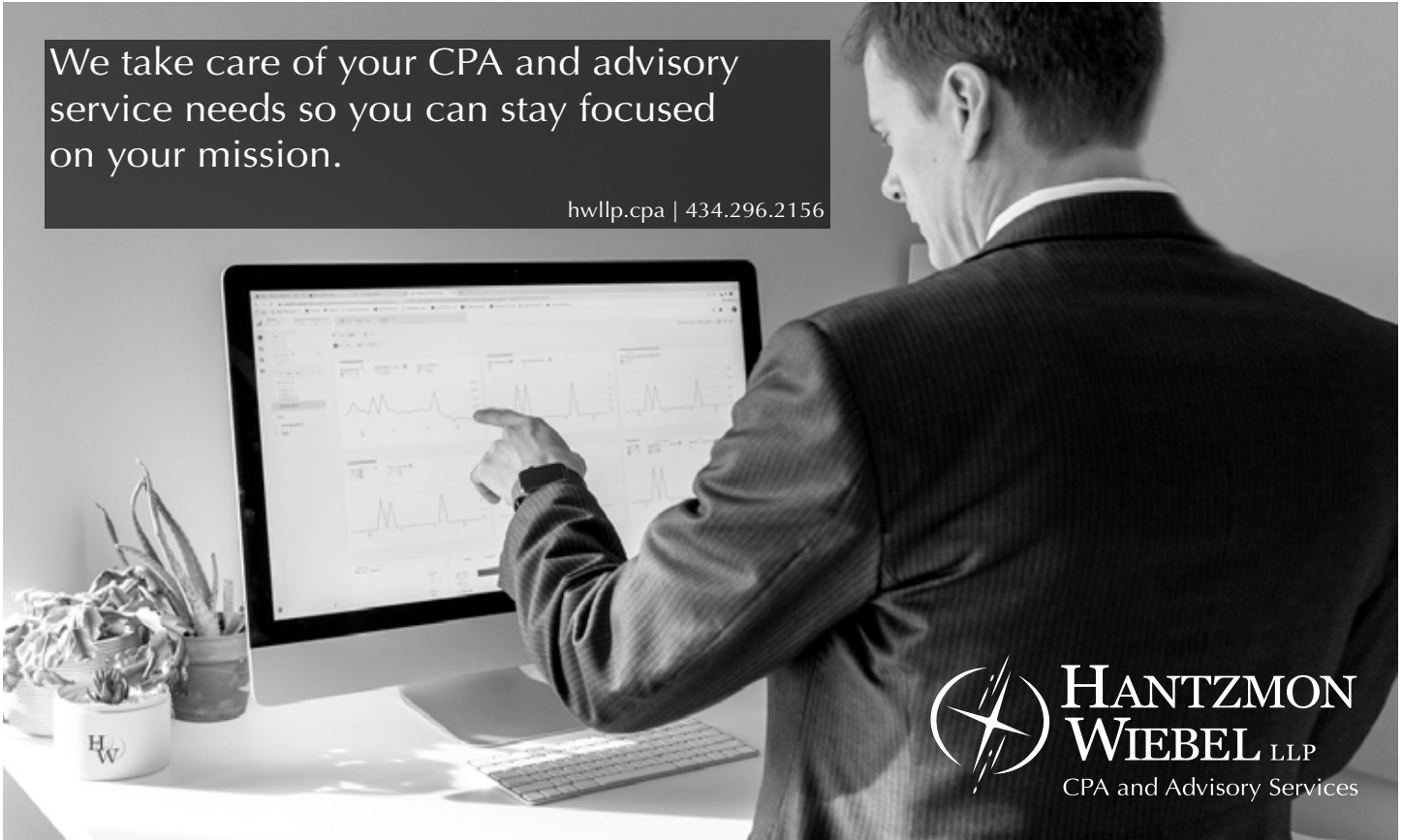
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Accessibility Policy

The Virginia Association of Museums is committed to making our meetings & events accessible to all.

It is the policy of VAM to hold meetings, conferences, and other professional events where barriers of any type do not exclude people from attending or participating. In all cases where you may need additional assistance or accommodation of any kind, whether listed below or not, please allow eight weeks prior to an event for notification so that we have time to make arrangements on your behalf.

CHEMICAL SENSITIVITY

All of VAM's events are smoke-free and as often as possible, held in smoke-free venues. In addition, VAM encourages meeting attendees to refrain from using excessive amounts of perfume, cologne, aftershave and other fragranced personal care products, as a courtesy to those attendees with chemical sensitivity or allergies.

HEARING IMPAIRMENT

VAM is committed to making sure that our attendees with a hearing impairment are able to benefit from our professional development events. Should you require a personal aide to help you navigate a VAM event, VAM will provide that aide with a complimentary registration so that they may attend with you at no cost (that aide will not, however, be able to receive certificate credit for their attendance). Depending on the content and flow of the event, VAM will ensure that reasonable accommodations are made, whether it is provision of sign language interpreters, note takers, or auxiliary listening devices.

MOBILITY CONSTRAINTS

Whenever possible, VAM's programming will be held in locations that are fully accessible for anyone with mobility constraints. On occasion, due to the specific nature of the topic, there may be an event that cannot be made completely accessible to those in wheelchairs. (i.e. garden preservation). If this is the case, this will be noted in the event description. When requested, VAM will ensure that adequate aisle space and cut-outs for wheelchair users will be present in meeting rooms and locations. Please note standard head tables (when used) include a podium and podium microphone. If you are presenting and require alternative arrangements please notify VAM staff.

NURSING MOTHERS

A private space will be made available when requested in advance for nursing mothers who attend VAM-sponsored events.

SERVICE ANIMALS

Service animals are welcome to attend any VAM programming; all of our programming occurs in venues operated by other entities, so if they impose any limitations on service animals, their policies override ours.

VISUAL IMPAIRMENT

Should you require a personal aide to help you navigate a VAM event, VAM will provide that aide with a complimentary registration so that they may attend with you at no cost (that aide will not, however, be able to receive certificate credit for their attendance). If you prefer that VAM provide you with an aide who can help you find your way to session rooms, we will make every attempt to match you with a volunteer for this purpose. VAM is also happy to provide you with large print handouts should you need them.



Join Us Next Year In *Virginia Beach*

————— MARCH 9, 2024 - MARCH 12, 2024 —————

VA's TOP 10 ENDANGERED ARTIFACTS



CHECK OUT 2023'S
NOMINEES

