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[Resources](#)
[Membership](#)
[Advocacy](#)
[JobHQ](#)

**EdCom Newsletter:
February 2015**

Chair's Corner

We're pretty used to articulating what we do as museum educators to different people. To teachers we talk about the quality of our instruction and curriculum connections. To donors we might play up the number of people impacted by our programs. When it comes to policymakers though, it seems we're a bit flummoxed about how to communicate with them.

AAM gets that. In response, for the last seven years they've organized a [Museums Advocacy Day](#), where hundreds of colleagues gather in D.C. to visit Congressional offices in all 50 states. I've been lucky to participate. It's an excellent learning experience and a blast. If you can swing it, definitely attend. But if not, consider using the day as a reminder to conduct your own mini advocacy effort. AAM [provides tools](#) that are effective year-round, such as [template letters](#) you can tweak to invite Congress to your museum and [briefs](#) on issues affecting museums that the government also cares about. I might be biased here, but I think educators are natural advocates. With all of the feel good stories we have at our fingertips, it's second nature for us to tout the value of museums. Contribute your voice, passion, and the unique skillset you offer as educators to AAM's advocacy initiative this month—in D.C. or your own back yard.



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In this issue

[Message from the Chair](#)
[Let's Talk About It](#)
[What Are You Reading?](#)
[Save the Date](#)
[Awards of Excellence
Spotlight](#)
[Come Join Us](#)
[Calling You](#)
[Marketplace of Ideas](#)
[Calendar](#)

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Let's Talk About It

Evaluation in Our Practice

Thursday, April 16, 2 p.m. (ET)
Google+ Hangout

The second EdCom Virtual Book Club via Google+ Hangouts will draw from the Spring issue of the *Journal of Museum Education*, and focus on using evaluation in our practice. Join **Lynn Dierking**, associate dean for research in the College of Education and Sea Grant Professor in Free-Choice STEM Learning at Oregon State University; **Joy Kubarek-Sandor** at the Shedd Aquarium; and **Laureen Trainer**, an independent evaluator, for an on-air discussion about the role of evaluation in our work. Participants can take part in a lively online conversation moderated in the chat box.

EdCom's Virtual Book Club is a casual opportunity for discussing current issues and articles and encourages conversation amongst professionals. The Museum Education Roundtable provides one free article from every issue to allow broader participation in the conversation

What Are You Reading?

Each month we ask luminaries in the field what's on their nightstand. This newsletter features Mike Murawski, director of education and public programs at the Portland Art Museum and founding editor of ArtMuseumTeaching.com.

Rendez-Vous with Art by Philippe de Montebello and Martin Gayford

Ways of Looking: How to Experience Contemporary Art by Ossian Ward

I have to admit that I am a bit of an enthusiast when it comes to books about how we look at and experience art. So when I found out about the recent book by Philippe de Montebello and Martin Gayford, I was curious. The pages of this book read like an enjoyable travelogue of the great museums of the world, retelling in lush detail a series of art encounters as filtered through the interests, knowledge, passions and opinions of de Montebello. At café moments and interludes, both authors engage in brief conversations about how we experience art, how we think about it, how we look at it and even where we look at it—musing on the museum experience itself and the challenge of viewing art amidst the crowds of popular, well-visited institutions. As Gayford recounts, de Montebello originally wanted the title of the book to be *The Art Museum: An Imperfect Construct*.

Ossian Ward's *Ways of Looking* makes a fresh pairing with *Rendez-Vous*, focusing on art created since 2000 that frequently expects viewers to perform, interact with or complete the piece in front of you. In this highly readable, straightforward book, Ward offers a set of tools that go beyond just looking and offer a way to make sense of contemporary art. Happy reading!

Read the [full book review](#) by Murakowski on ArtMuseumTeaching.com.

Save the Date

Leading the Future of Museum Education: Challenges and Opportunities

May 27–29
Denver

Bank Street College, along with EdCom, and the major museums of Denver are hosting a convening of leaders in education from May 27–29 at the History Colorado Center and other museums in Denver. This convening brings together directors and managers of museum education departments and programs to advance the future of our profession.

Central to the discussions will be the leadership challenges facing museum educators. How do we articulate our public value, measure success, and affirm access and engagement at the core of our institutional mission? How do we embrace change and address our own leadership development, and those that we



mentor? Among the attendees/speakers will be: Marsha Semmel, Jane Sillis, Kaywin Feldman, Mizuko Ito, Shari Werb, Dan Spock and more.

Learn more about the program on the [AAM website](#) and visit [Eventbrite](#) to register for this program

Awards of Excellence Spotlight

EdCom has recognized outstanding contributions to museum education since 1983. Over the next four newsletters we will highlight the accomplishments of this year's award winners. If you know a person, program, or resource worthy of recognition, keep them in mind for our next call for nominations this winter.

2014 John Cotton Dana Award for Leadership

Lori Fogarty, director & CEO, Oakland Museum of California, Oakland

In 2014 Lori Fogarty, director & CEO of the Oakland Museum of CA (OMCA), received EdCom's highest honor, the John Cotton Dana Award for Leadership. Her nominator wrote, "I would describe Lori Fogarty as the kind of museum director that educators would find particularly fulfilling to work with. She has transformed OCMA into a model that prioritizes audience engagement over almost everything else. While all museum directors unequivocally care about audience, the extent to which Fogarty gives precedence to the visitor experience is unique.

Most significantly, Fogarty has managed to make this internal vision feel palpable to the visitor. In almost every section of the museum, visitors will find opportunities to engage with content... From the very initial stages of idea conception, the educator, designer and evaluator perspective is embedded in the process of fleshing out the concept." In addition to her outstanding work at OCMA, she also chaired the Education Committee for the Association of Art Museum Directors as the committee produced *Next Practices in Art Museum Education*.



Come Join Us!

EdCom couldn't do all the work we do without all our wonderful volunteers. We'd like to thank our hard-working committee volunteers for their tireless efforts that help make professional development, member outreach, our presence at the Annual Meeting and so much more possible.

Was one of your new year's resolutions to get more involved with EdCom? We're looking to bring in some new volunteers. Fill out [our form](#) and we'll match you up with a committee that fits your interests. E-mail us at edcomweb@gmail.com to learn more.

Calling You!

EdCom is looking for volunteers from across the country to invite and host museum colleagues from across their region for follow up discussions related to a [3-part series of webinars](#) sponsored by the Wallace Foundation. Webinar presenters will explore multiple arts organizations and their diverse audience-building projects as featured in the recent Wallace Excellence Awards initiative, [Road to Results: Effective Practices for Building Arts Audiences](#). Panelists will detail key takeaways on audience research, program and organizational planning, evaluation, impact and lessons learned with additional commentary from colleagues in the museum field.

- March 11: Knowing the Audience
- March 18: Aligning the Organization
- March 25: Engaging the Audience

Each live webcast will take place 2–3:30 p.m. (ET) (1–2:30 CT, 12 noon–1:30 MT, 11 a.m.–12:30 PT). All you need is a projector, reliable internet connection, a space to host colleagues and a desire to network and learn with fellow museum professionals from your area.

If you are interested in serving as a host, register by **Feb. 25** by completing the [following form](#).

Questions? Contact EdCom volunteer [Jennifer Reifsteck](#).

EdCom Website

We are happy to announce that the EdCom website is back up and running, now hosted under AAM's website. You can find it at <http://www.aam-us.org/resources/professional-networks/edcom>.

We have lots of revisions planned for the upcoming months, ranging from a completely redone resources page, to an archive of past newsletters, to more details on getting involved. Keep an eye open!

Bridging Gaps

International Council of Museums - Committee for Education and Cultural Action (ICOM-CECA)

[Museum Education and Accessibility: Bridging the Gaps](#)

(2015 Annual Conference)

Held for the first time in the United States since 1982 and coinciding with the 25th anniversary of the Americans with Disabilities Act (ADA), the conference will be in Washington, DC, Sept. 17–21 at the National Museum of the Native American. It will create a unique opportunity for museum professionals from all over the world to convene, network and share best practices and research.

EdCom Leadership Election

A separate e-mail will be arriving in a week or two with information on the newest slate of nominees to the EdCom Board. Please keep an eye out and vote.

Marketplace of Ideas

Roundtable Facilitator Call for Proposals

April 27, 3:15-5:15 p.m., AAM MuseumExpo

Proposals due March 6

EdCom is seeking proposals from individuals or pairs to lead two-20 minute roundtable discussions in the EdCom Marketplace of Ideas. EdCom is changing the style of the Marketplace to a roundtable format, where educators can engage in facilitated discussions concerning programs and ideas that exemplify "next and best" practices. Inspiration for ideas can also come from recent Journal of Museum Education articles.

Submit a proposal to lead a lively discussion topic related to the Annual Meeting theme "[The Social Value of Museums: Inspiring Change](#)."

The objectives for the EdCom Marketplace of Ideas are to:

- Provide a casual venue for discussing emerging or developed next and best ideas in museum education.
- Allow participants to network and converse around museum education practice.
- Gain new insights into best practice models.

Facilitators will:

- Have an assigned table with a note taker from EdCom
- Talk briefly about his/her project or idea that focuses on a best or next practice related to the annual meeting theme
- Prepare questions to prompt discussion
- Lead a facilitated discussion

Interested in being a facilitator at the EdCom Marketplace of Ideas? Fill out the [facilitator proposal form](#) and return to the Issues Committee Chair, [Megan Wood](#) by **March 6**.

Calendar

Feb. 18	Interpretive Planning for Small Museums Live webinar
Feb. 19	Project Management 101: Planning Your Project (Part 2: Evaluating Your Project Plan) Live webinar
Feb. 20	Emerging Innovators Forum Proposals Due
Feb. 23	Muse Award Submissions Due
Feb. 23–24	Museums Advocacy Day Washington, DC
Feb. 25	Exhibition Label Writing at Its Best Live webinar
Feb. 27	AAM Annual Meeting & MuseumExpo Early Bird Registration Deadline
March 5	Open Licensing: What It Is, Why Do It Google+ Hangouts Event
March 11	Road to Results: Nine Steps for Identifying, Researching and Building Audiences (Part 1) Live webinar
March 15	Sustainability Excellence Award Submissions Due
March 18	Road to Results: Nine Steps for Identifying, Researching and Building Audiences (Part 2) Live webinar
March 25	Road to Results: Nine Steps for Identifying, Researching and Building Audiences (Part 3) Live webinar
April 16	Using Evaluation in our Practice as Educators Google+ Hangouts Event
April 26–29	AAM Annual Meeting & MuseumExpo Atlanta



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