**Description:**

Come to Duluth for the 2012 Minnesota Association of Museums Annual Meeting and sail away with new ideas to strengthen your museum’s service and operations. Learn useful tools for program development, collections management, and membership. Start off your learning experience by joining colleagues for an opening reception at the University of Minnesota – Duluth’s Tweed Museum of Art.

**Location:**

The conference will be held at the Historic Union Depot where you can visit the Duluth Art Institute, the Lake Superior Railroad Museum, the Duluth Children’s Museum, St. Louis County Historical Society, and Veterans’ Memorial Hall.

506 West Michigan Street, Duluth, MN 55802  
(218) 727-8025

**Directions and Parking:**

<http://www.duluthdepot.org/map.html>

Metered parking in lots adjacent to the building. Daily parking directly across the avenue from the building (approximately $4.75/day).

**Lodging:**

Radisson Harborview 800-333-3333 (MAM room block available through Sept. 4)

Comfort Suites Canal Park 218-727-1378 (MAM room block available through Sept. 3)

**Cost:**

$40 for MAM members

$65 for non-members

**Morning, afternoon refreshments and lunch included with registration**.

**Presentation Rooms**

Great Hall: accommodates up to 200 people

Room A: accommodates 40

Room B: accommodates 25

Room C: accommodates 100 (in the Train Museum, Level 1)**SCHEDULE**

**8:00 - 8:30am Registration *Great Hall***

**8:45 - 9:00 MAM Business Meeting *Great Hall***

**9:00 - 9:45 Keynote Presentation *Great Hall***

Minnesota's museums are essential contributors to the vibrancy of communities.  A 2012 University of Minnesota study demonstrated the economic value of museums to the state. How do these findings apply to your museum?  This lively and interactive keynote address will present the study results and engage the audience in conversations regarding the role museums play in tourism efforts in their own communities.

***Presenters:*** *Cynthia C. Messer, Extension Professor, University of Minnesota Tourism Center; Brigid A. Tuck, Analyst, University of Minnesota Extension*

Cynthia Messer is an Extension Professor with the University of Minnesota Tourism Center. She has more than 35 years of experience in the tourism industry as an educator and practitioner. Cynthia’s work takes her across Minnesota and beyond. Her background combines practical experience with educational expertise. She has worked as an international consultant, tour operations specialist, and as the executive director of a regional convention & visitor bureau. Cynthia’s research and educational interests include quality customer service and sustainable community tourism development. She has authored numerous educational materials including the acclaimed *At Your Service: working with multicultural customers* training curriculum, the award-winning *Weaving Tourism into Community* film, and the *Community Tourism Development* manual which is now in its third edition.

Brigid Tuck is an analyst with University of Minnesota Extension. She conducts analysis and writes reports for the Economic Impact Analysis (EIA) program and Business Retention and Expansion (BR&E) program. Brigid helped launch the EIA program in early 2009. Since then, the EIA program has conducted over a dozen studies, covering numerous economic sectors, including tourism, education, manufacturing, retail, infrastructure, and local foods. Brigid also writes the research and summary reports for the BR&E program.

**10:00-10:45 Concurrent Sessions #1**

**21st Century Learners: So What? *Room A***

This generation of students is different than any before – really. They’ve never known the world without the internet, and the way they learn is different. During this interactive session, learn about how kids today are learning and how museums can make changes to their programs to be relevant to this important audience.

***Presenter:*** *Shana Crosson, Technology Integration Specialist, Minnesota Historical Society*

**Assessing Your Community’s Tourism Potential *Room B***

Museums are a great tourism asset. The economic impact of museum visitors can be expanded if they can be directed to additional attractions, and if these attractions provide quality experiences. The University of Minnesota’s Tourism Center offers a Tourism Assessment Program (TAP) to assist communities in kick-starting their tourism development. Hear about the success of the Chisago Lakes area following a 2008 TAP visit. Workshop participants will each receive an “Attractions Inventory” which can be used in the community to enhance visitor’s experience.

***Presenters:*** *Liz Templin and Cynthia Messer, Extension Educators, University of Minnesota*

**Copyright Roundtable *Room C***

Understanding copyright

***Presenters:*** *Joe Hoover, Minnesota Historical Society; John Lindley, Executive Director, Ramsey County Historical Society*

**11:00-11:45 Concurrent Sessions #2**

**Google Products for the Small Museum *Room A***

Small museums often struggle with the cost burden of technology and its many upgrades. Google offers a variety of products that make collaboration, productivity, sustainability, and cost savings a breeze. This session will provide a brief overview of some of the products most relevant to museum work, as well as short demonstrations.

***Presenter:*** *Erin E. Anderson, Museology Exhibits and Programs*

**Connecting with the Mobile Crowd *Room B***

People cannot live without their iPhone or Android phones. Their usage differs markedly from laptop and desktop computers. This session will focus on discussing strategies for rejuvenating your organization’s content to be engaging with the mobile crowd using location based services and with such tools as mobile websites, mobile apps, QR codes, and digital coupons.

***Presenter:*** *Adeel Ahmet, Extension Educator, University of Minnesota Extension*

**11:45-12:45 Lunch & Networking *Great Hall***

Join your colleagues for lunch and share your tips and good ideas. A resource table will be available for handouts.

**1:00-1:45 Concurrent Sessions #3**

**Minnesota’s Historic Northwest *Room A***

Minnesota’s Historic Northwest is a consortium of museums located in Minnesota’s Northwest counties. It was formed in 1997 and has grown from 7 participating counties to 11, which include over 50 historic sites, and more than a dozen local museums. Its mission is *“to routinely join together our historic and cultural organizations in order to promote our area’s history. Our focus is to plan group events and projects that celebrate our area’s richness and diversity.”* Learn the history and the future of this regional organization as well as tips for success in starting your own regional group, or encouraging more participation in an existing group.

***Presenters:*** *Tamara Anderson Edevold Executive Director of the Clearwater County Historical Society; Amy Degerstrom, Becker County Historical Society*

**Working with the Minnesota Digital Library *Room B***

The Minnesota Digital Library works with organizations to digitize their collections in an effort to provide access to those collections to the people of Minnesota. Marian Rengel, MDL Outreach Coordinator, will discuss the MDL’s Phase 9 Call for Projects, collaborating with the MDL on Minnesota Historical Society Historical and Cultural Grants to fund digitization projects, initiatives of the MDL, and ways the MDL can work with and serve the members of the Minnesota Association of Museums. Included in her presentation will be an overview of Minnesota Reflections <http://reflections.mndigital.org>.

***Presenter:*** *Marian Rengel, MDL Outreach Coordinator, Minnesota Digital Library*

**Doing More with Less *Room C***

The Human Resources field has evolved from basic administrative support services to a more strategic position in both the for-profit and non-profit arena. Talent acquisition, leadership development, organizational design, team building and employee relations are just a few areas where HR offers decision support and thought leadership. Many times, smaller organizations are not financially equipped to have an HR on-site and duties are divided among many (or few) individuals who are forced to learn as they go. This session will offer some practical advice on how to avoid common HR landmines and know when to go it alone and when to bring in professional assistance. The three panelists will share war stories so that you can learn from their experiences and have plenty of time to answer questions relevant to your situations.

***Disclaimer: This HR panel is providing practical HR perspective, but cannot provide legal advice!***

***Presenters:*** *Sarah M. Olson; Kari Solem, Vice President of Human Resources & Sr. HR Consultant, The Science Museum of Minnesota; Andrea Pollari, Principal & Founder, Key Search and Consulting.*

**2:00 - 2:45 Concurrent Sessions #4**

**Around the Camps’ Fire: Partnering to Understand & Support Audiences *Room A***

Attendees will hear about the efforts of Museums+Museums+Museums (M++), and informal group of Twin Cities museum staff, colleagues and friends, working together for the past three years to create a local collaborative capable of conducting audience research to support area museums in strengthening their mission-related services and in serving new and existing audiences more fully. Sharing M++’s 2012 project to investigate and develop a resource for parents to plan for museum summer camps, attendees will learn about the process, issues, and outcomes of developing such a resource and sustaining a partnership with local museums with various needs and agenda.

***Presenters:*** *Cheryl Kessler, Principal, Blue Scarf Consulting; Steven R. Guberman, PhD, Senior* *Evaluation and Research Associate at Science Museum of Minnesota; Lin Nelson-Mayson, Director, Goldstein Museum of Design*

**More Than a Storyboard: Hands-on Felt Interactives under $30 for Adults**

**AND Kids *Room B***

You want to offer interactive interpretive elements that appeal to all ages but also need to keep a tight budget? Felt has long been a staple of Sunday school storyboards – can it be used in a professional exhibit that appeals to adults AND kids? Two museums have recently used felt to build interpretive capacity on the cheap. We’ll introduce a felt interactive that appeals to more adults than kids. We’ll also outline how to add a fun, durable interactive for under $30. You’ll leave with resources, a template, and hands-on knowledge as we work on a project during the session!

***Presenters:*** *Mercedes Tuma-Hansen, Administrative Intern, Richfield Historical Society; Jodi Larson, Director, Richfield Historical Society*

**Responding to Disasters Responding *Room C***

Water and Fire Oh My! This panel will discuss their experiences from the initial response to dealing with the media and more.

**Presenters:** *Kathleen McCully, Executive Director,* *Isanti County Historical Society; Maicie Sykes, Lead Keeper and Keely Johnson, Acting Director of Marketing, Lake Superior Zoo*

**2:45 - 3:10 p.m. Tea / Coffee Break *Great Hall***

**3:15 – 4:00 Concurrent Sessions #5**

**Pinterest: A Primer *Room A***

Pinterest is the new kid on the block when it comes to social media sites, but it is one of the best suited for museums of all stripes. Get up to speed on Pinterest and think about how your museum can interact with audiences new and existing, far and wide with this powerful tool. Questions answered will include: What is Pinterest, and would my museum benefit from using Pinterest? What are other museums and nonprofits are doing on Pinterest? How can I use Pinterest as an engagement tool, or as a marketing/brand awareness tool? How can I evaluate the effectiveness of Pinterest? Bring your laptop and Pin along.

***Presenter:*** *Erin E. Anderson, Museology Exhibits & Programs*

**Understanding Facebook Insights *Room B***

Museums use Facebook to interact with the public, share collections, and publicize events. Facebook also gives easy access to user evaluation info that can help illuminate who is viewing what content and how they are interacting with your Facebook page. This hands-on tour will go over “insights” and help you understand the metrics and evaluation that Facebook does for you. To get the most out of this mini-workshop, attendees should bring their own computer as we explore together.

***Presenter:*** *Jodi Larson, Director, Richfield Historical Society*

**Hearing Voices? Sometimes That’s a Good Thing! *Room C***

All museums can benefit from visitor input, if they know how to ask for it. What are some ways of getting information from visitors without being a burden on them? And how do you make a survey that actually asks what you need it to? Come to this session to find out how to get quick and useful visitor feedback to help guide your next project.

***Presenter:*** *Zdanna Tranby, Museum Evaluator, Science Museum of Minnesota*

***Room C is located in the Train Museum on Level One***

**For more information** go to [www.minnesotamuseums.org](http://www.minnesotamuseums.org) or email

[information@minnesotamuseums.org](mailto:information@minnesotamuseums.org)