Writing a Session Proposal for InterActivity 2019
June 20, 2018 • 2:00 p.m. EDT
Introductions

Speakers

Victoria Garvin, Sr. Director, Professional Development, ACM

Dené Mosier, Executive Director, Kansas Children’s Discovery Center, and Co-Chair, IA18/19 Program Committee Co-Chair

Scot Sedley, Director of Business Intelligence, Stepping Stones Museum for Children; IA18/19 Program Committee Co-Chair

Gretchen Kerr, Chief Operating Office, Children’s Museum of Denver at Marsico Campus (IA19 Host Museum)
Agenda

Goals of InterActivity

Conference theme

Developing a proposal

Elements of a proposal

Review and selection process

Timeline
Goals of InterActivity

1. Networking
2. Professional development
3. Advancing the children’s museum field
4. Conducting the general business of ACM
Purpose of Professional Development

Planning Programs for Adult Learners, Caffarella and Ratcliff Daffon, 2013, p. 5

1. “Encourages growth and development of individuals.

2. Assists people in responding to practical work problems.

3. Prepares people for current and future work opportunities.
Purpose of Professional Development

4. Assists organizations to achieve desired results and adapt to change.

5. Provides opportunities to examine community and societal issues, foster change for the common good, and promote a civil society.”

*Planning Programs for Adult Learners, Caffarella and Ratcliff Daffon, 2013, p. 5*
Q. The most important part of writing a session proposal?

A. Developing the proposal!
Developing a Session Proposal

1. Topic selection
2. Check if topic new
3. Get feedback on session ideas
4. Recruiting presenters
5. Know the audience
Trends in Suggested Topics for IA19

- Very strong interest in programs for a variety of audiences, 0-4, teens, adults, school trips, maker, etc.
- Strong interest in exploring leadership and organizational culture, as well as focused emphasis on staff morale and engagement.
- Interest in learning more about diversity, inclusion, and social justice.
- Desire for models and examples of processes, whether they be learning frameworks, staffing models, or exhibit design and development workflows.
- Strong interest in fundraising, development, and financial/business.
Suggested Session Topics

- Creating and Delivering Extraordinary Experiences
- Communicating Value and Impact
- Organizational Management
- Development and Fundraising/Revenue Generation
- Equity, Inclusion, Social Justice
- Research and Evaluation
- Operations and Facilities Management
Topics Suggested by the Theme

- Honest conversations about what’s working and what’s not
- Risk taking for innovation. What if we were liberated from our constraints?
- FearLESS with social media. When do you weigh in and when do you not? What if we accepted more criticism?
- Education or entertainment? Ok to be both?
- Designing for small spaces: FearLESS in 500 sq. ft.
- How to boldly diversify earned income. Why do we discount our value?
- How do we hear what our staff are trying to say? What can we do more to invite ownership?
Components of a Session Proposal

• Session Chair Information
• Session Title and Description
• Confirmed Presenters
• Learning Outcomes
• Session Plan
• Tools and Handouts
• Session History
• Session Chair Agreement
Session Title and Description

- Pitch for your session, used in the Preliminary and Final Programs.
- Write with attendees in mind.
- Include what the session will cover and what attendees can expect to take away.
- Keep it simple, clear, and concise.
- Will be edited by ACM for style.
Shark Tank: Developing Interactives That Do More Than Tread Water

Treading water to stay afloat in the ocean of interactives? Creating a new interactive can be a daunting task. With so many possible experiences, today’s hot exhibit can quickly grow cold. Dive in and explore the world of interactive exhibits and learn how to select the best option to meet your museum’s learning objectives, budget, and maintenance capabilities. Presenters will share effective practices in a “Shark Tank” format as two “contestants” try to keep their heads above water while being drilled about why their interactive approaches are worth the investment. The session will wrap up with time to devise solutions and share recommendations.
Confirmed Presenters

• Limit of one moderator and four presenters.
• Confirmed presenters have the support of their institution to participate.
• ACM will contact the CEO/executive director of each presenter’s institution to ensure support.
• Provide a diversity of perspectives.
• First time InterActivity presenters are welcome.
Learning Outcomes--Examples

• Participants will learn two new strategies for bringing play into the workplace, schools, and community settings.

• Attendees will understand the key benefits of growing access and inclusion for visitors of all abilities.

• Participants will be able to write a plan for a community-wide conversation on early learning.

• Attendees will identify three strategies to generate program ideas.
Session Plan

• Who will speak and for how long? Include time allotments.
• Why attendees need to know the content you will deliver.
• What attendees can expect to take away from the session.
• How attendees will participate.

Remember: attendees want to know how you did what you’re presenting.
Session Plan Example (excerpt)

In the first 15 minutes of this session, participants will hear the story of Gwen Dunlap, a mother of a son with Autism Spectrum Disorder (ASD) who tried unsuccessfully for years to take her son to museums. Gwen played an integral part in her community, founding Aim High School for her son and other children with special needs. The Ann Arbor Hands-On Museum (AAHOM) then partnered with Aim High School culminating in a sensory-friendly pilot program. Gwen will discuss the success of the pilot program and how it lead to AAHOM joining forces with five other museums and community institutions in creating My Turn: A Sensory Friendly Sunday.

In the next 25 minutes, panelist Dr. Roger Lauer will discuss his role in the development and execution of the My Turn program. Dr. Lauer will show a video of the day in the life of a child with ASD and will provide an abbreviated version of the training that My Turn staff and volunteers go through. Participants will take part in an activity that gives them a fundamental understanding of ASD and how to create a fun and inviting environment for children and families affected by it.

In the next 20 minutes, panelists Sam McLaren-Fahey and Larissa Kunynskyj of the Ann Arbor Hands-On Museum will present a video of the My Turn program in action and describe how this project came into fruition.
As attendees enter the room, they will pick up a consolidated resource guide that compiles information about all the tools, strategies and practices referenced in the presentation; along with printed samples of best practices for creating inclusive play experiences.

The session will begin with a short group game designed to model simple inclusion staff training strategies that will be discussed later in the presentation. This will get the group up, moving and playing together as an introduction to the topics that will be covered. (10 minutes)

Marbles Kids Museum and Kohl Children's Museum will share their top three tools, strategies and/or practices that have increased access to play for all. Visuals on slides and physical examples will supplement this portion of the presentation. Time for questions will be built in as well. (25 minutes)

Next, the National Inclusion Project will lead an interactive mini-training to strengthen attendees' understanding about inclusion and how to serve visitors effectively while having fun! This will include success stories about inclusion along with a variety of partner and group exercises that attendees could use with their own staff. (30 minutes)
Tools and Handouts

• Resource lists
• Tips and checklists
• Activity instructions
• Worksheets
• Sample documents
• Toolkits
Session Chair Agrees to:

- Secure and confirm presenters
- Plan the session from start to delivery at InterActivity 2019
- Meet all deadlines set by ACM—including registering oneself and ensuring presenters register by the Early Bird deadline (January 2019).
- Rehearse the session with all presenters in advance of IA19.
- Ensure development of useful handouts.
- Reviews all session presentations and handouts in advance.
- Collects all presentation materials and handouts and uploads them to ACM Basecamp folder by May 31, 2019.
Role of the InterActivity Program Committee
Selection Criteria

• The proposed session conveys adaptable practices, take-home tools, new research and its application, or innovative strategies.
• Learning outcomes are realistic and achievable.
• Session plan outlines a clear picture of what attendees can expect during the session, including their participation.
• Proposal describes useful handouts.
• Presenters are confirmed and provide a variety of perspectives on the topic.
Timeline

• **July 31**: Deadline to complete online Session Proposal Form.
• **August**: Program Committee reviews proposals.
• **September 27-28**: Program Committee meets.
• **October 1-12**: Program Committee members contact session chairs to refine proposals, as needed.
• **By October 31**: Notifications sent to all session chairs.
Questions?
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Web page:
http://childrensmuseums.org/interactivity/interactivity-2019/call-for-session-proposals

Submission deadline: Tuesday, July 31, 2018

Thank You!