

American Association of Museums
Excellence and Equity—Then, Now, Next:
Education and the Public Dimension of Museums

“The educational role of American museums has been central to their history evolving through the years in relationship to the changing public dimension of museums.”
—Bonnie Pitman, Chair, AAM Task Force on Museum Education, 1991

DATE

Thursday, November 6, 2008

VENUE

Online web conference

TIME

Part 1—*Then and Now*: 1-2:30 p.m. (EDT)

Part 2—*Now and Next*: 3-4:30 p.m. (EDT)

DESCRIPTION

Excellence and Equity –Then, Now, Next: Education and the Public Dimension of Museums (E&E) is a two-part web conference that explores the important public dimension of museums through the lens of AAM’s newly reprinted landmark publication, *Excellence and Equity: Education and the Public Dimension of Museums*. Next generation museum leaders join (or butt heads with!) veteran museum leaders in this lively, thought-provoking discussion about how far we have (or haven’t) come in addressing and advocating for the museum’s role as educational institution.

Where were we in 1992? Where are we in 2008? What’s on the horizon?

Part one of this two-part E&E program, *Then and Now*, offers participants unique insights into the collegial (and sometimes contentious) process that resulted in “the first major report on the educational role of museums ever to be issued by AAM—a report that continues to stimulate and challenge multiple generations of museum professionals” (Pitman, 1991) and led to further initiatives from AAM, including the Public Dimension Assessment of the Museum Assessment Program (MAP) and *Museums and Community*.

Part two of E&E, *Now and Next*, “takes the gloves off” the discussion and digs deeper into where we are currently, as global citizens, in addressing the issues of excellence *and* equity in our institutions and in exploring the many challenging ways in which the “next” is actually “now.” Facilitators will engage in open, honest dialogue about our collective roles and responsibilities to the diverse communities in which we exist and the (real or virtual) audiences we strive to serve in our technology-focused, pluralistic society.

WHY NOW?

On the eve of a electing a new national leader and new members of Congress, now more than ever is the time for museum professionals to engage in meaningful, relevant dialogue about the true purpose and value of museums to society and to be able to better communicate that value to our communities, to our colleagues, and to our elected officials. When AAM first published *Excellence and Equity* in 1992, the report called for “new thinking about the role of museums in public education. It recast the definition of excellence not merely to include excellence, but to require it—for museums to embrace cultural diversity in all facets of their programs, staff and audiences, in order to have any hope of sustaining vitality and relevance” (Bell, 2008).

How far have we come? When will we get “there”?

The ever-changing landscape and assimilation of technology “has compelled [museums] to re-examine the essence of mission” (Din, Hecht, 2007). In addition, four generations (an historic first!) in communication confluence and collision have profoundly changed the way we work with each other and the methods we use to reach our audiences—ways the AAM Task Force on Museum Education could not have imagined in 1989 when it was created.

WHO SHOULD ATTEND

“*Excellence and Equity* presents an expanded definition of museums’ educational role that involves the entire museum—from trustees to guards in the galleries, from public relations staff to docents who give tours, from curators to educators” (Pitman, 1991).

This program is designed for anyone who works in education or interpretation, public programs, visitor experience, exhibition planning and design, PR and marketing, development and membership or other functional areas of the museum that involve the public dimension of museums. Emerging professionals and museum education/studies students are especially encouraged to attend, as are directors, CEOs and other key-decision makers in museums.

HOW WILL I BENEFIT FROM THE WEB CONFERENCE?

After participating in the E&E web conference, attendees will be better able to:

- (Re)examine and act on individual and institutional commitment to and advocacy for education as central to the museum’s mission and public service role
- Advocate for programs, exhibits, publications, and the institution as more inclusive places of and opportunities for informal learning and working that welcome diverse audiences
- Explore the ever-changing and challenging role of technology as it increasingly impacts and alters how museums fulfill their public service role
- Support and foster dynamic leadership at all levels of the institution that encourages and expects an inclusive culture of both excellence *and* equity in museums

Emerging museum professionals (EMPs) and students will benefit by:

- Building on existing understanding of the history of *Excellence and Equity* and why it maintains its importance and relevance as a landmark publication in the field
- Developing leadership knowledge and skills by analyzing and synthesizing the varied perspectives of veteran and next generation leaders in the field.

Mid-career professionals will benefit by:

- Exploring both theoretical and practical concepts related to the public dimension of museums
- Sharing the varied perspectives of veteran and next generation leaders in the field.

Senior-level professionals will benefit by:

- Building on leadership knowledge and skills in better understanding the public dimension of museums and building strategies for increased advocacy accountability within and outside of your institution
- Sharing insight and experiences with peers and with emerging and mid-career leaders, fostering a positive culture of leadership for your institution and the field

SPONSORSHIP

MetLife Foundation is proud to sponsor the E&E live web conference program and fellowships for students, Emerging Museum Professionals and professionals from small museums (see below for fellowship details) as well as the original printing and reprinting of *Excellence and Equity*. AAM is grateful for 15+ years of continued MetLife Foundation support of museums in helping them to expand their role as educational institutions without boundaries in order to reach broad audiences.

PRESENTERS

Lead Provocateur: Elaine Heumann Gurian, Museum Consultant

Moderators:

Jonathan Finkelstein, Founder and Executive Producer, LearningTimes

Greg Stevens, Assistant Director, Professional Education, AAM

Featured Presenters: (Others TBA)

Cynthia Copeland, Principal, The OutSourced MUSE

Joseph Gonzalez, Special Projects Manager, Samuel S. Fleisher Art Memorial

Nina Simon, Principal, Museum 2.0

Sonnet Takahisa, Director of Education, National September 11 Memorial & Museum

AGENDA (subject to change)

Webinar #1: *Then and Now*

1:00-2:30 p.m. (EST)

Moderator:

Greg Stevens, Assistant Director, Professional Education, American Association of Museums

Technology Producer: Jonathan Finkelstein, LearningTimes

Welcome: Sibyl Jacobson, President and CEO, MetLife Foundation

Introductions

Prelude: *Museums for a New Century*

Excellence and Equity Then: the “agitative” process and product

The Postlude: Museum Assessment Program (MAP), *Museums and Community*

Excellence and Equity Now: NextGen Speaks

Q & A

Webinar #2: *Now and Next*

3-4:30 p.m. (EST)

Moderator:

Greg Stevens, Assistant Director, Professional Education, American Association of Museums

Technology Producer: Jonathan Finkelstein, LearningTimes

Welcome: Sibyl Jacobson, President and CEO, MetLife Foundation

Excellence and Equity Now: Revisiting the Importance of “and”

The “D” Word: Diversity

Excellence and Equity Now: “Now” is “Next:” Technology Speaks

Money Talks: The Funder’s Perspective

Q & A

REGISTRATION

\$89 AAM member

\$189 non-member

Registration for the E&E web conference includes:

- Participation in both E&E live webinar sessions
- A complimentary copy of the newly reprinted *Excellence and Equity*
- 6-month access to the recorded on-demand E&E web conference program, E&E Forum online, and presentation slides/handouts/resources (through the E&E Forum)**

***6 months from the date of the live web conference program.*

Please note you will not be able to share your username and password with multiple people for simultaneous use. We do encourage you, however, to build staff or academic



AMERICAN ASSOCIATION OF MUSEUMS

program collaboration and communication by registering a single person and having a group participate in the web conference (e.g., around a computer monitor in an office or in a conference room setting). You might also build community by inviting colleagues from other near-by institutions to share in an "Excellence and Equity Day" at your institution.

Two Ways To Save

- 1) Register individually and **share the experience** with staff, students, or colleagues from another institution.
- 2) Apply for a **fellowship** offered through MetLife Foundation, the AAM Committee on Museum Professional Training (COMPT) or the AAM Small Museum Administrators Committee (SMAC-AAM) (see below for fellowship details).

Registration closes on **Wednesday, Nov. 5, 2008**. No refunds will be given once registration has been processed.

Register **online** (link) or **download** the registration form (link) and fax it to AAM Professional Education at (202) 289-6578. Or mail it with full payment to AAM Professional Education, 1575 Eye St. N.W., Suite 400, Washington, DC 20005-1105.

E&E FORUM ONLINE

The web conference learning experience will be extended using the E&E Forum on the AAM website, exclusively for registrants and presenters. This online community is a new AAM website feature which allows participants to share and/or access resources. The forum is where AAM will post all handouts and other resources in advance of the web conference, so that registered attendees will be able to download the materials and have them on hand during the live program.

The forum requires your unique login and password. If you haven't registered for the recorded program, you must do so first (above).

Reminder: The forum will require a unique login and password that will only allow the login to be used in a single instance. You will not be able to share the username and password with multiple people for simultaneous use.

FELLOWSHIPS

MetLife Foundation, the AAM Committee on Museum Professional Training (COMPT) and the AAM Small Museum Administrators Committee (SMAC-AAM) are proud to offer E&E web conference fellowships to:

- Current students in museum education, museum studies, or another museum-related discipline
- Emerging museum professionals (EMP) with less than 10 years in the field
- Employees of small museums (with budgets of less than \$350,000)

Each fellowship recipient will receive complimentary web conference registration as well as a new copy of *Excellence and Equity: Education and the Public Dimension of Museums* mailed to them. **The deadline for all award applications is October 3, 2008. Recipients will be notified by October 10.** *Please note: applicants may apply for one fellowship category only.*

Requirements

Each E&E fellowship applicant must be:

- A current member of AAM at time of application or work at an AAM institutional member museum* (*all fellowships*)
- A current member of COMPT or SMAC-AAM* (*COMPT and SMAC-AAM fellowships only*)
- A full-time student (valid student ID required) (*MetLife fellowships*)
- An emerging museum professional (EMP) (with less than 10 years in the field) (*MetLife fellowships*)
- A full-time employee at a museum with a budget of less than \$350,000 (*SMAC-AAM or MetLife fellowships*)

* Or must submit a membership application with the required dues along with fellowship application. For information about AAM, COMPT or SMAC-AAM membership please visit the AAM website at <http://www.aam-us.org/aboutaam/councils>, contact membership@aam-us.org, or call 202-289-9132.

MetLife Foundation Fellowships

Amount of Award: Individual web conference registration and copy of *Excellence and Equity*
(75 awards total)

Requirement: Applicant must be an EMP (with less than 10 years in the field), currently employed in a museum with a budget of less than \$350,000, or a full-time student in museum education, museum studies, or another museum-related discipline (student ID required).

To apply for a MetLife fellowship: Submit application by email to: Carla Santos, Assistant Manager, Meetings, AAM, at csantos@aam-us.org or by fax to AAM at (202) 289-6578.

AAM Committee on Museum Professional Training (COMPT) Fellowship

Amount of Award: Individual web conference registration and copy of *Excellence and Equity*
(3 award total)

Additional Requirement: Applicant must be a current full-time student in a museum professional training program (student ID required).

To apply for a COMPT fellowship: Submit application by email to: Ken Hafertepe, Chair, COMPT at Kenneth.Hafertepe@baylor.edu or by fax to AAM at (202) 289-6578.

AAM Small Museum Administrators Committee (SMAC–AAM) Fellowship

Amount of Award: Individual web conference registration and copy of *Excellence and Equity*

(1 award total)

Additional Requirement: Applicant must be currently employed in a museum with a budget of less than \$350,000.

To apply for a SMAC-AAM fellowship: Submit application by email to: Janice Klein, Fellowship Chair, SMAC–AAM at jkhm@mindspring.com or by fax to AAM at (202) 289-6578.

ADDITIONAL RESOURCES

Check out these great titles from the AAM Bookstore

Excellence and Equity: Education and the Public Dimension of Museums

Excelencia e Igualdad: La Educación y la Dimensión Pública de los Museos

A Museums and Community Toolkit

Civilizing the Museum: The Collected Works of Elaine Heumann Gurian

In Principle, In Practice: Museums as Learning Institutions

Mastering Civic Engagement: A Challenge to Museums

Museums for a New Century

New Forums: Art Museums and Communities

The Digital Museum: A Think Guide

The Promise of Cultural Institutions

The New Town Square: Museums and Communities in Transition

Thriving in the Knowledge Age: New Business Models for Museums and Other Cultural Institutions

Take advantage of these resources on the AAM Website

Learn more about the Public Dimension Assessment of the Museum Assessment Program (MAP)

Learn more about the AAM Accreditation Program

Visit the online members-only AAM Information Center for more resources

Visit the free Web Exclusives section of the AAM website for more resources

Visit *Museum* magazine online for current and archived articles of interest

Learn how you can join the Museum Advocacy Team!