



SEMC Fall Virtual Program Series

AUGUST - OCTOBER 2020





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EDUCATION & PROGRAMMING

AUGUST 25-26 | 2020



TUESDAY, AUGUST 25, 2020
10-11:15AM

COMMUNITY AS COLLABORATORS: REACHING NEW AUDIENCES

MODERATOR/PRESENTER: *Kat Harding, Public Relations and Social Media Manager, North Carolina Museum of Art, Raleigh, NC*

PRESENTERS: *Angela Lombardi, Director of Outreach and Audience Engagement, North Carolina Museum of Art, Raleigh, NC; Leticia Alvarez, Independent Teaching Artist, Raleigh, NC, Courtney Klemens, Manager of Family Programs, North Carolina Museum of Art*

How can museums listen and respond to community advisors to best inform our work? How can museums best present and represent the lived experiences of visitors who have been historically underrepresented in their institutions? Museums are at a critical point where it is necessary to both grow and sustain new audiences. At the North Carolina Museum of Art, we grappled with reaching Latinx visitors through authentic, reflexive, and representative programming and exhibitions that had not previously made space for voices and experiences of these communities. This session will reflect on new strategies and lessons learned in community outreach, educational programming, and marketing to share best practices developed in collaboration with the Museum's Latinx advisory board.



TUESDAY, AUGUST 25, 2020
1-2:15PM

WHO MAKES THE CUT?: ASSESSING MUSEUM PROGRAMS IN THE AGE OF COVID-19

MODERATOR/PRESENTER: *Katie Ericson, Senior Manager, School and Volunteer Support Programs, Michael C. Carlos Museum, Emory University, Atlanta, GA*

PRESENTERS: *Matt Davis, Director of Historic Museums, Georgia College, Milledgeville, GA, James Quint, Director of Education, Historic Columbia Foundation, Columbia, SC*

As museums continue to feel the impacts of COVID-19, facing dramatic reductions in staff, resources, and funds, how do you decide which programs will survive? Museums all over the country are competing for the attention of virtual visitors, so how do you wade through all of the variables and determine what will work for your institution? Educators continue to plan despite many unknowns, and these can be difficult decisions to make. Join fellow museum professionals to learn different ways you can assess and evaluate programs and identify which to keep, adapt, or cut.



TUESDAY, AUGUST 25, 2020
3:15–4:30PM

EMOTIONAL MAPPING

MODERATOR/PRESENTER: *Cynthia Torp, Owner/President, Solid Light, Inc., Louisville, KY*

PRESENTER: *Ben Jett, Creative Director, Solid Light, Inc., Louisville, KY*

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Much like a movie director takes a viewer through a story, exhibits should take museum visitors on a journey—engaging their emotions through the use of science and psychology. Emotional Mapping, intentionally planning stories, carefully pacing their flow, and inserting places for emotional “rest”, allows guests to have periodic relief from the intensity of a story and maximizes the opportunity for learning. In this session, participants will learn how the brain perceives information and how emotions can affect perception, and explore the science behind Emotional Mapping using a case study from the American Civil War Museum.



WEDNESDAY, AUGUST 26, 2020
10–11:15AM

TRAUMA AND THE INTERPRETER

MODERATOR/PRESENTER: *Laura Kilcer, Curator, Oak Alley Foundation, Vacherie, LA*

PRESENTERS: *Elon Cook Lee, Director of Interpretation and Education, National Trust for Historic Preservation, Columbia, SC; Shawn Halifax, Cultural History Interpretation Coordinator, McLeod Plantation Historic Site, Charleston, SC*

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In a field of change, how are we preparing historic interpreters to engage daily with topics of sexual violence? Race? Contested material? How are we supporting them as the front line of our institutions? This session explores methods museums can implement to better prepare and assist interpreters engaged in critical work.

EDUCATION & PROGRAMMING
(CONT'D)



WEDNESDAY, AUGUST 26, 2020
1-2:15PM

VOLUNTEERS: 50 IDEAS IN 50 MINUTES

MODERATOR/PRESENTER: *Marcy Breffle, Historic Oakland Foundation, Atlanta, GA*

PRESENTERS: *Samantha Arceneaux, Corporate Giving Manager, UAB Visual and Performing Arts, Birmingham, AL; Emily Knight, Programs and Communications Manager, Museum of Contemporary Art of Georgia, Atlanta, GA; Elizabeth Coleman, Consultant, Mississippi State Capitol, retired Mississippi Department of Archives and History, Jackson, MS*

From the biggest museum to the single-staff site, volunteers are a key component for institutional success. Panelists will share strategies for volunteer recruitment, training, diversity, retention, and appreciation during this fast-paced presentation. The session will include time for all participants to share and brainstorm ideas to help each other build more effective and inclusive volunteer programs.



WEDNESDAY, AUGUST 26, 2020
3:15-4:30PM

FABRICATING AUTHENTIC EXPERIENCES WITH VIRTUAL REALITY

MODERATOR/PRESENTER: *Felicia K. Ingram, Manager of Interpretation, North Carolina Museum of Art, Raleigh, NC*

PRESENTERS: *Mike Cuales, Owner / Technical Producer, LEVR Studios LLC, New Hill, NC; Derek Alan Rowe, Creative Director, Doctrine Creative / WildEyes VR, Durham, NC; Michelle Harrell, Director of Education, North Carolina Museum of Art, Raleigh, NC; Kevin Kane, Digital Experience Strategist and Systems Admin, North Carolina Museum of Art, Raleigh, NC*

Learn about two VR productions with the North Carolina Museum of Art and LEVR Studios: a 360° video room celebrating Georgia O’Keeffe’s Sante Fe home and a tour of their conservation laboratory. Viewer participation will be encouraged (but not be necessary). Discussion will include planning, production, and programming in museum gallery spaces and classrooms.

DIVERSITY, EQUITY, ACCESSIBILITY, INCLUSION

SEPTEMBER 8-9 | 2020



TUESDAY, SEPTEMBER 8, 2020
10-11:15AM

THE WHOLE TRUTH: FACING THE CHALLENGES OF HISTORICAL INCLUSIVENESS

MODERATOR: *Emily Libecap, Content Administrator, Graduate Student Intern, International Museum of the Horse, Lexington, KY*

PRESENTERS: *Karen Lanier, Digital Project Manager, International Museum of the Horse, Lexington, KY; Tressa Brown, African American Heritage Coordinator & Native American Heritage Coordinator, Kentucky Heritage Council, Frankfort, KY; Jonathan Coleman, Curator and Assistant Director, Mary Todd Lincoln House, and Director, Faulkner Morgan Archive, Inc., Lexington, KY*

Small groups will be given real-life scenarios from museum experiences and will be challenged to think creatively and brainstorm ideas to find a solution to the given scenario. This collaborative, hands on session will provide a space for exploring ways to include diverse, sometimes conflicting, voices when building a public history exhibit or online platform.



TUESDAY, SEPTEMBER 8, 2020
1-2:15PM

ADA @30: EXPANDING ACCESSIBILITY

MODERATOR/PRESENTER: *Lin Nelson-Mayson, Director, Goldstein Museum of Design, Director of Graduate Studies/ Museum Studies, University of Minnesota, St. Paul, MN*

PRESENTERS: *Adina Duke, Associate Director for Public Engagement, Spencer Museum of Art, The University of Kansas, Lawrence, KS, Elesha Newberry, Campus Outreach Specialist, Michigan State University Museum, East Lansing, MI, Meredith Peruzzi, Museum Curator and Manager, National Deaf Life Museum, Gallaudet University, Washington, DC; Scott Cryer, Culture and Performing Arts Leader, Senior Associate, DLR Group, Washington, DC*

The 30th anniversary of the Americans with Disabilities Act is this year. Learn how definitions of atypical bodies or minds shape our approach to planning and design for visitors with a range of hearing and sensory processing, how to ask questions and identify helpful resources, and why it matters to an aging population.

DIVERSITY, EQUITY, ACCESSIBILITY, INCLUSION (CONT'D)



TUESDAY, SEPTEMBER 8, 2020
3:15–4:30 PM

COMPASSIONATE MUSEUMS INTEGRATE MENTAL WELLNESS

MODERATOR/PRESENTER: *Susan M. Ward, Carolina Mountain Counseling, The Art of Mental Wellness, Asheville, NC*

With some adjustments and new thinking, museums can enhance the mental wellness of their visitors as well as their own staff. This year has brought new levels of stress and anxiety into everyone's personal and professional lives. This can negatively impact planning, programming, the work environment, communications, relationships, and more. This session will address easy-to-implement techniques that staff can integrate into their daily lives, whether at home or work, that will help reduce anxiety, calm the nervous system, and build emotional resilience. These include self-calming tools that can be used individually, as well as approaches that can be integrated into staff and board meetings. When it comes to visitors, inspiration, creativity, and curiosity are practices that bolster mental wellness—museums already provide these. Attendees will learn a wide range of strategies that museums of all sizes can incorporate so as to build mental wellness while continuing to improve their visitor experience. Some of these are small tweaks that can be implemented quickly and easily. Others are larger and will take more planning, but have the potential to foster mental wellness as part of a collaborative

approach with other museums as well as within the larger community. Mental health issues, whether they are ongoing daily stress, depression, early childhood trauma, grief and loss, isolation, autism, or more, can all be helped as museums add a mental wellness component to their overall operations. This session will provide a quick overview of mental health statistics, as well as information about mental wellness approaches already being used in Canada, England, Australia, and New Zealand. Mental health and wellness is a social concern and a place where museums have an important role to play.



WEDNESDAY, SEPTEMBER 9, 2020
10–11:15 AM

CAN EXHIBITIONS COMPASSIONATELY RESPOND TO COMMUNITY ISSUES?

MODERATOR/PRESENTER: *Catherine Shteynberg, Assistant Director/Curator, McClung Museum of Natural History & Culture*

PRESENTERS: *Nancy Fields, Director, Museum of the Southeast American Indian, University of North Carolina Pembroke, Vivian Gornik, Lecturer in Anthropology, Troy University / University of Southern Florida, Bill Appleton, Arts Consultant, Management Consultants for the Arts, Inc.; Natalie Mault Mead, Associate Curator, Hunter Museum of American Art, Chattanooga, TN, Rodneya Hart, Division Director, Louisiana State Museum*

How can exhibitions meaningfully respond to community issues? Join seasoned museum professionals for roundtable discussions on how museums are (or are not) responding to community issues through exhibitions; the challenges and successes faced while organizing these exhibitions; and practical takeaways about how to get community issue-based exhibitions off the ground.



WEDNESDAY, SEPTEMBER 9, 2020
1–2:15 PM

DECENTERING WHITENESS: WHITE FOLKS AND THE WORK

MODERATOR/PRESENTER: *Amanda L. Higgins, Community Engagement Administrator, Kentucky Historical Society, Frankfort, KY*

PRESENTERS: *Patrick A. Lewis, Scholar in Residence, Filson Historical Society, Louisville, KY; Cameron Walpole, Manager of Tours and Education, Ashland, the Henry Clay Estate, Lexington, KY*

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Whiteness is the invisible foundation of the Southern museum profession. When museums move to engage with historically excluded communities—of race, religion, language, sexuality, and class—they can expect to find positive reinforcement from national professional organizations and federal funding agencies. Yet a whispered fear among board and leadership is that these same moves will alienate traditional sources of funding and

support. Members complain. Donors move on. Volunteers don't return (or worse, actively undermine the new initiatives while remaining involved in the organization). Putting a finer point on things, greater inclusion at many Southern museums is a threat to institutions which emerged from (and sometimes to actively support) cultures of whiteness in generations past. Even if Southern museums have moved towards programming that includes more stories of the marginalized, those stories are largely being told by and to white staff and audiences. Inclusion only begins with programming and exhibitions. The work must travel deeper into the soul of museums—boards, staff, volunteers, fundraising strategies, rental policies, social media engagement. If you're afraid that the organization will fall apart if you begin to decenter whiteness, then that's a pretty good indication that your organization has some rot at its core. The perspectives in this roundtable bring together a historic house museum's development of new programming focused on the enslavement of African Americans at the site, a nonprofit historical society working to revise its image as a relic of Gilded Age clubiness, and an agency of state government seeking to both build its own culture of inclusion and to foster that in less well-resourced organizations across the state. Taken together, the three participants will share lessons learned, explore possibilities for decentering whiteness at predominately white sites, and engage with the audience on best practices for moving beyond token statements and one-off programming.

DIVERSITY, EQUITY, ACCESSIBILITY, INCLUSION
(CONT'D)



WEDNESDAY, SEPTEMBER 9, 2020
3:15-4:30PM

**HOW TO CREATE
COMPASSIONATE
INSTITUTIONAL CULTURES**

MODERATOR/PRESENTER: *Jennifer Himmelreich, Native American Fellowship Program, Manager, Peabody Essex Museum, Salem, MA*

PRESENTER: *Nancy Fields, Director/Curator, The Museum of the Southeast American Indian, The University of North Carolina at Pembroke, Pembroke, NC*

Museums and historic sites have begun to consult Indigenous professionals and Nations to help equalize the imbalance of narratives within their exhibitions, programming, and collections. But too often, these institutions and their staffs fail to fully understand some deep differences that threaten to halt the work before it starts. This understanding is critical, not only for broadening the visitor experience, but also for shifting an institution's culture to build and/or rebuild relationships with Native communities. Speakers will compare Indigenous knowledge systems with their Western counterparts and learn how those fundamental differences can affect relationship building. Case studies will be included so institutional projects involving Indigenous people become mutually beneficial for all involved.



WEDNESDAY, SEPTEMBER 9, 2020
5-6PM

**SEM C EQUITY AND INCLUSION
ACTION TEAM MEET-UP/
HAPPY HOUR**

MODERATORS: *Katy Malone, Curator of Academic Programs, McClung Museum of Natural History and Culture, University of Tennessee, Knoxville, TN, Marcy Breffle, Education Manager, Historic Oakland Foundation, Atlanta, GA*

Join members of the SEMC Equity and Inclusion Action Team for a casual meet-up to learn more about mission, goals, current initiatives and how YOU can get involved!

****This meet-up is free. Meeting link will be shared publicly.**

CAREER MANAGEMENT (FREE TRACK)**SEPTEMBER 22-23 | 2020**

TUESDAY, SEPTEMBER 22, 2020

9-9:45 AM

**HISTORIC HOUSE MUSEUM
AFFINITY GROUP MEET-UP****MODERATOR:** *Ashleigh Oatts, Education
Coordinator, T.R.R. Cobb House*

Join your fellow historic house museum professionals for an informal gathering to connect, share information and kick off two days of career-focused learning! Bring your coffee, tea or other morning drink!

****This meet-up is free. Meeting link will be shared publicly.**



TUESDAY, SEPTEMBER 22, 2020

10-11:15 AM

**STILL GOOD: TAKING
CHARGE OF YOUR MID-LEVEL
MUSEUM CAREER****MODERATOR/PRESENTER:** *Tricia Miller, Head
Registrar, Georgia Museum of Art, University of
Georgia, Athens, GA***PRESENTERS:** *Ainsley Powell, Curator of
Collections, Historic Resources and Museum
Program, City of Raleigh Parks, Recreation and
Cultural Resources Department, Raleigh, NC;
Christa McCay, Collections Manager, Marietta
Museum of History, Marietta, GA; Tina H. Smith,
Museum Educator, Museum of Anthropology,
Wake Forest University, Winston-Salem, NC*

Join a discussion focusing on career advancement for those who do not want to move into upper museum administration. Four topics will be explored: How to ask for a raise or other forms of compensation; Strategies for being a middle manager such as overseeing others and having a boss; Stepping away from a director role back to a middle-level role; How to recognize when you need to make a lateral move and tips for applying and interviewing.



TUESDAY, SEPTEMBER 22, 2020

1-2:15 PM

**EMPs: MOVING IN AND
MOVING UP****CO-MODERATORS/PRESENTERS:** *Kali Mason,
Registrar and Collections Manager, Vanderbilt
University Fine Arts Gallery, Nashville, TN;
Katie Ericson, Senior Manager, School and
Volunteer Support Programs, Michael C. Carlos
Museum, Emory University, Atlanta, GA***PRESENTERS:** *Matt Davis, Director of
Historic House Museums, Georgia College,
Milledgeville, GA; Michael Scott, Park
Manager, Redcliffe Plantation, Beech Island,
SC; Amy Beisel, Manager, Museum Division,
International Museum of the Horse, Lexington,
KY; Dr. Calinda Lee, Vice President of Historical
Interpretation and Community Partnerships,
Atlanta History Center, Atlanta, GA*

In the wake of the COVID-19 pandemic, with layoffs and shutdowns greatly impacting the

CAREER MANAGEMENT (FREE TRACK) (CONT'D)

museums across the country, many Emerging Museum Professionals have been left with an uncertain and highly competitive job market. Join a roundtable of museum directors from across the Southeast for a candid conversation about landing a job as an EMP and the current state of the field. Moderated by fellow EMPs, discussion topics will include what skills directors actually look for when they hire, advice on how to get your foot in the door, and what you can do in the first few years of your career to keep the momentum going. Attendees are encouraged to bring their career-related questions for the panelists!



TUESDAY, SEPTEMBER 22, 2020
3:15 – 4:30 PM

ASK AN EXPERT!

MODERATOR: *Matt Davis, Director of Historic House Museums, Georgia College, Milledgeville, GA*

PRESENTERS: *Kristen Miller Zohn, Curator of Collections and Exhibitions, Lauren Rogers Museum of Art, Lauren, MS; Deborah Van Horn, Independent Registrar, Orlando, FL; Rosalind Martin, Curator of Education, Knoxville Museum of Art, Knoxville, TN; Wanda Willis, Director of Community Development, Cummer Museum of Art and Gardens, Jacksonville, FL*

This mentoring session provides an opportunity for session attendees to interface with different established professionals in the museum field. Participants can opt to ask general questions about career development or seek the advice of an expert on a specific topic, project and/or challenge.



WEDNESDAY, SEPTEMBER 23, 2020
10 – 11:15 AM

MANAGING EXPECTATIONS: LEADING TO SUCCEED IN MUSEUMS

MODERATOR/PRESENTER: *Glenna Barlow, Senior Manager of Education & Interpretation, Columbia Museum of Art, Columbia, SC*

PRESENTERS: *TeAirra McQuarter, Director of Visitor Services, Kentucky Derby Museum, Louisville, KY; Martha Morris, Associate Professor Emerita, Museum Studies Program, Corcoran School of Arts and Design, George Washington University, Washington, DC; Zinnia Willits, Executive Director, SEMC, Atlanta, GA*

How can you foster a culture of compassion among team members while still maintaining high standards? What skills are most helpful in dealing with difficult situations? How can you manage up and down while still making time for your own tasks? Get insights from this panel of experts, with decades of experience between them that spans visitor experience, collections management, and administration.



WEDNESDAY, SEPTEMBER 23, 2020
1 – 2:15 PM

LIFE BALANCE FOR MUSEUM PROFESSIONALS: REALISTIC STRATEGIES FOR LONG-TERM SUCCESS

MODERATOR/PRESENTER: *Jon Kolkin, M.D./ Self Employed, Emerald Isle, NC*

PRESENTER: *Jon Kolkin, M.D.*

This audience-participation session explores realistic, sustainable strategies for improved life balance that can be seamlessly integrated into a busy museum professionals day. Discussions will include self-compassion in action, values-driven choices, sleep strategies, a better relationship with exercise and food, dealing with technology overload, and creating a healthy work environment.



WEDNESDAY, SEPTEMBER 23, 2020
3:15 – 4:30 PM

POWERFUL PROJECTS AND IMPACTFUL INTERNSHIPS: ANNUAL SPOTLIGHT ON STUDENT WORK IN MUSEUMS (SWIM)

CO-MODERATORS: *Pam Meister, Director, Mountain Heritage Center, Western Carolina University, Cullowhee, NC; Patricia Hobbs, Associate Director/Curator of Art & History, University Collections of Art & History, Washington & Lee University, Lexington, VA*

PRESENTING STUDENTS: *Lesley Jones, University of North Georgia, Rebekkah Watkins, Appalachian State University, Naomi Edmondson, Virginia Commonwealth University, Devon Vandervort, Savannah College of Art and Design, Sommer Martin, Illinois Wesleyan University, Ruth Moreno Carpio*

University students throughout the Southeast are engaged in challenging and important work in museums. They are completing research, producing exhibits, conducting oral history interviews, creating content for websites, and developing public programs. This session recognizes and rewards excellence in museum work done by students.



WEDNESDAY, SEPTEMBER 23, 2020
5 – 6 PM

JEKYLL ISLAND MANAGEMENT INSTITUTE (JIMI) MEET-UP/HAPPY HOUR

The Jekyll Island Management Institute (JIMI) turned 20 this year! See your JIMI classmates and celebrate the success of this museum management course that has impacted the careers of so many museum professionals. Join JIMI alumni for a casual happy hour to see friends, network and learn more about the evaluation process JIMI will undergo in 2021!

***This meet-up is free. Meeting link will be shared publicly*

INSTITUTIONAL LEADERSHIP AND OPERATIONS

OCTOBER 6-7 | 2020



TUESDAY, OCTOBER 6, 2020
10-11:15AM

COVID-19 DEBRIEF: MOVING FORWARD AFTER IMPACT

MODERATOR/PRESENTER: *Zinnia Willits, Executive Director, Southeastern Museums Conference*

PRESENTERS: *David Butler, Executive Director, Knoxville, Museum of Art, Knoxville, TN; Bill Eiland, Director, Georgia Museum of Art, University of Georgia, Athens, GA, Claudio Gomez, Jefferson Chapman Executive Director, McClung Museum of Natural History and Culture, University of Tennessee, Knoxville, Tennessee*

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Join administrators, financial officers, and operations managers as they discuss the long-lasting impact the COVID-19 pandemic has had on museum employees, vendors, and boards. Learn how your peer institutions are moving forward and changing procedures in the aftermath of quarantines, sudden economic downturns, layoffs, and supply shortages.



TUESDAY, OCTOBER 6, 2020
1-2:15PM

UNDERSTANDING BUILDING ENVIRONMENTS AND OPERATIONS

MODERATOR: *Corinne Midgett, Registrar, High Point Museum, High Point, NC*

PRESENTERS: *Mary Hauser, Registrar and Associate Director, Gregg Museum of Art & Design, Raleigh, NC; Jordan Brothers Cao, Assistant Registrar, Gregg Museum of Art & Design, Raleigh, NC, Chris Cameron, Sustainable Preservation Specialist, Image Permanence Institute, Rochester Institute of Technology, Rochester, NY*

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Ideal collection environmental conditions have evolved beyond a standard 70°F with 50% RH, and maintaining that remotely is even harder! Learn to identify appropriate set points and potential pitfalls, and study the language of HVAC and building operation systems so you can communicate effectively with maintenance professionals.



TUESDAY, OCTOBER 6, 2020
3:15 – 4:30 PM

EVENT RENTALS IN THE TIME OF COVID

MODERATOR: *Zinnia Willits, Executive Director, SEMC, Atlanta, Georgia*

PRESENTERS: *Sara Elliott, Executive Director, Liberty Hall Historic Site, Frankfort, KY; Veronica Kessenich, Executive Director, Atlanta Contemporary, Atlanta, GA, Kyle Hutchinson, CEO/Visionary, Hutchinson Design Group, Washington, DC; John Parker, Certified Special Events Professional, Hutchinson Design Group, Washington, DC*

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In a pre-COVID world, rental of museum spaces and grounds provided a steady stream of earned revenue for institutions across our region. While the pandemic put a temporary halt to in-person events, states are beginning to reopen and museums are slowly adding facility rentals back into operations. Join this session to hear from presenters who have developed creative ways to host events as well as event management professionals who will provide a broader picture of the future of in-person gatherings.



WEDNESDAY, OCTOBER 7, 2020
10 – 11:15 AM

NAVIGATING MODERN DAY FUNDRAISING DILEMMAS IN MUSEUMS

Moderator/Presenter: *Sandra Kidd, Senior Partner, Alexander Haas, Atlanta, GA*

PRESENTER: *Carl G. Hamm, Managing Partner, Museums and Performing Arts; David Butler, Executive Director, Knoxville Museum of Art, Knoxville, TN*

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Fundraising ethics should be clear, but real life 2020 is messy. What if the donor’s industry is under fire? What do we do when donors cannot pay a pledge, especially if their names are already on display? What if a donor asks to negotiate a pledge after the fact? What if the donor, or the donor’s family, stands accused of illegal, unethical, or even immoral behavior? Our seasoned fundraisers will explore these issues and invite participants to share their own dilemmas of today.

INSTITUTIONAL LEADERSHIP AND OPERATIONS (CONT'D)



WEDNESDAY, OCTOBER 7, 2020
1–2:15PM

HOW ARE MUSEUMS DEALING WITH FIREARMS AND OPEN CARRY LAWS?

MODERATOR/PRESENTER: *William Eiland,
Director, Georgia Museum of Art, Athens, GA*

PRESENTERS: *Stephen Drury, Security
Supervisor, Florida Museum of Natural History,
Gainesville, FL, Deborah Velders, Director,
Mobile Museum of Art, Mobile, AL*

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How are museums dealing with firearms and open carry laws? This is a serious national issue, especially at university museums. Beyond posting of no firearms in the museum, what security measures are museums using?



WEDNESDAY, OCTOBER 7, 2020
3:15–4:30PM

USING EVALUATION TO ADVANCE YOUR MISSION AND PURPOSE

MODERATOR/PRESENTER: *Stephanie Downey,
Director, RK&A*

PRESENTER: *Juli Goss, Director of Audience
Research & Evaluation, Crystal Bridges
Museum of American Art*

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This presentation is for museum leadership wanting to use evaluation as a strategic tool to help achieve impact at the institutional level. Too often evaluation is used in a narrow way that limits its relevance and usefulness to the institution. It is conducted as a one-off for a grant or, even if done more frequently, efforts are ad hoc, not tied to a centralized institutional purpose—a survey here, a focus group there. When done this way, evaluation is useful to a few in the museum but it can do much more. Evaluation can advance the museum's institutional mission, vision, and purpose. In this presentation, an in-house evaluator and an evaluation consultant will share their perspectives on how to begin conceiving of evaluation as a way of thinking and working across and up and down the institution that puts your audience and desired impact at the center of what your museum does, regardless of size and capacity. Each presenter will share tips, tools, pitfalls, and examples to help you begin thinking about evaluation strategically across your institution.

COLLECTIONS/EXHIBITIONS/CURATORIAL

OCTOBER 27-28 | 2020



TUESDAY, OCTOBER 27, 2020
10-11:15AM

PLANNING FOR DIGITAL PROJECTS

MODERATOR/PRESENTER: *Corinne Midgett, Registrar, High Point Museum, High Point, NC*

PRESENTERS: *Frances Harrell, Lead Consultant, Myriad Consulting & Training, Gainesville, FL; Danielle Spalenka, Associate Curator of Digital Projects, Filson Historical Society, Louisville, KY*

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The Digital Preservation Peer Assessment is a new, free tool, available online, for preservation planning. This framework will help collections managers, curators, and others understand the possibilities and challenges of digital preservation and will position institutions to create, manage, and sustain digital collections. The DPPA is a great project for remote working individually or as a team.



TUESDAY, OCTOBER 27, 2020
11:45AM-12:15PM

SERA BUSINESS MEETING

Moderator: *Corinne Midgett, Registrar, High Point Museum*

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Join the Southeastern Registrars Association for a brief business meeting and to hear about SERA's plans for the next year. Bring your lunch and your thoughts on how SERA can support the collections community.

***This meet-up is free. Meeting link will be shared with members of the Southeastern Registrars Association*



TUESDAY, OCTOBER 27, 2020
1-2:15PM

ACTIVATING YOUR SPACE: COMMUNITY ENGAGEMENT & PUBLIC ART

MODERATOR/PRESENTER: *Hannah Israel, Illges Gallery, Columbus State University, Columbus, GA*

PRESENTERS: *Didi Dunphy, Director, Lyndon Art Center, Athens, GA, and curator, Albany Museum of Art, Albany GA; Chintia Kirana, Director, Expose Art House and Founding member of Montgomery Arts Project, Montgomery, AL; Chris Johnson, Professor of Art and Muralist, Andrew College, Cuthbert, GA*

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This program will explore the utility of public art as a means of cultural and economic development, historical identity, and social change. Each panelist will discuss their experience with creating and managing public art program and link their practice to larger artistic and cultural movements within their communities and its impacts. The session will address the challenges of important policy decisions, partnerships, close cooperation with stakeholders, and audience assessments. How do groups or institution deal with the legal policy when it comes to Public Art? What are the strategies to assess the effects of public art? They will each address the issues of funding and sustainability of Public Art. They will also address how community engagement work and why.

COLLECTIONS/EXHIBITIONS/CURATORIAL
(CONT'D)

TUESDAY, OCTOBER 27, 2020

3:15–4:30PM

**A PATHWAY TO COMPASSION
IN ACTION USING DIMENSIONS
OF CURATION COMPETING
VALUES MODEL****MODERATOR/PRESENTER:** *Laura Minton,
Curator Fralin Museum of Art, Charlottesville, VA***PRESENTERS:** *Ann Rowson Love, PhD, Associate
Professor, Museum Education & Visitor-Centered
Curation, Liaison to The Ringling, Florida State
University; Keidra Navaroli, Assistant Director
and Curator, Ruth Funk Center for Textile Arts,
Florida Institute of Technology; Daniel Pfalzgraf,
Curator, Carnegie Center for Art & History;
Brooke Wessel, Doctoral Student, Florida
State University*

Panel members and participants will critique and apply a new research and theoretical model that assists curators working with museum- and community-based team members. The Dimensions of Curation Competing Values Model, recently featured in *Museum* magazine, offers a reflection tool for curating compassion in a drastically changed museum world.



WEDNESDAY, OCTOBER 28, 2020

10–11:15AM

**BUILDING INSTITUTIONAL
RELEVANCE WITH COLLECTIONS****MODERATOR/PRESENTER:** *Corinne Midgett,
Registrar, High Point Museum, High Point, NC***PRESENTERS:** *Christian Edwards, Assistant
Keeper, North Carolina Collection Gallery, UNC-
Chapel Hill University Libraries; Ainsley Powell,
Curator of Collections, City of Raleigh, NC*

It's one thing to work at a stand-alone museum with a director, board, and staff who understand the purpose of a museum and have an appreciation for the museum's collection. It's quite another thing to work for a university, municipality, state government, or other large organization that has big priorities like educating future teachers, repairing water main breaks, and managing hurricane recovery. Working within one of these organizations has its downsides—but there are also advantages, if you know how to find them. After a brief presentation, attendees will take part in a guided discussion. Participants will have the opportunity to share their own conundrums and successes.



WEDNESDAY, OCTOBER 28, 2020
1–2:15PM

S*%T! WHEN THINGS GO SOUTH[EAST], STORIES ABOUT COLLECTION MISHAPS

MODERATOR/PRESENTER: *Jonathan Schwartz, CEO, Atelier 4*

Presenters: Tricia Miller, Head Registrar, Georgia Museum of Art, University of Georgia; Aimee Brooks, Collection Manager, The Columbus Museum; Barbara Corvino, Vice President, Fine Art, Jewelry & Specie, Willis Towers Watson

* * * * *

We've all been to the sessions about disaster preparedness, but what do you do when the disaster is you? We're all human, and if you work in museum collections long enough, eventually you'll make a mistake or have a mishap. Using stories of collections mishaps which have been gathered ahead of the conference, participants will talk openly about how to deal with the situations and record and report the incidents. If the story submitter is in the audience and willing to identify themselves, then he/she/they can share the actual outcome. At the end, the audience will take a live poll to choose the most heart-breaking or cringe-inducing mishap. There will be a prize for the winner!



WEDNESDAY, OCTOBER 28, 2020
3:15–4:30PM

CONTROVERSIAL OBJECTS AND MONUMENTS: WHAT'S NEXT?

MODERATOR/PRESENTER: *Ashleigh Oatts, Education Coordinator, T.R.R. Cobb House*

PRESENTERS: *Dr. Todd Groce, President and Chief Executive Officer, Georgia Historical Society, Savannah, Georgia; Calvin Chappelle, Site Director, Confederate Memorial Park, Marbury, Alabama*

* * * * *

For the past several years, there has been a growing movement to remove controversial monuments from public spaces. We have seen tragedies occur during these protests, while other statues have been removed in the middle of the night so as to avoid such situations. Please join us for a discussion about these controversial objects and the decisions behind removal and/or reinterpretation, and what we as museum professionals can do to help with community responses.



WEDNESDAY, OCTOBER 28, 2020
5–6PM

REGISTRARS' RESPITE/ HAPPY HOUR

MODERATOR: *Corinne Midgett, Registrar, High Point Museum*

* * * * *

Join your fellow registrars and collections specialists for an informal gathering after two days of collections-focused learning!

****This meet-up is free. Meeting link will be shared publicly.**



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