

Final Program



Association of Children's Museums

PLAY

the long game

InterActivity 2022 • May 16–18, 2022

Hosted by The Magic House,
St. Louis Children's Museum

ASSOCIATION OF
**CHILDREN'S
MUSEUMS** 1962
2022
60TH ANNIVERSARY



MUSEUMS *for* ALL[®]

an initiative of the
Institute of Museum and Library Services



Ensure that every child and family has access to a high-quality children's museum experience.

Participate in Museums for All!

- Offer admission of no more than \$3.00 per person displaying a SNAP EBT card.
- Good for families or groups of at least four people.
- Already offer discounted admission? You might already qualify to be a Museum for All.
- Museums for All offers only minimum guidelines. Feel free to make your museum even more accessible.

Learn more about Museums for All and accessibility by attending:

Museums for All table at the Professional Networking Breakfast

Tuesday, May 17th

7:30 a.m.–8:45 a.m.

ACM MarketPlace—Midway West/Pegram

Museums for All at Peer-to-Peer Roundtable Discussions

Wednesday, May 18th

7:30 a.m.–8:45 a.m.

Grand Ballroom A&B

Visit www.Museums4All.org for resources, registration, and additional information.

Participating museums receive ongoing information and resources through newsletters, hangouts, and a dedicated Groupsite.

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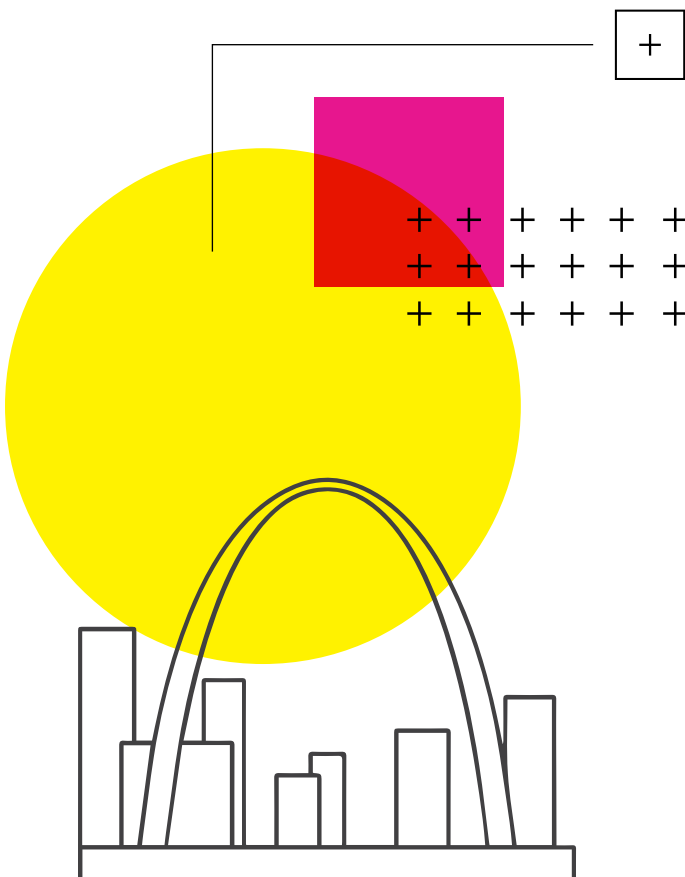
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InterActivity 2022 Hosts



Association of Children's Museums

The Association of Children's Museums (ACM) champions children's museums worldwide. With more than 470 members in 50 states and 16 countries, ACM is the world's foremost professional society supporting and advocating on behalf of children's museums, and those who work at and otherwise sustain them. We leverage the collective knowledge of children's museums through convening, sharing, and dissemination.

Visit www.ChildrensMuseums.org to learn more about ACM.



The Magic House, St. Louis Children's Museum

Since opening over 40 years ago, The Magic House has sparked the imaginations and touched the lives of more than 15 million visitors. While much about The Magic House has changed over the years, its mission to provide children and families with hands-on learning experiences that spark imagination, pique curiosity, enhance creativity, and develop problem-solving skills within a place of beauty, wonder, joy, and magic has remained steadfastly the same.

The Magic House was founded by two women who wanted to create a unique museum for children filled with hands-on, participatory exhibits designed to entice, delight, and educate. They renovated a 1901 Victorian house in the demographic center of the St. Louis region and named the museum for the magical quality they felt the house had. Thus, the name, "The Magic House."

The Magic House has grown from 5,500 square feet in 1979 to more than 55,000 square feet today, offering hundreds of exhibits throughout two wings. Traditionally, the museum serves over 560,000 visitors each year with more than 50,000 children visiting during special field trip hours in the mornings when the museum is closed to the public.

The Magic House is dedicated to inclusion and reaches out to those in their community who have the greatest needs and fewest opportunities. In the summer of 2019, The Magic House opened its first permanent satellite location in the City of St. Louis. The Magic House, MADE for Kids features a Makerspace, Artist Studio, Design Lab, and Entrepreneur Marketplace. Located in one of the most under-resourced areas of the region, the satellite is a community-based space focused on partnerships with youth organizations, schools, and social service agencies serving the children in the immediate neighborhoods.

In a typical year, The Magic House provides free admissions and programs to over 90,000 children in need through Access for All, our initiative to ensure that all children, regardless of ability, background, socioeconomic status, or special needs have the opportunity to experience The Magic House. The Magic House continued this initiative throughout the pandemic, serving 45,000 children in need last year.

Learn more about The Magic House at www.magichouse.org.



Welcome to InterActivity 2022

Dear Colleague,

Welcome to St. Louis for **InterActivity 2022: PLAY The Long Game!** After two long years, we are so excited to come together in person to share successes and challenges, celebrate our field, and restore our connections and shared purpose. To be sustainable, children's museums must be poised to support the changing needs and interests of young people, their families, and communities. The next few days offer the content and networking opportunities you love, as we explore ways that children's museums can adapt to today's current dynamics, while at the same time preparing for the future in order to remain viable and relevant for generations to come.

Together, the Association of Children's Museums and The Magic House, St. Louis Children's Museum, in partnership with the InterActivity Program Committee, have created a robust program, including six blocks of professional development sessions, plenary sessions, the opening night reception in the ACM MarketPlace, and events like the **Emerging Museums Track**, the **evening event at The Magic House**, and the **new Museum CEO and Executive Directors Retreat**. Gain new insights from speakers from outside the field, including **Maxine Clark**, founder and former executive director of Build-a-Bear Workshop®, and **David Lowenstein**, Senior Director of Ready To Learn at PBS, accepting the 2022 ACM Great Friend to Kids Award on behalf of PBS KIDS. Learn from a wide range of speakers from universities, government agencies, and national and local nonprofits who will be presenting along with museum staff during our concurrent professional development sessions.

This conference also includes the kickoff to the **Association of Children's Museums 60th Anniversary Year**. Spring 2022 marks the time in 1962 when a small group of children's museum directors attending the American Alliance of Museums' annual meeting agreed to meet each year. Over the next decades, ACM evolved from a small, all-volunteer group to a fully-staffed international nonprofit serving more than 470 members in all fifty states and sixteen countries. The conference will include opportunities for reflection and celebration as we look forward to our next sixty years of championing children's museums worldwide.

We want you to leave the conference feeling connected, inspired, refreshed, and ready to play the long game.

Elizabeth Fitzgerald
President
The Magic House, St. Louis
Children's Museum
InterActivity 2022 Host

Tanya Durand
President, Board of Directors
Association of
Children's Museums

Executive Director
Greentrike

Arthur G. Affleck, III
Executive Director
Association of Children's
Museums



STATE CAPITOL
201 W. CAPITOL AVENUE, ROOM 216
JEFFERSON CITY, MISSOURI 65101



(573) 751-3222
WWW.GOVERNOR.MO.GOV

Michael L. Parson

GOVERNOR
STATE OF MISSOURI

Dear Attendees,

Greetings from the Governor's Office!

On behalf of the State of Missouri, it is my pleasure to welcome you to St. Louis for the Association of Children's Museum annual conference, InterActivity 2022. While unfortunately I cannot be there to greet you in person, it is an honor that you have chosen our state as the location for your annual conference. We are excited to host this event and wish for an informative and memorable experience for all attendees.

Serving members in the United States and countries across the globe, we are fortunate to have The Association of Children's Museums and its constituents represent and advocate for the children's museum field. This week, you will participate in important conversations regarding new opportunities for children's museums and the lives that they touch. I encourage you to take this time to explore and challenge the potential of children's museums everywhere. Your efforts will have a powerful impact on children today and in the future.

I extend my best wishes for an enjoyable and productive conference. Your hard work and support of children and families around the world is to be commended. I hope that during your stay in the Show Me State, you will take the opportunity to enjoy some of the numerous attractions the St. Louis area has to offer.

Sincerely,

A handwritten signature in blue ink that reads "Michael L. Parson".

Michael L. Parson
Governor



The Future is **FULL OF POSSIBILITIES**

Despite these challenging times, children's museums continue to be safe places for children to learn and expand their horizons.

Now that there's a safe and effective COVID vaccine for children, the future is once again full of possibilities.



Find free COVID vaccines near you
at [vaccines.gov](https://www.vaccines.gov)



Announcing New Traveling Exhibits from Two PBS KIDS® Shows



An Alaskan Adventure

Tour Begins Spring 2023



Tour Begins Fall 2023

Learn, play, and discover with a unique
traveling exhibit from The Magic House!



Argentina's Ninos



Children's China



Kenya's Kids



Namaste India

Visit Booth 21
for more info!

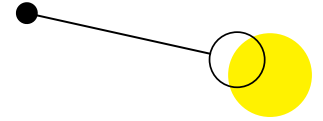
The Magic House®

St. Louis Children's Museum

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Thank You



ACM is grateful to the following individuals and organizations for their supporting role in this year's conference.

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InterActivity 2022 Major Sponsor

Bill and Sally Canfield



InterActivity 2022 Sponsors

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JRA-Part of the RWS

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Additional Support Provided by InterActivity 2022 Host

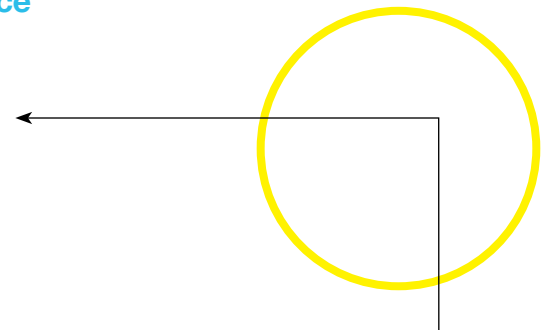
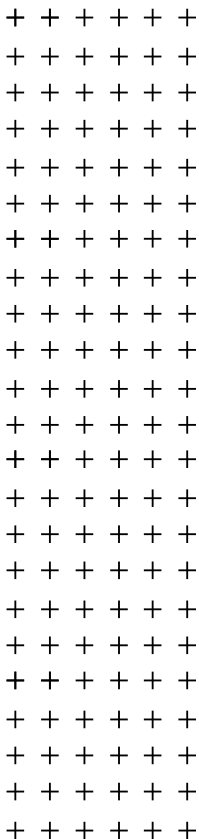
The Magic House, St. Louis Children's Museum

Official Signage Partner

RedBox Workshop

ACM 60th Anniversary Story Service

StoryHabitat/Brad Larson Media



Q: Why work with  on your next project?

A: We'll let our creative partners speak for themselves:

"Paul is a truly rare combination between in-depth scientific knowledge and a creative, artistic mind. He is also one of the very few people I know who leads you to the solution (as opposed to imposing one)."

~ **Vessela Gertcheva, MUZEIKO Children's Museum (Bulgaria)**

"Paul is a man of action. His Cheshire Cat-like questions, frank responses and urge to experiment will get you and your project out of the office and into the shop before you think you're ready."

~ **Chris Burda, Science Museum of Minnesota**

"Paul knows interactive exhibits - how to plan them, where resources are and what's happening in the field. He asks good questions, plays with ideas and keeps his eye on the visitor."

~ **Jeanne Vergeront, Museum Planner**

"Paul is terrific to work with; he is a creative problem solver who knows family audiences and is a great team player!"

~ **Jo Ann Secor, Lee H. Skolnick A+D Partnership**

"Paul is both an energetic, insightful provocateur and a boundless source of support. His humor, encouragement and creative wisdom have been important ingredients in collaborating on and guiding exhibit development projects."

~ **Jessica Strick, Exploratorium**

Let's talk.



Paul Orselli Workshop, Inc.
paul@orselli.net
(516) 238-2797

Acknowledgments

InterActivity 2022 Hosting Partner

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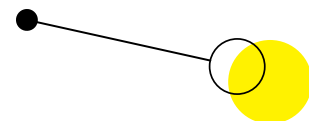
Daniel Fernandez-Baca

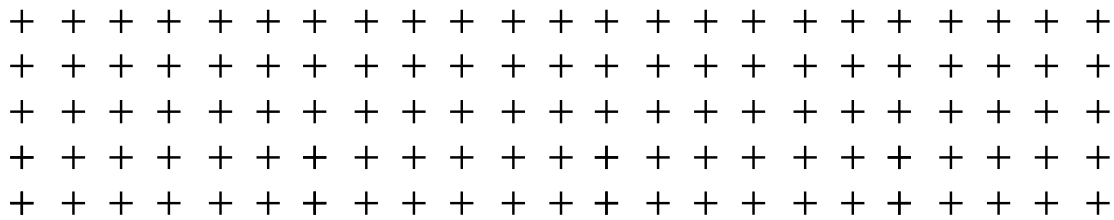
Executive Assistant

Janene Bessent

Editor, *Hand to Hand*

Mary Maher





InterActivity 2022 Small Museum Financial Aid Program Recipients

Sponsored by JRA-Part of the RWS Entertainment Group

- Amber McCammon, *The Virgin Islands Children's Museum*
- Samantha Plocica, *Zing Zumm® Children's Museum of Jacksonville*
- Erin Ray, *Main Street Children's Museum*
- Samantha Twohig, *Children's Museum of Fond du Lac*
- Sharon Vegh Williams, PhD, *North Country Children's Museum*

InterActivity 2022 Diversity in Action Fellowship Recipients

- Allison Comer, *Muse Knoxville*
- Ayesha Inayat, *DISCOVERY Children's Museum*
- Jonathan Rosas, *Minnesota Children's Museum*
- Mfanafuthi Mbongwe, *Play Africa Children's Museum*
- Sheldon Hamilton, *Explora*

Spring 1962 marks the time when a small group of children's museum leaders decided to meet annually, providing the foundation for what would become the Association of Children's Museums (ACM).

ASSOCIATION OF CHILDREN'S MUSEUMS 1962 2022 60TH ANNIVERSARY



Stop by Booth 57 during the ACM MarketPlace to share what ACM has meant to your organization.

ACM 60th Anniversary Story Service provided by



Explore St. Louis



Meet us in St. Louis and discover the Gateway City! St. Louis is full of unique attractions, exceptional music, outstanding restaurants, cultural institutions, and enough stores and specialty shops to keep any shopper happy.



Start with St. Louis Union Station

You'll find more than 13,000 aquatic animals including sharks and rays right down the midway at the St. Louis Aquarium at Union Station. All aboard for a splashin' good time! Also at Union Station, The St. Louis Wheel, a 200-foot observation wheel that takes guests on rides high over the skyline. Don't miss the daily musical fire and light show at the lake near the aquarium entrance and the 3-D projection shows on the ceiling of the hotel's elegant Grand Hall.



Spend a night out on the town

Looking for a fun night out? Check out the sports-anchored entertainment district in the heart of downtown Ballpark Village St. Louis! Jump a few blocks north to Washington Avenue or Laclede's Landing and take your pick of some of the hottest bars

and dance clubs in St. Louis (most are smoke free and open until 3:00 a.m.). Visitors can also go for dinner, drinks, and a show at Westport Plaza's 42-acre entertainment district, or check out the trendiest boutiques and upscale dining establishments in Clayton and the Central West End. If live music is your thing, Soulard boasts some of the best blues venues in town.



Immerse in the culture and beauty of Forest Park

Once home to the 1904 World's Fair, Forest Park is one of the largest urban parks in the United States. It attracts 12 million visitors a year with world-class attractions and scenic walking and biking trails. Other points of interest include the Jewel Box, a beautiful greenhouse filled with magnificent floral displays, the golf courses and the World's Fair Pavilion, a perfect site for a picnic. Forest Park is where you will find the Saint Louis Zoo, Missouri History Museum, St. Louis Art Museum, and Saint Louis Science Center listed in the Museum Open House Program (p. 16).



Relax with art in the fresh air

Enjoy a fusion of sculpture and landscape architecture at Citygarden, an urban oasis featuring works of modern and contemporary art, native plants, six rain gardens, and a café overlooking the beautiful scene. Or, just outside St. Louis in Sunset Hills, discover the stunning Laumeier Sculpture Park with more than 70 outdoor sculptures, a music amphitheater for special events, and a traveling series of exhibitions.



Get a bird's eye view from the Gateway Arch

Take a 630-foot tram ride to the top of this iconic stainless-steel monument for the finest view in the Gateway City. Underneath the arch, stop by the museum, which features exhibits on westward expansion and construction of the arch. Visitors can also hop aboard a nearby 19th century paddle-wheel boat replica for a narrated cruise down the mighty Mississippi River.

Downtown St. Louis

LEGEND

Hotel

1. Drury Inn St. Louis at Union Station
2. Hilton St. Louis at the Ballpark
3. St. Louis Union Station Hotel (host hotel)

Attractions

4. Ballpark Village
5. Citygarden
6. City Museum
7. Field House Museum
8. The Gateway Arch
9. Horseshoe St. Louis
10. Laclede's Landing
11. National Blues Museum

Restaurants

12. Bailey's Range
13. Bella's Frozen Yogurt
14. Brewhouse Historical Sports Bar
15. Brick River Cider Co.
16. Bridge Tap House & Wine Bar
17. BLT's Breakfast, Lunch and Tacos
18. Blood & Sand
19. Blondie's Coffee & Wine Bar
20. Kimchi Guys
21. Maggie O'Brien's
22. The Over/Under Bar & Grill
23. Schlafly Tap Room
24. The Sliced Pint
25. Sugarfire Smoke House
26. Rooster
27. Rosalita's
28. Tin Roof St. Louis

Retail

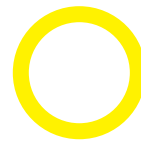
29. Arch Apparel
30. The Arch Store
31. Schnucks

Urgent Care

32. 24/7 Healthcare



Museum Open House Program



The Museum Open House Program provides InterActivity 2022 attendees with the opportunity to explore many cultural institutions in St. Louis. The institutions listed below are generously offering free admission from May 15 through May 20, 2022. Simply present your InterActivity 2022 conference badge or registration confirmation. Many museums are closed on Mondays or need timed reservations; please call ahead to confirm hours and requirements.

The Magic House, St. Louis Children's Museum

314.822.8900
www.magichouse.org

The Magic House, MADE for Kids

314.328.0561
www.magichouse.org/MADE

City Garden Sculpture Park

314.241.3337
www.citygardenstl.org/

Contemporary Art Museum St. Louis

314.535.4660
www.camstl.org
Admission always free

Economy Museum at the St. Louis Fed

314.444.7309
www.stlouisfed.org/inside-the-economy-museum

Admission always free

HealthWorks! Kids' Museum St. Louis

314.241.7391
www.hwstl.org

Missouri Botanical Garden

314.577.5100
www.missouribotanicalgarden.org

Missouri History Museum

314.746.4599
www.mohistory.org
Admission always free

Museum at the Gateway Arch

314.655.1600
www.gatewayarch.org
Admission always free

National Blues Museum

314.748.1645
www.nationalbluesmuseum.org

Saint Louis Art Museum

314.721.0072
www.slam.org
General admission always free; admission to main exhibitions free on Fridays only

Saint Louis Science Center

314.289.4400
www.slsc.org
General admission always free

Saint Louis Zoo

314.781.0900
www.stlzoo.org
Admission to the zoo is always free

St. Louis Aquarium at Union Station

314.923.3900
www.stlouisaquarium.com

St. Louis Cardinals Hall of Fame and Museum

314.345.9600
www.mlb.com/cardinals/cardinals-nation/hall-of-fame-and-museum

Soldiers Memorial

314.818.6780
www.mohistory.org/memorial

The National Museum of Transportation

314.965.6212
www.tnmot.org

The Sophia M. Sachs Butterfly House

314.577.0888
www.butterflyhouse.org

World Chess Hall of Fame

314.367.9243
www.worldchesshof.org



Nature Explorers, one of seven experience zones at The Children's Museum in Kuwait, invites families to discover wonders all around them.

We're Building Stronger Families Together!

The New Utica Children's Museum

is partnering with the ICAN Family Resource Center and Hands On! to create a single point of inclusive access and support for children and families from all communities. We're using intergenerational connection and trauma-informed universal design standards to realize ICAN's mission to grow stronger families that love where they live.

The Children's Museum at The Scientific Center of Kuwait

will be the first purpose-built children's museum in Kuwait. Together, we're creating a multifaceted space that will greatly expand TSCCK's role as a community hub where families learn together and parents can build their own skills for raising great kids.

The Children's Discovery Museum of the Desert

has returned to Hands On! after more than 20 years to lead the re-envisioning process for their museum campus. We're teaming to develop a new focus on creative thinking and expression, caregiver empowerment, and whole-community building, from newborns to elders.

Hands On! Studio
Curious Creative Collaborative

www.hostudio.net • (727) 824-8988



General Conference Information

InterActivity Registration Desk

The ACM InterActivity Registration Desk is located in the Depot Reg Office on the first floor of the St. Louis Union Station Hotel. Registration hours are:

Monday, May 16: 10:00 a.m.–7:00 p.m.

Tuesday, May 17: 7:00 a.m.–6:00 p.m.

Wednesday, May 18: 7:00 a.m.–5:00 p.m.

Program Locations

Most InterActivity 2022 programming will take place at the St. Louis Union Station Hotel (Union Station).

ACM MarketPlace

The ACM MarketPlace will be held in the Midway West and Pegram room of Union Station. It will be open on Monday, May 16 from 5:00 p.m. to 7:00 p.m., with a reception starting at 5:00 p.m., and Tuesday, May 17 from 7:30 a.m. to 4:00 p.m. Your conference badge is your entrance ticket, so please wear it at all times. Breakfast and lunch will be served in the ACM MarketPlace on Tuesday, May 17.

Internet Access

Complimentary internet access is provided throughout Union Station. Look for network InterActivity2022. The password is USAfab2022.

Social Media

Follow ACM on Twitter and Instagram at @ChildMuseums, and join the InterActivity conversation with the hashtag #IA22. Share your photos of the learning and fun on Facebook. Be sure to tag Association of Children's Museums. You can also post to the social feed in the InterActivity Mobile App (see the following page for details).

ACM Bulletin Board

The ACM Bulletin Board is located near the InterActivity Registration Desk, Foyer A. Use the board to post messages and announcements, including event tickets you wish to resell.

Information Tables

Use the tables located in Foyer A to share your museum's brochures and educational materials.

Getting Around St. Louis

The hotel is situated inside historic St. Louis Union Station surrounded by entertainment and restaurants and located in the heart of the bustling city. The hotel is a few minutes' drive to Ballpark Village and the Gateway Arch.

Whether you're an urban explorer, die-hard sports fan, or aficionado of family fun, you'll find what you're looking for. It's all in a day's fun in St. Louis. Enjoy convenient access to see all downtown restaurants and attractions.

MetroLink is the St. Louis regional transit system. Tickets and passes can be purchased at Ticket Vending Machines located at all MetroLink stations. The closest MetroLink station to the hotel is Union Station located at 301 S. 18th Street, about a 5-minute walk from the main entrance of the hotel.

ACM will provide transportation for the Study Tours (except Study Tour B, St. Louis Aquarium, which is connected to the hotel) and Come Play at Our House! An Evening at The Magic House, St. Louis Children's Museum.

Taxis are available at Union Station. Uber and Lyft are also options.

InterActivity 2022 Evaluation

We need your feedback to help plan InterActivity 2023! Please complete a session evaluation form at the end of each session you attend and take our electronic overall survey after the conference is over.

Social Distancing

To encourage respect towards individual boundaries, attendees may use the buttons available at the InterActivity Registration Foyer to communicate their preference for social distancing and physical touch.

Red button Keeping My Distance; No physical contact, “no exceptions”

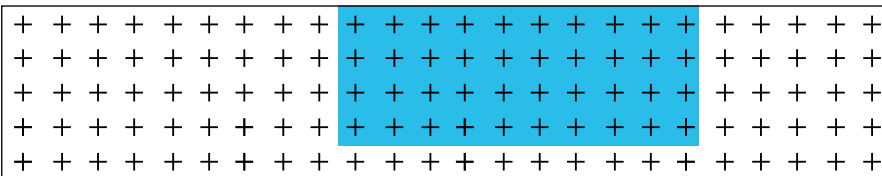
Yellow button Only elbows bumps allowed

Green button Handshakes and hugs are welcome

Consultations

Institute of Museum and Library Services (IMLS)

Meet one-to-one with IMLS Museum Program Officer Reagan Moore to discuss funding opportunities. Available in 15-minute intervals on Tuesday, May 17, 12:30 p.m.–1:45 p.m. in Grand Ballroom B. Sign up at the InterActivity Registration Desk. Attend the session, IMLS Grant Programs, National Initiatives, and Commitment to Children, on Tuesday, May 17, 10:45 a.m.–12:00 p.m. Description on page 36.



Download the InterActivity Mobile App!

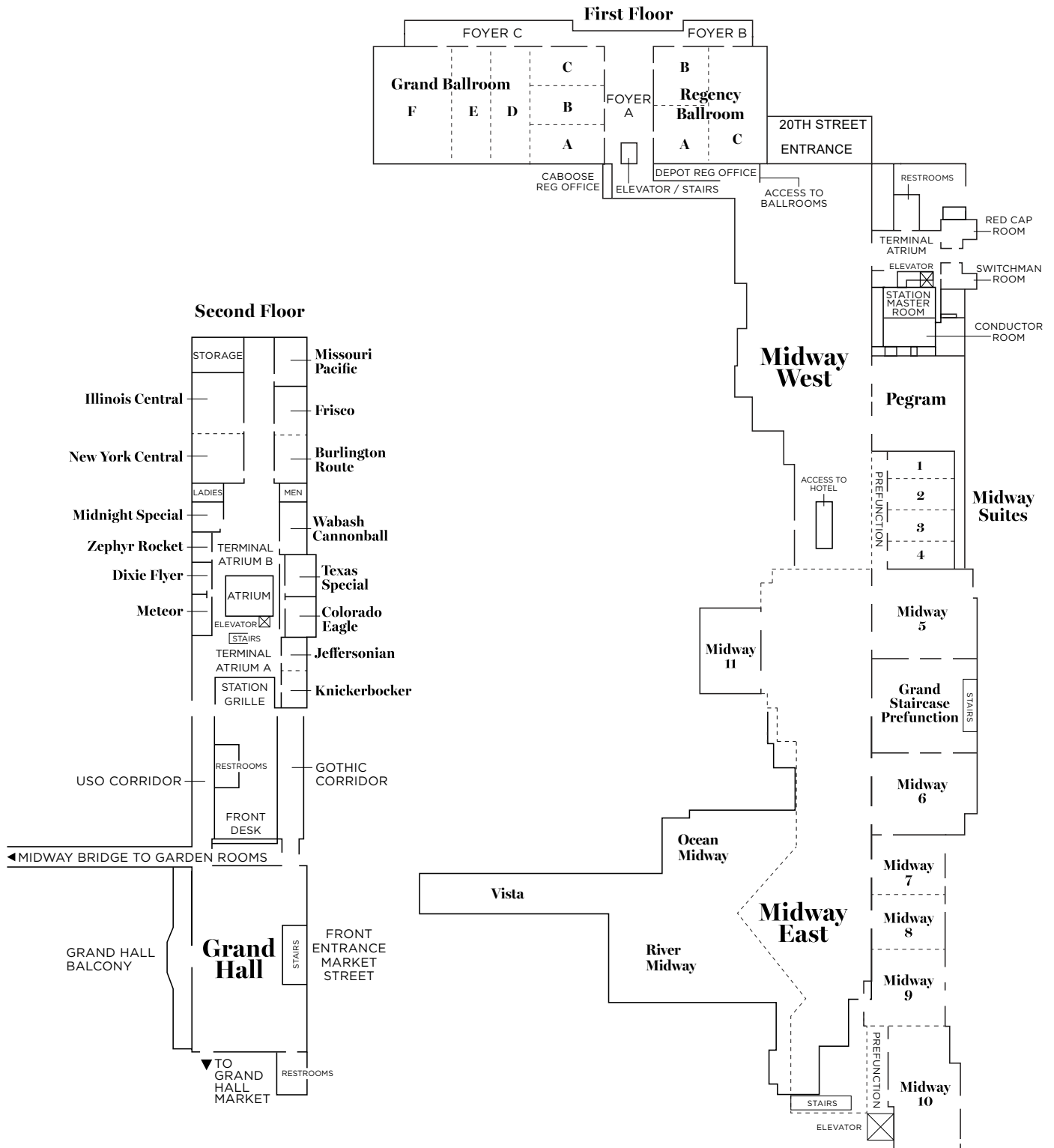
Make the most of InterActivity 2022 with:

- Session descriptions, speakers, and room locations
- Real-time newsfeed to follow the action
- Interactive maps to find ACM MarketPlace exhibitors, events, or your way around St. Louis
- Important conference notices and **more!**



Download “EventMobi” in the App Store on iTunes or Google Play. Enter Code “InterActivity 2022” to launch the app. Log in with the email address you used to register for the conference.

Hotel Floor Plans





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In the heart of the Pacific Northwest, Boss Display built one of its largest and most interactive play structures to date — a 50-foot-long climbing area at the Children’s Museum of Tacoma — that fully embraces the museum’s mission to honor children’s inquisitiveness and champion the art of play.

 boss display

Design • Develop • Build

Monday, May 16

All programming will be held at St. Louis Union Station Hotel, unless otherwise noted.

Emerging Museums Track

Sponsored by Imagination Playground, LLC

Pre-registration is required; Member registration, \$235, Nonmembers, \$335. This event is limited to emerging museums and individuals starting a children's museum. The track begins on Monday and continues on Tuesday. Registration fee includes breakfast and lunch on Tuesday, and handout materials.

ACM offers the annual Emerging Museums Track (formerly the Emerging Museums Pre-Conference) to share foundational and effective practices of our field with those in the process of starting a children's museum.

Day 1, Monday, May 16

FRISCO/BURLINGTON

1:00 p.m.–1:15 p.m.

Welcome

1:15 p.m.–2:15 p.m.

Attendee Introductions and Networking

2:15 p.m.–2:30 p.m.

Break

2:30 p.m.–3:45 p.m.

Perspectives from Recently Opened Children's Museums

No two children's museums are ever planned alike. However, much can be learned from those who have gone before. Hear from leaders at recently opened children's museums. Session includes time for your questions.

Sharon Vegh Williams, PhD, North Country Children's Museum

Mfanafuthi Mbongwe, Play Africa

Samantha Plocica, Zing Zumm® Children's Museum of Jacksonville

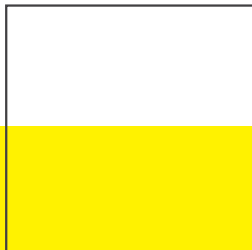
3:45 p.m.–5:00 p.m.

Keeping Education as the Foundation of Exhibit Design and Guest Interactions

Don't get caught in the perception that your building is an indoor playground! In this session you'll learn how to put on your 'Educator Eyes' to see how children are learning in the children's museum environment and through dynamic guest interactions. We will dive into the how, what, and whys of education in a non-traditional setting. You'll take home a toolbox filled with the building blocks to create an exciting and inspiring environment that teaches your guests...without them even knowing!

Beth Housewert, Golisano Children's Museum of Naples

Adrienne Testa, Sciencenter



Day 2, Tuesday, May 17

NEW YORK/ILLINOIS CENTRAL

7:30 a.m.–8:45 a.m.

Creative Evaluation Methods for Emerging Museums

Learn about different evaluation methods for programming, exhibits, signage, and other forms of public engagement through this interactive session. As a mobile museum for the past eleven years, Bronx Children’s Museum has conducted extensive outreach and evaluation of its offerings. The museum has leveraged evaluation to influence and support the development of its new building and to get to know its community’s needs. Find out how to create and assess measurable outcomes through focus groups, surveys, visual voting, and feedback boards.

Nicole Wallace, *Bronx Children’s Museum*
Kristin Scarola, *Independent Consultant*

12:30 p.m.–1:45 p.m.

Being an Empowered Client: Running a Successful Museum Project “101”

At the beginning of the journey, your emerging museum team is already thinking about the long game: opening the museum! But what is over the design and construction horizon? As you create exhibits, renovate a space, or perhaps build a building of your own, the learning curve is steep. This session will help you consider how long this process takes, who you will need at the table, and how you will keep your vision and values at the forefront as the work gets underway. Come away with strategies to help you get the most from the many hours and dollars you spend on planning, design, and construction.

Alissa Rupp, FAIA, LEED AP BD+C,
Frame | Integrative Design Strategies and Seattle Children’s Museum
Jill Randerson, *Jill Randerson Exhibit Management*
Aaron Goldblatt, *Metcalf*

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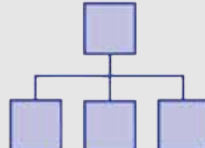
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STUDY TOURS


A. The Magic House: Building Exhibits and Facilities That Last
1:00 p.m.–3:45 p.m.
Tickets are required. Transportation is included.

Ticket holders should meet at the 20th Street entrance of Union Station (located in Midway West near Registration). The bus will leave promptly at 1:10 p.m. and return by 3:45 p.m.

For over 40 years, The Magic House, St. Louis Children's Museum has evolved to support the needs of the children in the St. Louis community. Since opening, the museum has expanded to be ten times its original building size. Throughout this immense physical growth, the museum has always adhered to its founders' vision to create clean-design, highly interactive, and low maintenance exhibits.

During this study tour, attendees will go behind-the-scenes in The Magic House exhibit fabrication workshop and meet with the museum's design and facilities team as they share their exhibit design process from conceptualization through fabrication and evaluation. This tour will include a focus on how community involvement helps to shape exhibit content. Attendees will learn tips for creating exhibits designed to last the long game.

B. St. Louis Aquarium at Union Station
2:00 p.m.–4:00 p.m.
Tickets are required.

Ticket holders should meet at the 20th Street entrance of Union Station (located in Midway West near Registration). A St. Louis Aquarium staff member will meet the group to walk them over.



The St. Louis Aquarium at Union Station is one of the most interactive aquariums in the nation. Technology can be an additive to a visit, but it takes work to make it educational as well. Study tour attendees will experience five areas where technology enhances the experience and helps groups to connect with each other. They will learn about the thought process behind creating the technology and linking it to achieving educational goals. Areas include a historic train ride experience, animated otter talk, shark dive conversation, and RFID scavenger hunt. In addition, a special focus will be placed on the goal of providing an excellent experience to guests who process sensory inputs differently, including a calming corner, sensory bags, and team training. Finally, attendees will visit the KidZone, a role-playing area where the youngest guests can explore various careers related to aquatic animal care and environmental stewardship.

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children's
experiences and
spaces

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Develop
Design
Deliver

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Science Centers
Heritage Museums
Cultural Centers
Community Spaces

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Freeman Foundation Asian Culture Exhibit Series Modular Prototypes

Monday, May 16, 5:00 p.m.–7:00 p.m.

Tuesday, May 17, 7:30 a.m.–4:00 p.m.

MIDWAY EAST

See the latest iteration of the Freeman Foundation Asian Culture Exhibit Series on display at InterActivity, with prototypes for five new cultural exhibits about East Asian cultures. These exhibits are tailored for museums with limited space, many of which were not able to host the previous iterations of traveling exhibits. The exhibits are modular, fitting in 500 non-contiguous square feet. They can be installed by one to two people, with limited maintenance required. Each exhibit encompasses a different thematic area:

Celebrations

Looks at New Year celebrations in South Korea, China, and Vietnam. There are fireworks, lanterns, lotuses, and kites, as well as drums, dancing, and storytelling activities.

Home/Life

Examines the insides and outsides of homes in Japan, China, and the Hmong. There is cooking and gardens with homes that are representative of themselves, though not the cultures at large.

Food

Centers the role of rice with a Kawaii aesthetic. Activities include mochi making, rice planting, rice stalk building and braiding, a bento box puzzle with super-sized sushi, and more.

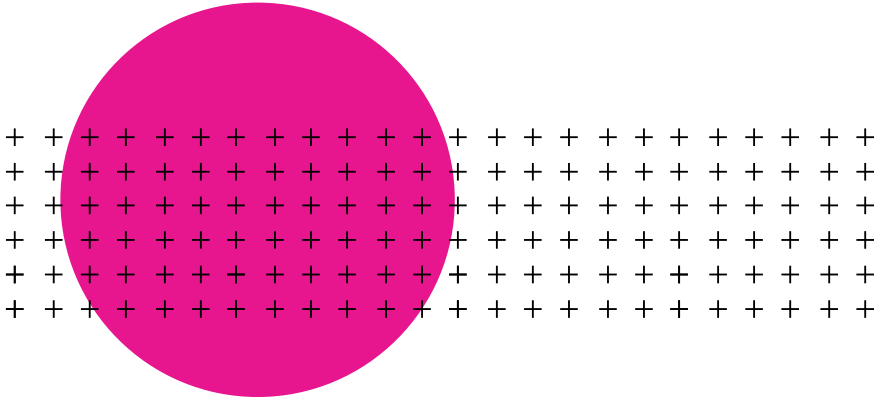
Music

Encouraging movement and performance, this exhibit focuses on percussion in Chinese, Japanese, and Korean (K-pop!) cultures. The drums are based on original samples, but made with durable materials.

Play

Pop-up book structures around China, Japan, and South Korea showcase different types of play—roleplay, narrative, symbolic, and constructive. A panda preserve, cherry blossom picnic, and Jeju mermaids immersion anchor the exhibit.

The exhibits and exhibit plans will be available to ACM members in 2023. Be sure to check www.childrensmuseums.org/FFACES for details on how to apply.





Great River Children's Museum



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Wonderscope Children's Museum of Kansas City



InterActivity 2022 Officially Starts

Opening Reception in the ACM MarketPlace

Drink tickets sponsored by
Blackbaud and Haizlip Studio
5:00 p.m.–7:00 p.m.

MIDWAY WEST/PEGRAM

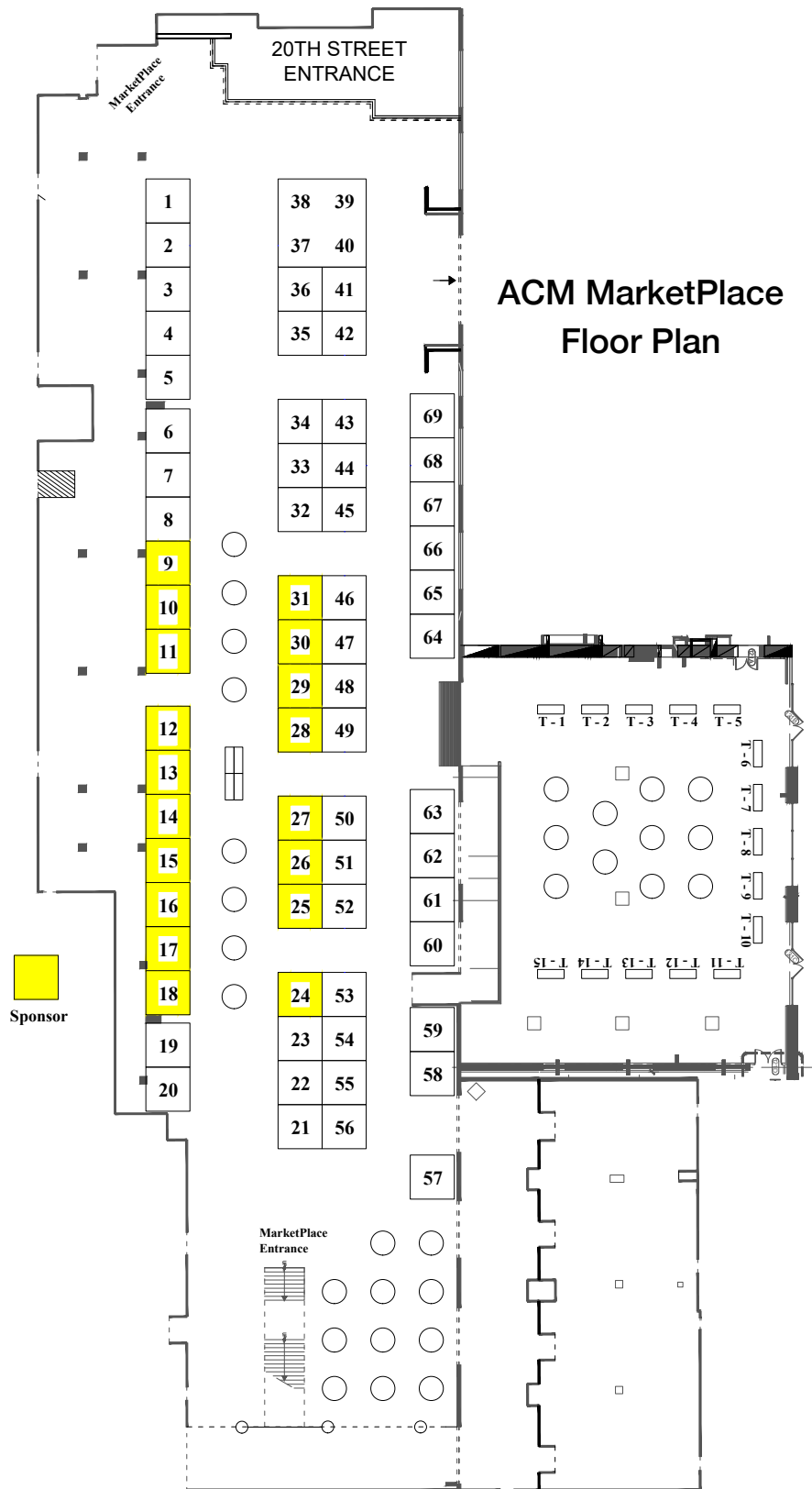
Let's kick off InterActivity 2022 by meeting ACM's new Executive Director and toast being back in-person! During the reception, you can catch up with your colleagues and roam the aisles to find exhibitors that have sponsored free drink tickets and meet the amazing group of exhibitors who are excited to connect with you. The ACM MarketPlace offers a world of inspiring ideas, creative products, and ready-to-rent exhibits, so stopping by is a must!

New Attendee Orientation

5:15 p.m.–6:00 p.m.

NEW YORK/ILLINOIS CENTRAL

If you are attending InterActivity for the first time, or it's been a few years, join ACM for an orientation to learn how to get the most from the conference, meet ACM staff and InterActivity 2022 Program Committee members, as well as network with other newcomers.



Exhibitor Listing by Location

Booth or Table Top Location	Organization Name
1	Atomic Bubbles
3 & 4	Freenotes Harmony Park
5	Kinetronix, LLC
6	Sciencenter
7	BrownKnows Design
8	Kidzibits
9	Minnesota Children's Museum
12 & 13	Imagination Playground, LLC
19	Kraemer Design & Production
20	Doubleknot
21	The Magic House, St. Louis Children's Museum
22	Children's Museum of Pittsburgh
23	Veevart
24	JRA-Part of the RWS Entertainment Group
25	Blackbaud
26 & 27	Roto
28	Haizlip Studio
31	United States Department of Health and Human Services
32 & 33	Boss Display
34	The Children's Museum of Indianapolis
35	Working Studio, Inc.
36	KKT Architects, Inc.
37	The History Co:Lab
38	RedBox Workshop
41 & 42	Cadron Creek Play, LLC

Booth or Table Top Location	Organization Name
43 & 44	Rigamajig
45	National Informal STEM Education Network (NISE Network)
46	Omaha Children's Museum
47	Sinking Ship Entertainment
48	Humanitru
49	Kubik Maltbie, Inc.
50	Prismatic
52	Ontario Science Centre
53	Taylor Studio, Inc.
54	Beaudry Interactive
55	Discovery Network
57	StoryHabitat / Brad Larson Media
59	Kodo Kids
60	Hüttinger Interactive Exhibitions
61	Flexhibit
62	Nanonation
63	Blick Art Materials
64 & 65	Playlearn
66	Speak Creative
68	USA BMX Foundation
69	A-MAZE-D
T-2 & T-3	RJ & Associates with Replica Food by RJ
T-4	nWaves Pictures Distribution, Inc.
T-5	Force of Nature
T-6	Loodo Exhibits
T-7	DuPage Children's Museum

*Exhibitors **highlighted in green** are also InterActivity sponsors. Stop by and say thank you!

Exhibitor Listing A-Z

Organization Name	Booth or Table Top Location
A-MAZE-D	69
Atomic Bubbles	1
Beaudry Interactive	54
Blick Art Materials	63
Blackbaud	25
Boss Display	32 & 33
BrownKnows Design	7
Cadron Creek Play, LLC	41 & 42
Children's Museum of Pittsburgh	22
Doubleknot	20
DuPage Children's Museum	T-7
Discovery Network	55
Flexhibit	61
Force of Nature	T-5
Freenotes Harmony Park	3 & 4
Haizlip Studio	28
Humanitru	48
Hüttinger Interactive Exhibitions	60
Imagination Playground, LLC	12 & 13
JRA-Part of the RWS Entertainment Group	24
Kidzibits	8
Kinetronix, LLC	5
KKT Architects, Inc.	36
Kodo Kids	59
Kraemer Design & Production	19
Kubik Maltbie, Inc.	49
Loodo Exhibits	T-6

Organization Name	Booth or Table Top Location
Minnesota Children's Museum	9
Nanonation	62
National Informal STEM Education Network (NISE Network)	45
nWaves Pictures Distribution, Inc.	T-4
Omaha Children's Museum	46
Ontario Science Centre	52
Playlearn	64 & 65
Prismatic	50
Rigamajig	43 & 44
RedBox Workshop	38
RJ & Associates with Replica Food by RJ	T-2 & T-3
Roto	26 & 27
Sciencenter	6
Sinking Ship Entertainment	47
Speak Creative	66
StoryHabitat / Brad Larson Media	57
Taylor Studio, Inc.	53
The Children's Museum of Indianapolis	34
The History Co:Lab	37
The Magic House, St. Louis Children's Museum	21
United States Department of Health and Human Services	31
USA BMX Foundation	68
Veevart	23
Working Studio, Inc.	35

*Exhibitors **highlighted in green** are also InterActivity sponsors. Stop by and say thank you!

Tuesday, May 17

All programming will be held at St. Louis Union Station Hotel, unless otherwise noted.

ACM MarketPlace

7:30 a.m.– 4:00 p.m.

MIDWAY WEST/PEGRAM

The ACM MarketPlace continues for the day! Pick up on a conversation you didn't finish at the reception, visit new exhibitors, or say hi to old friends. See page 29–31 for the ACM MarketPlace floor plan and exhibitors listings.

Professional Networking Breakfast in the ACM MarketPlace

7:30 a.m.–8:45 a.m.

MIDWAY WEST/PEGRAM

Network with peers over breakfast in the ACM MarketPlace. Tables will be organized by professional job functions and special interest groups, including:

- Administration
- Communications
- Development
- Finance
- Education
- Exhibits
- Human Resources
- International Attendees
- Libraries
- Marketing
- Membership
- Museums for All
- Research and Evaluation
- Trustees
- Visitor Experience/Services

See signage in ACM MarketPlace for table designations.

Museum CEO and Executive Directors Breakfast

Sponsored by Blackbaud

7:30 a.m.– 8:45 a.m.

MIDWAY SUITES 5

Plenary Session

9:00 a.m.–10:30 a.m.

Grand Ballroom DEF

Building a Company and a Community with Heart

Maxine Clark, founder of Build-A-Bear Workshop®, is a true innovator. In 2013, she stepped away from her role as the company's Chief Executive Bear to apply her entrepreneurial skills to improving K-12 public education. With her unique blend of experience in entertainment, education, and merchandising, Maxine will share her insight on how children's museums can plan and evolve in strategic and heartfelt ways to meet the needs of their audiences. She will also share how Build-A-Bear Workshop came to be, and how her imaginative business plan led to the long-term success of the company. A natural outgrowth of her work in the children's retail toy industry, Maxine will discuss her passion to ensure that all children have access to high-quality educational experiences in the classroom and in the community.



Maxine Clark is the founder and former chief executive of Build-A-Bear Workshop®, a teddy bear-themed retail experience. Maxine credits her teachers as the foundation for success and left her company to focus on

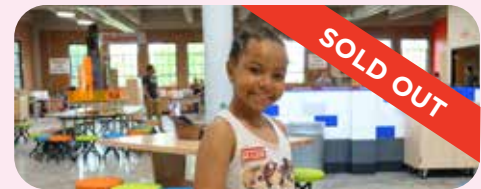
creating more access to learning opportunities for underserved children. Her latest venture is the Delmar DivINe™, a multi-use real estate development that transformed the former St. Luke's Hospital, opened in 2021. Maxine is a founding managing director of Prosper Women's Capital, a St. Louis based accelerator for women led businesses, on the Board of Advisors of Lewis and Clark Ventures, an advisor to the TxO Fund, and a board member of PBS.

STUDY TOUR

C. The Magic House, MADE for Kids: Expanding Your Reach
10:30 a.m.–12:45 p.m.

Tickets are required. Transportation is included.

Ticket holders should meet at the 20th Street entrance of Union Station (located in Midway West near Registration). The bus will leave promptly at 10:40 a.m. and return by 12:45 p.m.



In summer 2019, The Magic House, St. Louis Children’s Museum opened its first permanent satellite location in the urban core of the City of St. Louis. The cutting-edge facility was designed for children ages four to fourteen and features a makers workshop, artist studio, designers lab, and entrepreneurs marketplace.

The Magic House, MADE for Kids study tour includes exploration of the 7,000-square-foot facility. During the tour, staff will share how the facility came to be and what they have learned during the first years of operation, including adaptations to the COVID-19 pandemic, offering a perfect guide for other museums considering a satellite location. Following the tour, attendees will enjoy an open conversation with representatives from St. Louis Public Schools, the urban school district for the City of St. Louis.

Whether your museum is considering a satellite location, a STEAM experience at or outside of your facility, or a school partnership, this study tour is sure to inspire you as well as share practical ideas for expanding your reach.

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CONCURRENT SESSION STREAMS

InterActivity 2022 includes six blocks of Concurrent Professional Development Sessions which feature eight thematic streams. Use the stream icons to identify sessions of interest and create your own learning experience at the conference.



Biz Ops

Business Operations. Content areas cover development, marketing, membership, planning, communications, finance, and administration.



Design

Content areas cover exhibit and learning spaces, design and fabrication, architecture, construction, and renovation.

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DEAI

Diversity, Equity, Access, and Inclusion (DEAI). Content areas cover both inward and outward focused efforts to advance equity and inclusion.



Leadership

Content areas cover topics of interest to museum CEOs and aspiring CEOs, such as innovation and inspiring change, board- and governance-related issues, and leadership development.



Learning

Content areas cover everything from pedagogy to programs and experiences designed for learning.



Partnership

Content areas cover informal and formal community connections and collaborative projects that advance partner goals.



People

Content areas cover organizational culture, professional development, staffing, and self-care.



Research and Evaluation

Content areas cover research findings and their application to data collection methods and analysis.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:45 a.m.–12:00 p.m.



Planning for the Long Game: The Fundamentals of Strategic Planning

MIDWAY SUITES 5

Empower your museum to take control of its destiny with a strong and usable strategic plan. Join us for a discussion with Eriko Clevenger Pope, CEO and Founder of Katalyst STL, as she delves into the value of an effective strategic plan and the key steps in creating one. Next, The Magic House’s strategic planning committee lead will provide an overview of the museum’s process and experience, drawing from his perspective on the museum’s Board of Directors. Attendees will learn tips, tricks, and recommendations for strategic planning as it relates to the children’s museum field and will leave the session with a plan for creating and implementing their own roadmap for the future.

Beth Fitzgerald, *The Magic House, St. Louis Children’s Museum*

Eriko Clevenger Pope, *Katalyst STL*

Alex Lee, *The Magic House, St. Louis Children’s Museum*



interPLAY Project – What Supports Playful STEM Exhibit Engagement?

MIDWAY SUITES 6

ACM has partnered with the Oregon State University STEM Research Center to explore how young learners engage with STEM (Science, Technology, Engineering, and Math) exhibits in children’s museums and science centers. In this session, the interPLAY project team will discuss the results of a literature review, focus groups, and site observations at ten children’s museums and science centers across the US. A draft framework summarizing these results will kick off the discussion. This framework will identify key characteristics of playful STEM exhibits and identify facilitators

of playful STEM engagement. To conclude, the project team will collect feedback from session participants on the key aspects of the framework and facilitate discussion of how the framework may be used in their museums.

Jennifer Rehkamp, *Association of Children’s Museums*

Kelly Hoke, *Oregon State University STEM Research Center*

Kelly Riedinger, PhD, *Oregon State University STEM Research Center*



Creating Cultural Empathy

GRAND BALLROOM A

Children’s museums have the opportunity—and perhaps obligation—to present and introduce multiple cultures to their audience. It is imperative to show the similarities and differences between cultures in ways that celebrate the diversity and unity of our local communities. The Magic House has devoted a space in their museum specifically to introducing world cultures to children and their families through immersive exhibits with hands-on activities that feature both timeless traditions and progressive advancements of countries such as China, Kenya, India, and Argentina. The Freeman Foundation, through ACM, is creating a series of exhibits about East Asian cultures designed for small museums that might not otherwise have the capacity to create or host exhibits. This session will discuss the process of creating cultural exhibits respectfully and empathetically, and provide examples for other museums to follow.

Brendan Cartwright, *Association of Children’s Museums (moderator)*

Leda Riley, *The Magic House, St. Louis Children’s Museum*

Catherine Ndegwa, *The Magic House, St. Louis Children’s Museum*

Stephen Wisniewski, PhD, *Independent Consultant (formerly Flint Children’s Museum)*



Biz Ops



Design

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DEAI



Leadership



Learning



Partnerships



People



Research and Evaluation



Executive Directorship – The Early Years

MIDWAY SUITES 1-2

Many new museum CEOs make the leap from museum staff member or positions in other fields. The first two to three years can be a huge moment for both a new CEO and their organization’s future—it’s a uniquely challenging and rewarding time in your career, and everyone is watching. This session will feature a “fishbowl” conversation format, with a small inner group for discussion, and larger outer group for listening. To start the session, voices with tried-and-true experience and those new to the CEO role will launch the discussion by sharing lessons learned and great ideas. Attendees will add their own questions and lessons by “diving into the fishbowl.”

Deborah Gilpin, *Madison Children’s Museum*
(moderator)

Dené Mosier, *Kansas Children’s Discovery Center*

Sarah Cole, *Glazer Children’s Museum*

Linnea DiBerardino, *Children’s Museum of Findlay*

Jessica Aronoff, *Cayton Children’s Museum*



IMLS Grant Programs, National Initiatives, and Commitment to Children

MIDWAY SUITES 3

This session will provide a brief introduction to the Institute of Museum and Library Services’ (IMLS) grant programs available to children’s museums, and introduce IMLS national initiatives that focus on children and youth. IMLS staff will be joined by grantees from the children’s museum community doing exemplary work in these areas.

Reagan Moore, *Institute of Museum and Library Services*

Jane Bard, *Children’s Museum of New Hampshire*

Susan Garrard, *Mississippi Children’s Museum*



Museums and Communities Working to Build Back Better

GRAND BALLROOM C

What do affordable housing, environmental justice, climate resilience, improved public transit, and accessible public parks have in common? They are all the responsibility of your local or regional planner. To build a healthy, sustainable future, planners need input from residents of all ages, including children. That’s where you come in! Hear about museum-planner collaborations that shape climate resiliency plans, foster pro-social behavior in public spaces, inform downtown revitalization plans, and more. Then explore ways to incorporate local planning issues into your upcoming exhibits and programs and to foster new partnerships to shape a sustainable future for children in your community.

Betsy Loring, *expLoring exhibits & engagement*

Julia Bland, *Louisiana Children’s Museum*

Joseph Cox, *Museum of Discovery and Science*

Brad Larson, *Brad Larson Media, Inc.*



Being Mentally Fit, Creative, Nimble, and Focused

MIDWAY SUITES 11

Studies show that only 20 percent of individuals and teams achieve their full potential. Discover how you can beat the odds, consistently remaining energized and focused. This custom workshop on Mental Fitness explores the science of resilience and success, breaking down the most significant barrier to success: our thoughts. Discover how we self-sabotage (via stress reactions) with a presentation, followed by an individual challenge and group activities. The focus is interaction, connection, and deep realizations of how we hurt our own success. Learn ways to lower stress, become more mentally fit every day, and reach your potential. This session will be repeated tomorrow at 2:15 p.m.

Barbara Leggett, *Leggett Consulting/Happiness Center of WNY*



Research-Based Strategies for Cultivating Imagination in Family Learning Experiences

REGENCY BALLROOM A

Imagination holds a special place in the children’s museum field, with nearly universal acknowledgement of the important role imagination plays in early learning. Alongside its close cousins—play, creativity, and empathy—imagination is an essential aspect of our experience designs. But what is imagination anyway? And what design strategies can both engage and strengthen families’ imaginative capacities? This session introduces attendees to research-based tools for reflecting on imagination and learning, and strategies for cultivating imaginative experiences. Small group activities and discussions will connect cross-disciplinary research on imagination to attendees’ practice, critically examining opportunities to position imagination more purposefully within their work.

Rachel Fyler, *Museum of Science, Boston*

Sarah May, *Museum of Science, Boston*

Lauren Taylor, *The Regnier Family Wonderscope Children’s Museum of Kansas City*

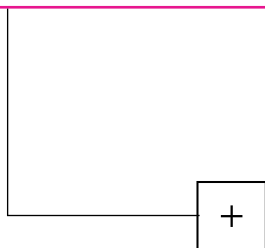
Dale McCreedy, *Discovery Center at Murfree Spring*

Lunch in the ACM MarketPlace

12:00 p.m.-2:00 p.m.

MIDWAY WEST/PEGRAM

Enjoy lunch in the ACM MarketPlace, and then take your time to explore the exhibit booths. The next sessions don’t start until 2:00 p.m.

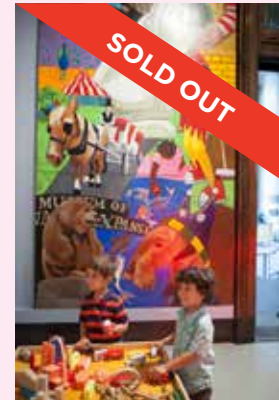


STUDY TOUR

D. History Clubhouse at Missouri History Center

1:00 p.m.–3:15 p.m.

Tickets are required. Transportation is provided. Ticket holders should meet at the 20th Street entrance of Union Station (located in Midway West near Registration). The bus will leave promptly at 1:10 p.m. and return by 3:15 p.m.



In 2015, the Missouri History Museum opened the History Clubhouse, a nearly 6,000-square-foot exhibit designed to offer children and families a

chance to learn about local history through play in an immersive environment. Involving families in every step of the development process became a top priority. Over the years, the museum worked with thousands of children and families to select content, write labels, create art installations, design promotional material, and ultimately build an award-winning space families can call their own.

The study tour will kick off with a chance to explore the History Clubhouse where attendees can step back in time and steer a steamboat on the Mississippi River, fish in the ancient city of Cahokia, and sell food at the 1904 World’s Fair International Café. Next, attendees will gather for a deep dive into the methods the museum used to engage the community in every step of the development process. The museum’s content lead, exhibit designer, preparator, and museum educators will facilitate conversation, candidly discussing the costs associated and the challenges of letting the community steer development, as well as updates that have been made to the space.



Biz Ops



Design

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DEAI



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CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:00 p.m.–3:15 p.m.



Strategies for Evaluating Revenue Centers

REGENCY BALLROOM A

Outreach programs, museum stores, birthday parties, and adult nights may be familiar revenue streams. But how do you evaluate these and other business centers for sustainability? Using three different tools, this session will dissect some familiar revenue centers and show how to apply these techniques at your own institution. These tools will provide you with a deeper understanding of existing revenue streams and help you assess future ideas for generating sustainable revenue and impact. The session will conclude with strategies and food for thought when communicating about revenue centers with stakeholders.

Erik Smith, *National Children's Museum*

Blake Wigdahl, *Process Curiosity*

Chip Lindsey, *Discovery Lab*

Samuel Dean, *Scott Family Amazeum*



What's the Big IDEA behind Universal Design?

MIDWAY SUITES 1-2

What is Universal Design, what can it do for your museum, how can you get started? In this session, a national expert from the Center for Inclusive Design and Environmental Access (IDEA) will describe leading two children's museums through a Universal Design (UD)-focused process. Members of these project teams will share real examples of how that process informed their designs to achieve trauma-informed, socially inclusive spaces and how it helped them integrate UD thinking into all aspects of their organizations. As a mission-centered, sustainable approach to museum design, see how UD can be a key strategy to "Play the Long Game."

Greg Belew, *Hands On! Studio*

Krista Macy, *University at Buffalo*

Anne Fullenkamp, *Children's Museum of Pittsburgh*

Donna Migliaccio, *Utica Children's Museum*



Current Governance and Board Trends

GRAND BALLROOM A

This session will explore how current governance practices place heightened demands on boards of directors through their strategic, fiduciary, and generative roles. In a well-governed nonprofit, the Board of Directors oversees matters critical to the health of the organization, not decisions or approvals of specific management matters. Examples include those involving governance, policy, direction, strategy, and fundamental matters of the organization's business model; the integrity of its internal systems and controls; accuracy of its financial statements; as well as ensuring its financial health both short-term and long-term.

Carol Scott, *Independent Consultant*



How to Design Successful Hands-On Activities for At-Home Learners

GRAND BALLROOM B

The last two years have given museums ample opportunities to refine materials for at-home learners. Funded by IMLS, howtosmile.org gathered a consortium of museums through the NISE Network to document and share this knowledge with educators. The result is the newly established At-Home Activities Framework, with a curated collection of high-quality and fun activities for learners at home. Led by the Children's Creativity Museum, and including other prominent children's museums, this group infused the framework with values from the children's museum community. This session will reflect on the framework. Attendees will find connections with their current at-home offerings and identify potential areas for improvement.

Darrell Porcello, PhD, *Children's Creativity Museum*
(moderator)

Tara Henderson, *Explora*

Brindha Muniappan, PhD, *Discovery Museum*

Evan Cooper, *Marbles Kids Museum*

Samantha Stephenson, *Children's Science Center*



Simple Interactions: Growing Positive Relational Practices within Museums, Part One

GRAND BALLROOM C

It is sometimes difficult to imagine the power of a single, small, ordinary moment, yet such moments are the most essential building blocks of healthy development for children, youth, families, and members of an organization. Finding meaningful ways to understand, appreciate, and promote such moments can have long-lasting impacts for both visitors and organizational culture. Part One of this two-part session will explore the power we have to build connections and strengthen relationships around us every day. Attendees will discuss research, share a case study, and reflect on videos that affirm the importance of human interactions in informal learning institutions.

- Katie Todd**, *Children’s Museum of Pittsburgh (moderator)*
- Annie White, PhD**, *Fred Rogers Center*
- Dana Winters, PhD**, *Fred Rogers Center*
- Rebecca Grabman**, *Children’s Museum of Pittsburgh*



The Long Game Benefits of Creating Formal and Informal Education Partnerships

MIDWAY SUITES 5

High-quality educational experiences are essential in fostering a lifelong love of learning. Such experiences can and should be a mix of both formal and informal education. Join us for a conversation with three remarkable and highly regarded St. Louis educators as they share how informal learning at museums plays a critical role in students’ formal education, and how museum experiences are even more important for families living in underserved areas. These dynamic educators will discuss how museum experiences can have a powerful impact on the long game of learning.

- Beth Fitzgerald**, *The Magic House, St. Louis Children’s Museum (moderator)*
- Paula Knight, EdD**, *Jennings School District*
- Sharonica Hardin-Bartley, PhD**, *University City School District*



Mistakes Were Made Returns!

MIDWAY SUITES 6

As museum professionals, we don’t usually admit our mistakes. It’s understandable—we answer to supervisors, boards of directors, government institutions, funders, clients, and to the public. But sharing our mistakes is the first step in learning from them. Join us as we come together to create a playful environment that allows for admission of failure, encourages reflection, and celebrates professional growth. A crowd-sourced contest awards the Epic Failure Trophy of 2022 to the person in the room with the biggest mistake.

- Kathy Gustafson-Hilton**, *Hands On! Studio*
- Lara Litchfield-Kimber**, *Montshire Museum of Science*
- Chad Gehring**, *Thanksgiving Point*
- Amparo Leyman Pino**, *Yellow Cow Consulting*



Adapting Evaluation Tools to Meet Your Changing Needs

NEW YORK/ILLINOIS CENTRAL

With constant changes in our communities, audiences, and organizations, we must ensure our evaluation approaches are equally responsive. Using an evaluation tool developed by others can provide a solid starting point, but how can your museum adapt it to measure all you want to know? Learn how to find existing evaluation tools and effective practices for adapting them to your specific use. Explore strategies for engaging community in the process of tool adaptation. Discover tips for piloting and finalizing adapted tools. During the session, attendees will practice their evaluation approach with step-by-step guides and resources.

- Kimberly McKenney**, *Greentrike*
- Jessica Sprague-Jones, PhD**, *University of Kansas*
- Yve Susskind, PhD**, *Praxis Associates*
- Cassandra Firman**, *Families and Communities Rising*



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Coffee Break in the ACM MarketPlace

Sponsored by POW! (Paul Orsell Workshop, Inc.)

3:15 p.m.–3:45 p.m.

MIDWAY WEST/PEGRAM

Need a mid-afternoon pick-me-up? Enjoy a coffee break in the exhibit hall. Last chance to visit with exhibitors and find the products and services your museum needs.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

3:45 p.m.–5:00 p.m.



Love for the Long Game: Development Speed Dating

GRAND BALLROOM A

Need help with your Donor Long Game? Then make a date to join us for a thought sharing forum for both long-time development professionals and those just starting off in the world of development. Meet experts who will share their insight, as well as encourage participants to share their tips on the subjects of Individual Giving, Corporate Sponsorships, Foundation/Government Grants, and Fundraising Events. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, useful ideas.

Hilary Van Alsborg, *Children's Museum Tucson | Oro Valley* (moderator)

Vicki Peckron, *The Magic House, St. Louis Children's Museum*

Jennie Griek, *Greentrike*

Michael Shanklin, *kidSTREAM*

Amy Burt, *Children's Museum of Denver at Marsico Campus*



Problems with a Purpose: Evoking Empathy to Support STEM Learning

GRAND BALLROOM B

Social and emotional skills such as empathy and perspective-taking are an important part of STEM learning. However, they are often neglected in STEM education, particularly in technical fields such as engineering. This session will share findings and resources from three projects that placed empathy at the center of STEM education. Learn about different facets of empathy, how they can be evoked in children of different ages, and design practices for prioritizing empathy in developing activities, exhibits, and programs. Concrete examples and resources will illustrate how imagining other points of view can make museum activities more inclusive and engaging.

Suzu Letourneau, PhD, *New York Hall of Science* (moderator)

Dorothy Bennett, *New York Hall of Science*

Melissa Higgins, *Boston Children's Museum*

Mindy Porter, *Scott Family Amazeum*

Prinda Wanakule, *The Tech Interactive*



Prioritizing Equity: A DEAI Dialogue for All

MIDWAY SUITES 6

In this interactive session, attendees will get the chance to dialogue together about the current opportunities, challenges, and needs museums face as they continue their equity journeys. With initial framing provided by a U.S. funder, this session will encourage participants to strategize and create a collective vision for the museum field. Attendees will identify field-wide needs and brainstorm support and resources that could be helpful and impactful for DEAI and the museum field.

Jenni Martin, *Children's Discovery Museum of San Jose* (moderator)

Laura Huerta Migus, *Institute of Museum and Library Services*



Leadership, Creativity, and Inspiring Change

MIDWAY SUITES 1-2

As children’s museums recover from the pandemic, our organizations must exhibit creative confidence and embrace practices that allow for design thinking. In this session, you will learn about IDEO resources that will allow museum staff, board, and community members to elevate voices, solicit innovative ideas, assess ideas respectfully, and make decisions collectively. In addition, the Children’s Creativity Museum in San Francisco will present a case study of how these IDEO practices were implemented during a strategic planning process held remotely in 2020.

Carol Tang, PhD, *Children’s Creativity Museum*



Simple Interactions: Growing Positive Relational Practices within Museums, Part Two

GRAND BALLROOM C

Based on developmental science and on-the-ground experiences, we know that human relationships are the foundation for child and youth development, healthy families, and strong organizations. The basic building blocks of such relationships are the interactions we have with one another every day. Part Two of this two-part session will build on what professionals already do well to strengthen human interactions in their own practice. The session will share short videos from museums and weave together four basic building blocks of the human relationship—connection, reciprocity, inclusion, and opportunity to grow—to make organization-wide impacts.

Katie Todd, *Children’s Museum of Pittsburgh*
(moderator)

Annie White, PhD, *Fred Rogers Center*

Dana Winters, PhD, *Fred Rogers Center*

Rebecca Grabman, *Children’s Museum of Pittsburgh*



Wonder, Curiosity & Connection: Meaningful Learning Experiences with Objects-Based Programming

MIDWAY SUITES 5

Objects can tell stories, inspire creativity, foster curiosity, and help make abstract ideas more concrete. When used as the core of a museum program, real objects are powerful tools for family learning, encouraging intense interests, and building a generation of lifelong learners. Interacting with authentic items, artifacts, and natural history specimens offers visitors unique and valuable learning opportunities. This hands-on session will explore programming approaches that utilize objects to create accessible, impactful, and memorable visitor experiences while demonstrating how museums, collecting and non-collecting alike, can make them happen.

Vanessa Eastmure, *London Children’s Museum*

Jamie Fenton, *London Children’s Museum*

Lindsay Genshaft, *Denver Art Museum*



Co-Curating, Co-Creating: Developing Sustaining Relationships through an Advisory Council

NEW YORK/ILLINOIS CENTRAL

This session will provide a framework for facilitation of community-based research to develop programs and materials that respond directly to audience needs through a loop of input, feedback, and evaluation. In Spring 2021 the Brooklyn Children’s Museum employed this approach in its pilot “Museum-On-The-Go for Pre-K.” The program was developed in partnership with local pre-kindergarten teacher-advisors who guided the creation of thematically curated cases of collection objects and curriculum. The cultivation of community-based research practices provided a timely opportunity for connection and reflective practice, informing project design and the museum’s plans for sustained community engagement. Participants will workshop strategies for community-based research adapted specifically to their institutions and local communities.

Kristin Scarola, *Independent Consultant*

Kate Mirand Calleri, *Brooklyn Children’s Museum*

Laura Kujo, *Independent Arts Consultant*



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Understanding Community Needs: Conducting Needs Assessments for Your Museum

REGENCY BALLROOM A

Many public health organizations utilize needs assessments to gather data from the community to inform decisions made that year. Why don't children's museums use the same process? Needs assessments allow for an open dialogue between visitors and staff, and challenge assumptions we may have about what programs/exhibits our community really needs. This session will feature how three different museums conducted needs assessment and utilized community feedback, as well as provide tools on how to collect and analyze this kind of data and implement action steps generated in your own museum.

Vanessa Rivero, *Kidzu Children's Museum*

Melanie Hatz Levinson, *Kidzu Children's Museum*

Melanie Vartabedian, *San Diego Children's Discovery Museum*

Melissa Kaiser, *DISCOVERY Children's Museum*

EVENING EVENT



Come Play at Our House! An Evening at The Magic House, St. Louis Children's Museum 6:30 p.m.–9:30 p.m.

Pre-registration is required: tickets are \$50.

Transportation is included. Ticket holders should meet at the 20th Street entrance of Union Station (located in Midway West near Registration). Full buses will loop between Union Station and The Magic House, St. Louis Children's Museum starting at 6:00 p.m. The last buses will leave the museum at 9:30 p.m.

Play the night away at The Magic House! Kick off the evening and your shoes with a walk on Sandcastle Beach, an outdoor play space that features 75 tons of sand, then make your way inside to explore over 55,000 square feet of exhibits. Explore native Alaskan traditions in our newest exhibit, Molly of Denali, sit at the president's desk in the Star-Spangled Center, ride in a Safari vehicle through the wildlife reserve in Kenya's Kids, discover early-childhood STEAM learning in Wonder Works, conduct an experiment in our Science Lab and make your hair stand on end at the Electrostatic Generator. Plus, enjoy dinner and drinks inspired by local favorites! Don't forget to represent your hometown by wearing your museum t-shirt to the party.

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DISCOVER YOUR SUPERPOWERS



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The Exhibit

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Tour this exhibit!

For rental information, visit Booth #34 or contact: Sarah Myers, Director of Traveling Exhibits, sarahm@childrensmuseum.org childrensmuseum.org/about/traveling-exhibits

CHILDREN'S
MUSEUM
INDIANAPOLIS®

Wednesday, May 18

Today, all programming will be held at St. Louis Union Station Hotel.

Continental Breakfast

7:30 a.m.–8:45 a.m.

REGENCY BALLROOM A

There are never enough opportunities to connect with old friends and make new ones. Use this unstructured time for networking.

Peer-to-Peer Roundtable Discussions

7:30 a.m.–8:45 a.m.

Grab your breakfast and connect with colleagues on topics not addressed in the concurrent professional development sessions. Table moderators will introduce a topic and facilitate a conversation. Stay at one roundtable discussion or move between tables to touch on multiple topics.

GRAND BALLROOM A

Accessibility through Virtual Programs

Moderator: Vanessa King, *Children's Museum Tucson | Oro Valley*

Time Flies But You're the Pilot: Sharing Strategies for a Work/Life Balance

Moderator: Barbara Punt, *Punt Consulting Group*

Exhibit Hits and Misses—Grab An Idea or Run from Another!

Moderator: Beth Housewert, *Golisano Children's Museum of Naples*

Who's Behind the Desk? More Than Just Ticket Sellers and Membership Makers

Moderator: Melanie Vartabedian, *San Diego Children's Discovery Museum*

GRAND BALLROOM B

The Pros and Cons of Sustainability Fees

Moderator: Elaine Morse, *KidsQuest Children's Museum*

Museums for All

Moderator: Brendan Cartwright, *Association of Children's Museums*

I'm Here, So Now What? New Museum Professionals Exchange

Moderator: Kylie Conover, *Great River Children's Museum*

Reaching Beyond the Museum: Outreach and Applied Learning from COVID-19 Closures

Moderator: Tara Henderson, *Explora*

Plenary Session and Great Friend to Kids Award Ceremony

9:00 a.m.–10:15 a.m.

GRAND BALLROOM DEF

ACM will present its 2022 Great Friend to Kids Award to PBS KIDS. The award is presented annually at InterActivity and honors those organizations and individuals who have made significant contributions to strengthen education and advance the interests of children. ACM selected PBS KIDS for its outstanding impact on the lives of children, building knowledge, critical thinking, imagination, and curiosity. By involving parents, teachers, caregivers, and communities as learning partners, PBS KIDS helps to empower children for success in school and in life. The award will be accepted by David Lowenstein, Senior Director of Ready To Learn.

As Senior Director of Ready To Learn, **David Lowenstein** manages PBS' partnership with Corporation for Public Broadcasting and the U.S. Department of Education. He oversees strategy and daily operations of the Ready To Learn initiative, leading a cross-disciplinary team responsible for the research, development, and distribution of educational media for young children and their families. He is a regular speaker on education technology, the digital divide, and the role of public media in improving early learning outcomes.



David has contributed to numerous publications, including *Getting Ready To Learn: Creating Effective Educational Children's Media* and the *Journal of Children and Media*. Prior to joining PBS, David helped launch the Joan Ganz Cooney Center at Sesame Workshop as a National Urban Fellow, where he co-authored the "Game Changer: Investing in Digital Play to Advance Children's Learning and Health" policy brief, and helped drive policy, public engagement, and fundraising efforts. Early in his career, David worked for National Urban League and U.S. Congressman Major Owens. David holds a Master of Public Administration degree from CUNY – Baruch College's School of Public Affairs and a BS in Political Science from James Madison University.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:30 a.m.–11:45 a.m.



Playing the Long Game: Strategies for Growth and Agility during Times of Uncertainty

FRISCO/BURLINGTON

How has COVID-19 changed your museum's strategy? Do you have a bold vision for the future, but don't know how to guide your long- and short-term strategies to keep your museum's growth on course? Strategic growth is a marathon, not a sprint. Successful museums have incredible leadership, endurance, and agility in order to deliver on their missions over time. This session includes case stories from three museums, varying in size, location, and at different stages of the long game. Presenters will discuss actionable strategies, resources, and lessons learned that are broadly applicable.

Brad Burns, *Gensler* (moderator)

Sally Edwards, *Marbles Kids Museum*

Melanie Hatz Levinson, *Kidzu Children's Museum*



Sustainability in Building, Exhibits, and Design at Children's Museums

MIDWAY SUITES 5

Louisiana Children's Museum (LCM) and Madison Children's Museum (MCM) won two of six top sustainability awards from AAM this year for their work addressing climate change through their building (LCM) and exhibits (MCM). Presenters will share both museum's leadership and design approaches, which have played off one another over the past two decades. This session will highlight a greater sense of urgency from the field to apply an adaptive mindset toward resiliency and climate solutions. As a participatory session, audience members will be invited to imagine and co-create a vision for resiliency and a sustainable future.

Brenda Baker, *Madison Children's Museum*

Nadia Niggli, *Madison Children's Museum*

Julia Bland, *Louisiana Children's Museum*



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Innovative DEAI Approaches in Community Engagement with STEM and Beyond

GRAND BALLROOM A

Being intentional and committed to Diversity, Equity, Access and Inclusion (DEAI) is critical to supporting relevant and inclusive programming, building trust and deepening relationships, and creating sustainable change in our local communities. This interactive session will share a suite of ready-to use tools and resources, model programs, and innovative approaches to incorporating DEAI practices and strategies into all aspects of museum work, including informal STEM projects. Breakout discussions will allow participants to explore ideas and work through issues around incorporating DEAI practices into their museum's own programming.

Brad Herring, *Museum of Life + Science (moderator)*

Ali Jackson, *Sciencenter*

Tifferney White, *Discovery Place*

Peregrine Bratschi, *Museum of Life + Science*

Amparo Leyman Pino, *Yellow Cow Consulting*



Curious about the Museum CEO Role?

MIDWAY SUITES 6

Wanted: CEOs. The children's museum field needs you! Whether you're on a career path to become a museum CEO/Executive Director, or never saw yourself in this role, come to this session and learn more: how to prepare—what experience is needed, the benefits and burdens of the role—how to: assess a job fit (you don't want to end up in the wrong CEO position), manage the board and budget, fund-raise and make a successful ask, find a mentor or sponsor, and more. Hear from a variety of perspectives and ask the questions you've always wanted to.

Arthur Affleck, III, *Association of Children's Museums*

Putter Bert, *KidsQuest Children's Museum*

Joe Hastings, *Explora*



Educating for Democracy: Our Kids Can Save Democracy, Right?

GRAND BALLROOM C

Democracy only works when people participate and are informed, or willing to be informed, about the issues facing our society. The signs of a breakdown in the working of democracy are all around us. Do we have an obligation to prepare kids to be effective at democracy? What skills make for effective democracy? What role can children's museums play? This session is intended to be an open, free-wheeling discussion. Hear from speakers working in civic education, with insight on how children's museums can help education for democracy. Bring your ideas.

Neil Gordon, *Discovery Museum (moderator)*

Martha Madsen, *New Hampshire Institute for Civics Education*

Brittany Liscord, *Children's Museum & Theatre of Maine*

Bekki Coppola, *Strawbery Banke Museum*

Fernande Raine, *The History Co:Lab*



Playful Partnerships with Public Media

MIDWAY SUITES 11

Public television stations and museums both have a commitment to education in non-traditional spaces. Join the St. Louis PBS station, Nine PBS, along with The Magic House and the Missouri History Museum, to learn how their partnerships benefit all children, especially those from low-income families, through playful learning experiences. The session will also highlight free public media content and resources developed under the CPB-PBS Ready To Learn grant, funded by the U.S. Department of Education, which can be used by museums and their partners to support early science and literacy learning.

Beth Fitzgerald, *The Magic House, St. Louis Children's Museum*

Lindsay Newton, *Missouri Historical Society*

Alex Stallings, *Nine PBS*

Devon Tutak, *Corporation for Public Broadcasting*



Creative Staff Re-Development to Survive a Crisis

GRAND BALLROOM B

The pandemic forced many museums to reduce their workforces but at the same time, maximize each employee’s workload and efforts. How do you creatively solve staffing shortages while building upon the strengths and passions of your team to retain top talent? How do you think creatively in this pre-defined space and break out of the mold? How do you assess employees’ strengths and encourage reorganization that has a positive impact and gets results? How do you encourage cross-departmental collaboration while teleworking? Presenters will provide actionable insights from answering these questions at their institutions.

Kathleen Bodenlos, *Discovery Gateway Children’s Museum*

Laura Cotter, *Discovery Gateway Children’s Museum*

Lorie Millward, *Thanksgiving Point*

Genny Nadler Thomas, *Knock Knock Children’s Museum*



Beyond Benchmarking – A New Online Dashboard for Children’s Museums

MIDWAY SUITES 1-3

ACM has partnered with Knology on ACM Trends: NextGen, an IMLS funded project to streamline ACM’s data collection efforts and improve how this data is disseminated to the field. One key piece of this project is developing an online dashboard where children’s museum professionals can self-access information about their museums and compare their museum’s data to the entire field or other museums. To create this dashboard, the project team has identified key data points that are both easy to report and useful to the future planning of children’s museums. In this session, the project team will present a beta version of the online dashboard to solicit feedback.

Jennifer Rehkamp, *Association of Children’s Museums*

Shaun Field, *Knology*

Lunch on Your Own

11:45 a.m.–12:45 p.m.

This may be your last chance to explore the many food options available to you right in Union Station! Choose from a great variety of restaurants including the Soda Fountain, The Train Shed, 1894 Café, Landry’s Seafood House, and the Station Grille. There’s sure to be something to please everyone’s appetite!



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Research and Evaluation

Museum CEO and Executive Directors Retreat

Wednesday, May 18, 12:00 p.m.–5:00 p.m. and Thursday, May 19, 8:30 a.m.–1:00 p.m.

NEW YORK/ILLINOIS CENTRAL

Pre-registration is required; member registration is \$100 for those registered for the full conference, \$150 for those who wish to attend the retreat only. Registration includes lunch on Wednesday and breakfast and lunch on Thursday. Attendance is limited to CEOs and Executive Directors at ACM member museums.

New this year! Museum CEOs and executive directors will have the opportunity to engage with peers in a collaborative way, to focus on shared issues, and find renewed energy for the challenges ahead.

Day 1, Wednesday, May 18

12:00 p.m.–1:00 p.m.

Welcome and Lunch

The lunch hour will include guest speaker Kathy Hirsh-Pasek, PhD, who is the Stanley and Debra Lefkowitz Faculty Fellow in the Department of Psychology at Temple University and a Senior Fellow at the Brookings Institution. Her research examines the development of early language and literacy as well as the role of play in learning.

1:00 p.m.–5:00 p.m.

Reflection and the Future of Children's Museums

Facilitated by Lord Cultural Resources, attendees will reflect on the new normal, explore the future of children's museums, and the ways ACM can support new directions and next practices.

Evening on your own to explore St. Louis.

Day 2, Thursday, May 19

8:30 a.m.–9:00 a.m.

Breakfast

9:00 a.m.–12:00 p.m.

Unconference Model Discussions

An unconference is a participant-driven meeting. As such, the attendees will select the hot topics for discussion.

12:00 p.m.–1:00 p.m.

Lunch and Closing Thoughts

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

12:45 p.m.-2:00 p.m.



Control Your Destiny: Crisis Communication Planning

MIDWAY SUITES 1-3

Having a crisis communication plan can be a critical factor in “playing the long game.” In today’s litigious and social media connected world, a public scandal can come out of nowhere. Children’s museums need to be prepared. Creating a crisis communication plan may sound scary, but not having one is even scarier. In this session, participants will learn about the process for creating a crisis communication plan from one of the world’s leading public relations firms and then hear from a children’s museum they helped through a real-life crisis. Participants will leave with a playbook for dealing with a variety of potential crises unique to children’s museums.

Dave Collett, *Weber Shandwick*

Derrick Docket, *The Magic House, St. Louis Children’s Museum*



Exhibits That Endure the Test of Time

MIDWAY SUITES 11

Over the years we’ve heard many words to describe the qualities of a good children’s exhibit: engaging, interactive, immersive...INDESTRUCTIBLE. But there are many challenges! Exhibits must have a good foundation and be designed for future flexibility. Exhibit components must continue working safely and consistently despite limited financial and human resources. A maintenance plan must be developed and executed in order to make exhibits last. Join this session for an interactive, game-based discussion as we share our experiences and effective practices for developing, building, and maintaining exhibits that play the long game.

Cathlin Bradley, *Kubik Maltbie, Inc. (moderator)*

Sarah Myers, *The Children’s Museum of Indianapolis*

John Shaw, *Museum EXP*

Scott Wolfram, *Working Studio, Inc.*



Achievable Tactics for Improving Gender Equity and Other DEAI Goals

GRAND BALLROOM A

Hear from four museums that have used gender equity projects to increase representation in their organizations and communities. Presenters will share why supporting gender equity and providing visual representation for children and families is critical work for children’s museums, and how the specific endeavors fit into broader DEAI initiatives for each museum. Join in conversations with the presenters and other attendees to discuss scenarios that relate to museum size, community needs, and organizational structure. Take advantage of the diverse group to brainstorm projects and programs that can further your institution’s DEAI goals!

Brindha Muniappan, PhD, *Discovery Museum*

Laura Christian, *DISCOVERY Children’s Museum*

Kyrstin Hill, *Creative Discovery Museum*

Trudi Plummer, *Maine Discovery Museum*



Little Cli-Mates: Small Changes for a Big Difference

GRAND BALLROOM B

Communicating climate change to any audience is hard, but how do we communicate it to children ages three to eight from diverse communities? This session will provide a framework for communicating climate change, including “rules of thumb” you can take back to your staff to help spark meaningful conversations with young visitors. Learn how museums have tackled this issue, then breakout to have a brainstorming session with the presenting institutions. Bring your climate content idea and let’s adapt it with our framework!

Frank Kusiak, *Lawrence Hall of Science (moderator)*

Lauren Butcher, *Explora*

Amber McCammon, *Virgin Islands Children’s Museum*

Rebekah Domayer, *The Iowa Children’s Museum*



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Back to the Future: Future-Forward Intergenerational Exchanges in Museum Settings

GRAND BALLROOM C

What are the benefits of intergenerational exchanges among museum patrons? Presenters from three different museums will share working examples of intergenerational engagement programming and exhibit experiences, as well as a “How-To: Intergenerational Exchanges” takeaway. These presentations will facilitate an audience conversation about creating new intergenerational platforms, assessing current programs to include intergenerational conversations, and the considerations necessary for real, decade-spanning exchanges to occur. Ultimately, this session will discuss how intergenerational exchanges can be used to enrich museum interactions and deepen audience engagement.

Kate Mirand Calleri, *Brooklyn Children’s Museum*

Sophia Figueroa, *Brooklyn Children’s Museum*

Lindsay Genshaft, *Denver Art Museum*

Courtney Baxter-Annis, *Missouri Historical Society*



Playing to Our Strengths: The Power of Intentional Collaboration

MIDWAY SUITES 5

Over the past two years, remote and hybrid work has disrupted the status quo, forcing museums to reimagine how we collaborate. At the Glazer Children’s Museum, our new approach to collaboration has improved our productivity and innovation. In this session, we will explore the concept of intentional collaboration and lay out a plan for managing a collaborative project. We will share tools that get the creative juices flowing, establish open communication between departments, and keep your projects on task. Then, we will examine case studies and learn how to extend these techniques to your external partnerships.

Pam Hillestad, *Glazer Children’s Museum*

Kate White, *Glazer Children’s Museum*



Re-Imagining the Adult Experience at a Children’s Museum, Part One

REGENCY BALLROOM A

We know that adults value the experience their children have at children’s museums. But we also know that sometimes the experience for the adults can be stressful or boring (how many times can you pretend to eat a fake taco?). Minnesota Children’s Museum partnered with Playful Learning Lab at University of St. Thomas to better understand and meet the needs of adult visitors. In this session we will share the design-thinking process and tools used, along with the results of our prototypes and how we used this information to create an exhibit that started with thinking about adults.

Jessica Turgeon, *Minnesota Children’s Museum*

Michelle Blodgett, *Minnesota Children’s Museum*

AnnMarie Thomas, PhD, *University of St. Thomas*

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:15 p.m.-3:30 p.m.



Crafting Compelling Narratives for Fundraising

GRAND BALLROOM A

Storytelling abounds in children’s museums, from imaginative play and programs, to exhibits and galas. How we tell the story of our museum’s mission-driven work and impact to funders matters just as much! Join this interactive panel of industry innovators to learn about how they crafted their stories and shared them with funders. The session will include diving into your own museum’s story, using your mission and values as your trailhead.

Krishna Kabra, *San Diego Children’s Discovery Museum*

Sammi Kern, *Children’s Discovery Museum*

Anysia McDowall, *Glazer Children’s Museum*



Managing Successful Museum Projects: Exhibits, Expansions, Renovations, and New Construction

MIDWAY SUITES 5

Does your long game include an upcoming museum project such as a significant addition or renovation? Regardless of your museum’s size or age, a large capital project can be a heavy lift. This session will delve into effective strategies for museums to use their planning, design, and construction dollars wisely and well. Whatever the scale of your next project, find ways to grow your museum while realizing the dreams of your staff, visitors, funders, and community advocates. Develop criteria and processes for selecting designers. Gather team members to help translate those goals into effective, innovative, and responsive built space. Get a head start on your project!

Alissa Rupp, FAIA, LEED AP BD+C,
FRAME | Integrative Design Strategies and Seattle Children’s Museum

Jill Randerson, *Jill Randerson Exhibit Management*

Aaron Goldblatt, *Metcalfe*

Peter Olson, *WonderTrek Children’s Museum and Peter Olson Museum Planning, LLC*



Role Play the Way: A New Direction of Imaginative Learning

GRAND BALLROOM B

Role-playing games (RPGs) encourage imaginative play in a wide variety of audiences. They require players to listen and respond to others to collaboratively solve a problem. Children’s museums have long supported imaginative play for young children to help them learn and engage with their surroundings. RPGs provide an opportunity for museums to expand this audience to include older children and adults. In this session, learn how a museum used an RPG to instruct their town about an invasive species, how an emerging museum created a tabletop RPG camp, and how a game design company uses RPGs to engage students in historical thinking and perspective-taking.

Kylie Conover, *Great River Children’s Museum*

Betsy Loring, *expLoring exhibits & engagement*

Greg Trefry, *Gigantic Mechanic*



The Village It Takes: Utilizing Community Expertise to Better Engage Audiences

MIDWAY SUITES 6

We all know the saying, “it takes a village,” but do we truly utilize the expertise in our communities to bring our audiences the content they need and want, and that reflects who they are? In this session, presenters will share a variety of successful collaboration models that make community expertise accessible to children’s museum audiences. They will provide strategies and resources that can be applied to any topic. Next, attendees will break out into small brainstorming groups led by session speakers, where they will have the opportunity to consider the valuable expertise in their own communities and apply shared effective practices to make actionable collaboration plans.

Catherine McCarthy, PhD, *Arizona State University*

Allison Brody, *Explora*

Erin Wiese-Reichert, *Children’s Discovery Museum*

Barbara Knoss, *Cape Cod Museum of Natural History*



Being Mentally Fit, Creative, Nimble, and Focused

MIDWAY SUITES 11

Studies show that only 20 percent of individuals and teams achieve their full potential. Discover how you can beat the odds, consistently remaining energized and focused. This custom workshop on Mental Fitness explores the science of resilience and success, breaking down the most significant barrier to success: our thoughts. Discover how we self-sabotage (via stress reactions) with a presentation, followed by an individual challenge and group activities. The focus is interaction, connection, and deep realizations of how we hurt our own success. Learn ways to lower stress, become more mentally fit every day, and reach your potential.

Barbara Leggett, *Leggett Consulting/Happiness Center of WNY*



Biz Ops



Design

Sponsored by Roto



DEAI



Leadership



Learning



Partnerships



People



Research and Evaluation



Making Spaces: Museums Developing and Delivering Quality Maker-Centered Professional Development

GRAND BALLROOM C

Throughout the country, schools, teachers, libraries, and museums are embracing maker education to engage their audiences. Making can build flexible mindset skills, engage participants in deep learning, and develop interest in the STEAM fields. Maker educators everywhere are learning how to facilitate making activities using a theoretical framework called maker-centered learning—a powerful approach that promotes agency, access, relevancy, and creativity. Attendees will learn how Maker Ed works with organizations for its Making Spaces program, which uses maker-centered learning to support new frameworks for thinking about pedagogy and engagement through professional development, as well as participate in a making activity together.

Alexandra Pearson, *Knock Knock Children's Museum*

Mindy Porter, *Scott Family Amazeum*

Lauren Penney, *Maker Ed*

Lauren Butcher, *Explora*



Re-Imagining the Adult Experience at a Children's Museum, Part Two

REGENCY BALLROOM A

We know that adults value the experience their children have at children's museums. But we also know that sometimes the experience for the adults can be stressful or boring (how many times can you pretend to eat a fake taco?). Minnesota Children's Museum partnered with Playful Learning Lab at University of St. Thomas to better understand and meet the needs of adult visitors. In this session we will share the design-thinking process and tools used, along with the results of our prototypes and how we used this information to create an exhibit that started with thinking about adults.

Jessica Turgeon, *Minnesota Children's Museum*

Michelle Blodgett, *Minnesota Children's Museum*

AnnMarie Thomas, PhD, *University of St. Thomas*

See you at InterActivity 2023, April 26-28, in New Orleans, Louisiana!

Stay tuned for more information from ACM,
including the Call for Session Proposals!

Join ACM: Become a Member!

Serving members in the United States and countries across the globe, the Association of Children's Museums (ACM) is an international nonprofit professional service organization that champions children's museums around the world. Currently, ACM serves more than 470 museums, businesses, educational organizations, and individuals.

Which membership level is right for you?

ACM offers a number of membership levels for both individuals and organizations. Each level is tailored to provide benefits to meet your needs. ACM supports its members through leadership, advocacy, professional development, and service.

ACM Annual Membership Dues

Open Museum Categories

Effective January 1, 2021. Dues are based on annual operating income.

Level 1 (under \$250k):	\$475
Level 2 (under \$500k):	\$850
Level 3 (under \$1 million):	\$1,100
Level 4 (under \$3 million):	\$1,475
Level 5 (under \$5 million):	\$1,675
Level 6 (\$5 million and over):	\$2,050

Special Museum Categories

Emerging U.S./Canadian Children's Museum	\$425
Emerging International Children's Museum	\$300
International Museum	\$300

Individual Categories

Friends of the Field:	\$125
Student:	\$100

Organizational Categories

Academic/Research Institution:	\$475
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ACM Annual Business Membership Dues

ACM business members represent a diverse range of organizations serving the field and supporting the growth of children's museums in their communities. They gain exposure to a unique and focused audience through ACM membership while acknowledging the value of children's museums worldwide.

Business Categories

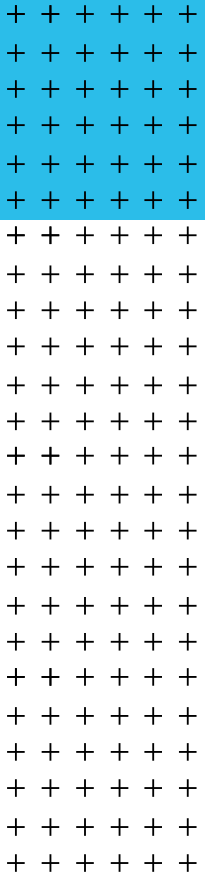
Business Visionary:	\$2,500
Business Supporter:	\$750
Business Associate:	\$300



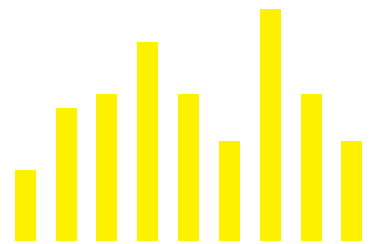
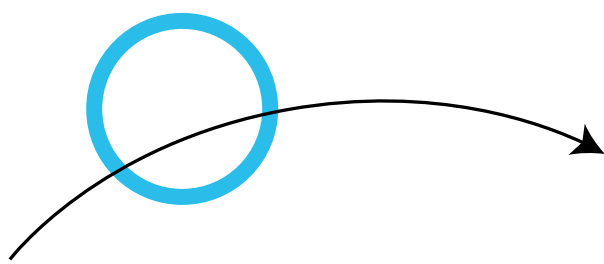
Questions about ACM Membership?

Ask **Daniel Fernandez-Baca**, Coordinator, Membership, at Membership@ChildrensMuseums.org.

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Our exhibits are manufactured in the USA using the highest grade materials and time tested fabrication processes. With this combination of quality and craftsmanship our interactives are second to none. Whether you are a librarian from a small community, the owner of an emerging play space, or the director of an established museum, we are here to help you accomplish your goals. We create exhibits to fill any space and offer countless finish combinations to match your look.

To learn more about our exhibits please visit
momentuminteractives.com

Plan Design Build



Kids Adventure Club, Waterline Square, New York NY



Museum Start-Up Planning
Exhibit Development & Evaluation
Full-Service Exhibit Design

Theming & Environmental Design
Interactive Engineering & Prototyping
Fabrication & Turnkey Installation