

**Learning in Museums Seminar 2008:
*Technology, Interpretation and Learning in Museums***

SCHEDULE DAY 1: Friday, June 20

Minneapolis Institute of Arts (MIA)

and

Walker Art Center (WAC)

plus

Experience an evening event at Mill City Museum (MHS)

7:30–8:30 a.m. Meet in Millennium Hotel lobby to board buses for Minneapolis Institute of Arts

8–8:45 a.m. Registration Check-in
Coffee and Conversation
AAM Bookstore Open
Location: Museum Lobby/Fountain Court

8:45 –9 a.m. Welcome and Seminar Overview
Location: Pillsbury Auditorium
Introductions:

- Greg Stevens, Assistant Director, Professional Education, AAM

Welcome:

- Ford Bell, President, AAM
- Jim Hakala, Chair, EdCom, and Assistant Director, Colorado University Museum of Natural History, Boulder, Colo.
- Kaywin Feldman, Director and President, Minneapolis Institute of Arts

9–9:20 a.m. Seminar Overview
Moderators:

- Peter Samis, Associate Curator, Interpretation, San Francisco Museum of Modern Art (SFMOMA)
- Marcella Wells, Interpretive Planning and Media Specialist, Wells Resources, Inc., Fort Collins, Colo.

Description: Peter Samis and Marcella Wells frame the two days of learning by offering insights about planning, acknowledging institutional capabilities, and assessing available resources in the context of educational technology initiatives. The moderators will offer thoughts about decision making criteria, about planning considerations in the beginning stages of the process, and about being inclusive of the entire institution in preparing for visitor experiences.



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9:20–10:30
a.m.

General Session

Look Before You Leap: Predicting the Success of Educational Technology Projects

Location: Pillsbury Auditorium

Presenters:

- Scott Sayre, Principal, Sandbox Studios/Museum411, Minneapolis, Minn.
- Kris Wetterlund, Principal, Sandbox Studios

Description:

What essential conditions need to exist in order for an innovative museum educational technology project to be successful? The answers include not only the skills, knowledge or creativity of the museum educator and specialists in technology, but also the design of the project itself and the context in which it is implemented - the museum. As part of this session, seminar participants will receive an assessment tool that can concretely predict the potential for producing a successful educational technology project.

10:30-10:45
a.m.

Break: Fountain Court
AAM Bookstore Open

10:45 a.m.–12
noon

General Session

Incorporating Technology and Interpretation: From Planning to Process to Product to Evaluation...and Beyond

Location: Pillsbury Auditorium

Moderator:

- Marcella Wells, Interpretive Planning and Media Specialist, Wells Resources, Inc., Fort Collins, Colo.

Presenters:

- Mike Mouw, Multimedia Director, Minnesota Historical Society, St. Paul, Minn.
- Jim Ockuly, Head of Interactive Media, Minneapolis Institute of Arts
- Sarah Schultz, Director of Education and Community Programs, Walker Art Center, Minneapolis, Minn.

Description:

The process of creating multimedia museum learning experiences is constantly enriched by new ideas, research, and technological approaches. How can a museum plan, produce, implement, and support media and technology-enhanced learning while keeping grounded in the real world and maintaining the flexibility to grasp new capabilities and opportunities? Based on the studied notion that technology may be changing the way we learn, this session will provide attendees an

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opportunity to engage in a facilitated discussion of issues related to learning and technology and successful visitor experiences. Education and technology specialists from three museums will offer thoughts, questions and answers in response to issues posed by the moderator. Participants will be invited to engage in the conversation by bringing their own perspectives and examples to the discussion.

12 noon–1 p.m. Lunch

AAM Bookstore Open

Location: Reception Hall, Third Floor, Target Wing

During lunch, participants will receive instructions/guidance on how to approach their afternoon Onsite Explorations of MIA or WAC.

AFTERNOON CONCURRENT PROGRAMS:

Minneapolis Institute of Arts (MIA) and Walker Art Center (WAC)

(Groups pre-registered for either site visit)

1–3 p.m.

MIA PROGRAM:

Onsite Exploration: Technology in the Minneapolis Institute of Arts

Exploration Meet/Launch: Wells Fargo Community Room

Facilitators:

- Jim Ockuly, Head of Interactive Media, Minneapolis Institute of Arts
- Kate Johnson, Education Chair, Minneapolis Institute of Arts
Staff of the MIA education and interactive media departments and docents

Description:

Attendees will have the opportunity to experience the various applications of technology at MIA, including:

- Interactive Learning Stations (ILS) (alcoves and other spaces designed to provide information and encourage learning about the MIA's permanent collection through use of new media)
- MAEPedia (an ILS containing a Wikipedia-inspired collaboration with the curatorial department and the artists of the Minnesota Artists Exhibition Program)
- MIA Today (an interactive directory on 15 touchscreen kiosks throughout the museum to provide practical information and an artfinder to locate works of art in the galleries)
- Small LCD screens installed alongside works of art
- Animated signage
- Audio guide system

MIA PROGRAM

1–3 p.m.

Onsite Exploration: Technology in the Minneapolis Institute of Arts

Exploration Meet/Launch Location: Wells Fargo Community Room

Facilitators:

Jim Ockuly, Head of Interactive Media, Minneapolis Institute of Arts

Kate Johnson, Education Chair, Minneapolis Institute of Arts

Staff of the MIA education and interactive media departments (TBD) and docents

Description:

Attendees will have the opportunity to experience the various applications of technology at MIA, including:

- Interactive Learning Stations (ILS) (alcoves and other spaces designed to provide information and encourage learning about the MIA's permanent collection through use of new media)
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- MIA Today (an interactive directory on 15 touchscreen kiosks throughout the museum to provide practical information and an artfinder to locate works of art in the galleries)
- Small LCD screens installed alongside works of art
- Animated signage
- Audio guide system

MIA staff and docents will be available to guide participants and answer questions through the gallery explorations. Participants can explore

- Technology that offers learning options for visitors
- Technology that helps visitors dig deeper into content
- Interactive technology that supports the exhibition content

Participants will also be encouraged at the same time to engage with traditional learning applications (such as thematic self-guided tours) as a way to consider how new technologies might be integrated as part of multi-layered experience.

3–315 p.m.

Break



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3:15–4:45 p.m. 360° Discussion Groups– MIA Onsite Exploration

Location: Wells Fargo Room

Moderator:

- David Ebitz, Associate Professor and Coordinator of Museums and Cultural Institutions Option in Art Education, Pennsylvania State University, University Park, Penn.

Facilitator:

- Jim Ockuly, Head of Interactive Media, Minneapolis Institute of Arts

Description:

Participants reconvene to discuss MIA technology programs and their implications for learning and enhancing the visitor experience. MIA staff will be available to describe institutional goals and lead participants in a conversation about how well those objectives are being met based on the participants' experiences. Moderated conversation focuses on both the informal/guided MIA exploration and *Food for Thought* guiding questions to help attendees

- Articulate their experiences, and
- Share perspectives on the incorporation of technology into the visitor learning experience

ALTERNATE WAC PROGRAM

12:45-1:15 p.m. Board buses to Walker Art Center

1:15–2:45 p.m. Onsite Exploration: Technology in the Walker Art Center

Exploration Meet/Launch: Bazinet Garden Lobby

Attendees will have the opportunity to experience various WAC technology applications including:

- Art on Call (cell phone audio guide available in galleries and sculpture garden)
- Dialog (interactive table that helps visitors dig deeper into content)
- Dolphin Oracle II (artificial intelligence application that is modeling a way of interaction with contemporary art)
- teens.walkerart.org (website built on social networking platform)

Visitors to the Walker will also be encouraged to simultaneously engage with traditional learning applications (gallery guides, labels, WACPACKS, etc.) as a way to consider how new technologies might be integrated as part of multi-layered experience.

2:45–4:45 p.m. 360° Discussion–WAC Technology

Location: Walker Art Center Cinema



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Moderator:

- Greg Stevens, Assistant Director for Professional Education, American Association of Museums, Washington, DC

Facilitators:

- Robin Dowden, Director, New Media Initiatives, Walker Art Center, Minneapolis, Minn.
- Sarah Schultz, Director of Education and Community Programs, Walker Art Center

Description:

Participants reconvene in Cinema to discuss Walker technology programs and their implications for learning and enhancing the visitor experience. The Walker New Media and Education staff and artists responsible for various projects will be available to describe institutional goals and lead participants in a conversation about how well those objectives are being met based on the participants' experiences. Moderated conversation focuses on both the informal/guided WAC exploration and *Food for Thought* guiding questions to help attendees

- Articulate their experiences, and
- Share perspectives on the incorporation of technology into the visitor learning experience

4:45–5:00 p.m. Buses to Mill City Museum (Minnesota Historical Society)

5:30–7:30 p.m. Reception and Onsite Experiences at Mill City Museum (MHS)

Description:

Socialize and experience innovative technology at The Mill City Museum, part of the Minnesota Historical Society, featuring the award-winning *Flour Tower* elevator ride experience. This program was developed from learning objectives for the site in an effort to address the stated needs of audiences who wanted to know more about the history of Minneapolis. The program is especially focused on learning experiences and is highly visitor centered.

7:30 p.m. Buses return to hotel or Dinner Out (on your own)
(NOTE: Walker Art Center is open until 9 p.m. on Friday)

SCHEDULE DAY 2: Saturday, June 21 Minnesota Historical Society (MHS)

7:30 and 8 a.m. Meet in hotel lobby to board buses to MHS

8–9 a.m. Registration check-in
Coffee and Conversation: Thoughts on Technology and Interpretation

Location: The Education Lobby of the MacMillan Education Center

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AAM Bookstore Open: The Education Lobby

Description:

Join fellow attendees and session presenters for coffee and focused conversation about the technology and interpretation experiences of the day before. Come prepared with questions, thoughts, and possible solutions to share and take back to your institution. Or take part in Early Bird sessions to explore specific technology-related topics.

8–9 a.m.

Early Bird Sessions:

Yahoo! For Teachers and Museums

Location: Cargill

Presenter:

Rose Sherman, Director of Enterprise Technology, Minnesota Historical Society, St. Paul, Minn.

Get ready...It's coming! The easy-to-use site and peer network designed by and for teachers. Get ready to create, modify and share standards-based curriculum. Learn how the MHS is using Yahoo! For Teachers in the collaborative development and sharing of education programming that reaches beyond the institution walls.

The Digital Museum: A Think Guide: Informal Discussion

Location: Johnson

Join Scott Sayre, Peter Samis and Mike Mouw, three of the co-authors of *The Digital Museum: A Think Guide* and other colleagues in a lively informal discussion about AAM's new publication and related webinar series. Topics range from planning for technology, to social networking to emerging trends in technology, and more.

PodMaps: Making Maps into Personal Podcasts

Location: Honeywell

Presenter: Jonathan Finkelstein, Executive Producer, LearningTimes
During this informal conversation and "show and tell" gathering, Jonathan Finkelstein will discuss an exciting, map-based approach to podcasting that turns any city map, floor plan, or other geographic rendering into a guided tour. We'll look behind the scenes of a new project called MetroCast by the New York Transit Museum which allows web visitors to use a map-based interface to assemble their own playlists based on their interests and then to head out with iPods to explore the New York City subway system. We'll chat about possibilities for this approach at other museums and historical sites, share ideas, and compare notes.

Four Generations in Our Audiences and Our Workforce: So What?

Location: Deluxe 1

Presenter: Greg Stevens, Assistant Director, Professional Education, AAM

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Join Greg in a thoughtful and timely discussion about the convergences and collisions of four generations in our midst—Traditionalists, Baby Boomers, GenX and GenY.

9–9:30 a.m.

Morning Welcome

- Greg Stevens, Assistant Director, Professional Education, American Association of Museums, Washington, DC
- Michael Fox, Deputy Director, Historical Programs and Education, MHS

Location: 3M Auditorium

Brief Review of Comments and Questions from Previous Day

Moderators:

- David Ebitz, Associate Professor of Art and Art Education and Coordinator, Museums and Cultural Institutions Option in Art Education, Pennsylvania State University, University Park, Penn.
- Greg Stevens, Assistant Director, Professional Education, American Association of Museums, Washington, DC

Description:

Moderators review a sampling of the issues and questions raised in the previous day's evaluations.

**9:45–10:45
a.m.**

Concurrent Sessions I (repeat for Round II)

- ***Digital Learning Games: What Are They and Why Should You Make Them?***

Location: Deluxe 1

Presenters:

Susan Edwards, Writer/Editor, J. Paul Getty Trust, Los Angeles, Calif.

David Schaller, Principal, eduweb, St. Paul, Minn.

Description:

Many museums have created—or want to create—online games as a learning tool and vehicle to reach young audiences. What is a digital learning game? Why make games? How can games be educational? What kinds of games are effective? Are games worth the investment required to create them? Presenters will address these key questions and more, giving attendees the opportunity to ask questions and share their own experiences with museum-based game development.

- ***Social Networking and Web-based Communities for Learning***

Location: Cargill

Presenters:

Bryan Kennedy, Senior Exhibit Developer, Science Museum of Minnesota, St. Paul, Minn.

Rose Sherman, Director of Enterprise Technology, Minnesota Historical Society, St. Paul, Minn.

Description:

Join professionals from two of St. Paul's leading institutions in an introduction to and exploration of how museums utilize Web 2.0 to enable visitors, on-site and on-line, to collaborate on science and history by contributing to storytelling, wikis and blogs; to create web sites which tell visitor stories and interpret collections in an engaging way using audio and video, via streaming video and podcasts; to present content created by others using Web 2.0 web sites; to engage professionals to interact virtually with the public; and to curate an exhibit using public nominations submitted online, then using a wiki to reflect the public's input and encouraging ongoing collaboration.

- ***Storytelling Experiences Using Technology***

Location: Honeywell

Moderator: Daniel Spock, Director, History Center Museum, Minnesota Historical Society, St, Paul, Minn.

Presenters:

Michael Mouw, Multimedia Director, Minnesota Historical Society

Dan Beck, Multimedia Developer, Minnesota Historical Society

Jesse Heinzen, Multimedia Producer Minnesota Historical Society

Description:

At the Minnesota Historical Society (MHS), deep collaboration is at the heart of every museum multimedia project. Cross-functional teams made up of educators, exhibit developers, graphic and space designers, researchers, fabricators, and collections staff collaborate with the in-house Exhibits Media Group (EMG) in the creation of museum media productions that use the history makers telling their own stories. Dan Spock will moderate a discussion with three museum media makers from the EMG and focus on his advocacy for the visitor experience during the development of team-driven multimedia projects for the MHS museums.

- ***Using the Web to Provide Online Resources for K-12 Learning***
Location: Johnson

Presenters:

Treden Wagoner, Coordinator of Education Technology Programs, Minneapolis Institute of Arts, Minneapolis, Minn.
Susan Rotilie, Program Manager, School Programs, Walker Art Center, Minneapolis, Minn.

Description:

Susan Rotilie and Treden Wagoner represent ArtsConnectEd, an online resource for teachers and their students. Originally launched in 1998, the site provides access to images, information, and classroom resources from both institutions. ArtsConnectEd was awarded the 2006 IMLS National Leadership Grant to improve and expand upon the site's functionality. One of the primary goals of this three-year project is to use replicable open source solutions to develop new online tools that empower museum educators and classroom teachers to manage and create educational content. The project is currently in the second year of development with a planned launch in 2009. Presenters will outline the processes the partnership is utilizing to meet the current grant project's goals, and answer questions from participants.

- ***Audio Guides, Handhelds, Podcasts and Cell Phones***
Location: Deluxe 2

Presenters:

Robin Dowden, Director, New Media Initiatives, Walker Art Center
Nancy Proctor, Head of New Media Initiatives, Smithsonian American Art Museum, Washington, DC
Chris Tellis, Founder, Antenna Audio, Sausalito, Calif.

Description:

Mobile educational media has a unique niche, as it is the one technology that migrates with the visitor throughout the museum. There are many considerations that go into creating a successful program that enhances the unique benefits of a museum visit. With a steep trajectory of technological change, the range of choices and the expense of the systems make it essential to be an informed consumer. Session presenters explore various museum audiences and identify the considerations that govern appropriate production and technology. This session will include practical hands-on demonstrations of various systems, including wands, mp3 players, iPods, multi-media players and cell phones and

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discussions of the pros and cons of each system. Discussion of podcasts will show how either museum or user generated content can expand the education mission beyond the museum walls.

- ***The Big Question: Where Do We Start? Selecting Practical Interpretive Technology Solutions for Your Situation***

Location: 3M Auditorium

Presenters:

Scott Sayre, Principal, Sandbox Studios/Museum 411,
Minneapolis, Minn.

Kris Wetterlund, Principal, Sandbox Studios

Description:

This session will address the basics of assessing the wide range of interpretive technology options available to museums today and what it takes to budget, plan for and implement them. The presenters will provide an overview of some key considerations and strategies and then facilitate a group discussion focused on specific questions shared by the participants.

- ***Evaluating Educational Technology Projects in Museums***

Location: Staples

Presenter:

Kate Haley Goldman, Senior Research Associate, Institute for Learning Innovation, Edgewater, Md.

Description:

This session is designed to provide participants with a practical working framework for evaluation. During the session, participants will discuss the stages of evaluation, what can be achieved at each stage, and how those stages fit into educational technology development. The presenter will cover assessing which evaluation techniques and methods are appropriate to museum technology, as well as the benefits and trade-offs of different evaluation strategies.

**10:45-11:15
a.m.**

Break

AAM Bookstore Open: The Education Lobby

**11:15 a.m.–
12:15 p.m.**

Concurrent Sessions II (repeat from Round I)

(See descriptions above)

12:15–2 p.m.

Lunch (on your own) and MHS Onsite Exploration

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Over lunch, colleagues are encouraged to chat about the most important big ideas or issues about which they have learned. After lunch, participants can explore MHS technology application in exhibitions/interpretation, with MHS staff available.

Attendees will have the opportunity to experience the various technology applications in the exhibitions of the MHS. Participants can explore

- Technology that offers learning options for visitors
- Technology that helps visitors dig deeper into content
- Interactive technology that supports the exhibition content

2–4 p.m.

Process and Action Workshops: Dreaming, Reflecting, Planning, Plunging

Location: Staples, Cargill, Honeywell, Deluxe 1 and 2

Introduction Facilitators:

Workshop 1: Peter Samis and Greg Stevens

Workshop 2: Marcella Wells and Kate Haley Goldman

Workshop 3: David Ebitz and Mike Mouw

Workshop 4: Kris Wetterlund and Scott Sayre

Discussion Moderators and Facilitators:

All seminar presenters are encouraged to actively participate in this process and action workshop, to help attendees frame their thoughts and questions regarding the integration of technology and interpretation.

Description:

In these process and action planning workshops, attendees are given the opportunity to dream about, reflect on, plan for, or plunge into technology and interpretation planning processes related to their own professional or institutional circumstances by exploring the topics in one or more of the workshop rooms. Each room is organized around a theme, through which interested participants work as individuals, in similar topic/affinity groups, or in cross-functional teams based on interest in specific technology applications, to:

- Ask the experts
- Work through process issues with consultants and colleagues
- Dream big about technology possibilities
- Plan or plunge into draft action plans for the implementation of technology to support interpretation and learning.

Participants can stay for 20 minutes, or for an hour or two. The choice is yours! Discussion moderators may revisit the *Food for Thought* questions here as a guiding reference for discussion, along with a template for framing their thoughts in a tangible way. Facilitators will compile group decision-making processes, “lessons learned,” and various action

planning steps that emerge from the discussions. Facilitators and other presenters in the seminar will all be on hand to serve as consultants, and talk participants through the process. Participants can later post these reflections/plans on the AAM LiM 2008 Discussion Forum.

- **Workshop 1: Understanding the Social Contexts of Technology in Museums**

Location: Staples

Facilitators: Peter Samis and Greg Stevens

Description:

Which comes first: technology or the society that creates/uses it? Why does this matter to museums? Explore how technology applications in museum interpretation reflect larger socio-cultural trends and patterns, and how innovative uses of technology can help shape the way society experiences and values museums.

- **Workshop 2: Planning for and Evaluating Technology in Your Interpretive Plan**

Location: Deluxe 1 and 2

Facilitators: Marcella Wells and Kate Haley Goldman

Description:

Is technology integrated in your interpretive plan, or is it merely an isolated “chapter” or “afterword”? Explore the many ways technology can best be integrated with interpretation in small, medium, and comprehensive ways in a variety of institutions. Participants will discuss the stages of evaluation, what can be achieved at each stage, and how those stages fit into educational technology development.

- **Workshop 3: Communicating Your Technology and Interpretive Plans to Internal and External Stakeholders**

Location: Cargill

Facilitators: Mike Mouw and David Ebitz

Description:

With whom do you collaborate to successfully plan and implement educational technology initiatives in your museum? What cross-functional roles are critical for success? Which decision makers (and funders!) are the drivers behind your best technology ideas? Come explore the challenges and benefits of communicating internally and externally with your most important stakeholders.

- **Workshop 4: Using Specific Technologies to Reach Specific**

Audiences

Location: Honeywell

Facilitators: Kris Wetterlund and Scott Sayre

Description:

The range of technologies available to enhance the learning and visitor experiences in your institutions is vast and ever-growing. But which is the best application for your institution based on its mission? What is best for your intended audience? Learn more about some of the exciting technology you have experienced in the past two days.

4 – 4:15 p.m.

Break

AAM Bookstore Open

4:15–4:45 p.m.

Conclusions: Putting it Together

Location: 3M Auditorium

Moderators: Peter Samis and Marcella Wells

Description:

Of course, technology alone is not the solution. As we wrap up two days packed with talks, on-site observations, brainstorming and dialogue, Peter Samis and Marcella Wells reframe our experience in a larger context of integrating interpretive planning, educational technology, and the visitor experience. What are our technology choices and options? What is the intersection of technology and learning? How do we best plan for and evaluate visitor experiences that might include technology by being rational, logical and deliberate? Samis and Wells help us reconsider that interpretive planning is only a tool (invisible to the visitors) by which managers, educators, and others think about, plan for, and decide about appropriate uses of technology in the educational aspects of our institutions – just like we would plan for integrating storytelling, interpretive theater, interactive exhibits, open collections, multi-lingual text, special lighting and all the things that are included in successful visitor experiences.

4:45–5 p.m.

Wrap Up and Evaluation

Facilitator: Greg Stevens

5 p.m.

Buses return to Hotel