



***Audience Research and Evaluation:
Why It Matters Now More Than Ever***
Live Webinar—September 23, 2009
2-3:30 p.m. (EDT)

Presenters



Christine Reich
Manager of Research and Evaluation
Museum of Science, Boston

At the Museum of Science, Christine manages the completion of 15 to 20 studies each year that cover areas such as visitor services, exhibitions, school field trips, teacher professional development, adult programs, and educational technologies. In addition, Ms. Reich oversees the public impacts evaluation of the Nanoscale Informal Science Education Network (NISE Net), a Network of science museums and scientific research organizations funded through a \$20 million National Science Foundation grant. Ms. Reich previously served as a museum educator and an exhibit planner at the Museum, developing educational experiences that specifically targeted people with disabilities. In addition to her work at the Museum of Science, Ms. Reich co-leads the Access Inquiry Group for the Center for Advancement of Informal Science Education (CAISE), instructed the “Visitor Studies” course at the Harvard University Extension School, and was the Secretary/Treasurer of the AAM Standing Professional Committee for Audience Research and Evaluation (CARE). Ms. Reich has a B.S. in agricultural and biological engineering from Cornell University, a certificate in museum studies from Harvard University, a Masters of Education from Lesley University, and is working on her Ph.D. in curriculum and instruction at Boston College.

Steven Yalowitz
Senior Research Associate
Institute for Learning Innovation (ILI)
Annapolis, MD



Steve works at ILI, a non-profit organization dedicated to understanding, facilitating and communicating about free-choice learning. He collaborates with a variety of museums and educational organizations including art museums, science museum, natural history museums, aquariums, and environmental learning centers, among others. His areas of expertise include exhibit and program evaluation, measuring free-choice learning, behavioral outcomes, bilingual/culturally appropriate evaluation, marketing research and mixed method studies. Prior to his job at ILI, he was the Audience Research Manager at the Monterey Bay Aquarium for seven years, where he conducted and coordinated audience research for the marketing, exhibits and guest experience departments. He has a Ph.D. in Applied Social Psychology, with a background in statistics, visitor studies, research methodology, and survey design. Steven has been very active in AAM for the past nine years, serving as Chair of AAM’s Committee on Audience Research and Evaluation (CARE), one of AAM’s Standing Professional Committees, from 2006 to 2009. He has fifteen years of experience in audience research and evaluation.



Jonathan Finkelstein
Founder and Executive Producer, LearningTimes.org
President, The LearningTimes Network
New York, NY

Jonathan Finkelstein is founder and Executive Producer of LearningTimes.org (www.learningtimes.org), and President of The LearningTimes Network (www.learningtimes.net). He works closely with museums, educational institutions, libraries and other organizations to grow and maintain online learning communities and to foster human interaction, professional development and learning online. Jonathan most recently facilitated AAM's inaugural e-learning programs, *The New Tax Form 990: Why You Should Care*, and *The Digital Museum: Transforming the Future Now*. Finkelstein also authored the chapter on live online outreach in the *The Digital Museum: A Think Guide*, published by AAM. His recent book, *Learning in Real Time* (Wiley/Jossey-Bass), translates over ten years of experience facilitating real-time online learning into a practical resource guide for anyone facilitating or teaching online. He can be seen as the host of the "Real Time Minute" (www.realtimeminute.com), a podcast series about online collaboration, and as the moderator and producer of many live webcasts, online conferences and 3D virtual world events for museum and education professionals. Finkelstein, who is the son of two New York City public school teachers, is a Certified Synchronous Training Professional (CSTP) and received his AB degree with honors from Harvard University.

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



Since 2007, Greg is responsible for developing and overseeing AAM seminars, workshops and a growing library of e-learning programs for museum practitioners, as well as career-related activities (AAM Career Café™) at the AAM annual meeting. Greg is also an adjunct faculty member at The George Washington University (GWU). Previously, Greg held education positions at the National Museum of the U. S. Army, Mid-Atlantic Association of Museums, National Building Museum, Smithsonian National Air and Space Museum, and Kellogg Performing and Visual Arts School in San Diego, where he spent over a decade of his previous life as a theatre designer and arts educator helping young people experience the intrinsically collaborative process and product of theatre and art-making. Greg is the recipient of numerous awards for performance excellence, arts achievement, and educational service. He earned his MAT, Museum Education in the department of Educational Leadership from GWU; and his BA, Theatre Design from San Diego State University. Greg has been a working artist and theatre designer for 20 years.

Caminante, no hay camino; se hace camino al andar.
 (Antonio Machado, Spanish poet)