



InterActivity 2025

May 14–16, 2025 • Albuquerque, NM

Uplifting the Community:
Reaching New Heights Together

HOSTED IN
PARTNERSHIP WITH



iexplora!

Albuquerque Convention Center
401 2nd St NW
Albuquerque, NM 87102

PRELIMINARY PROGRAM

THINK BIG



The Flow Gallery
La Nube STEAM Discovery Center
fabrication by Boss Display

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INTERACTIVITY 2025 HOSTS



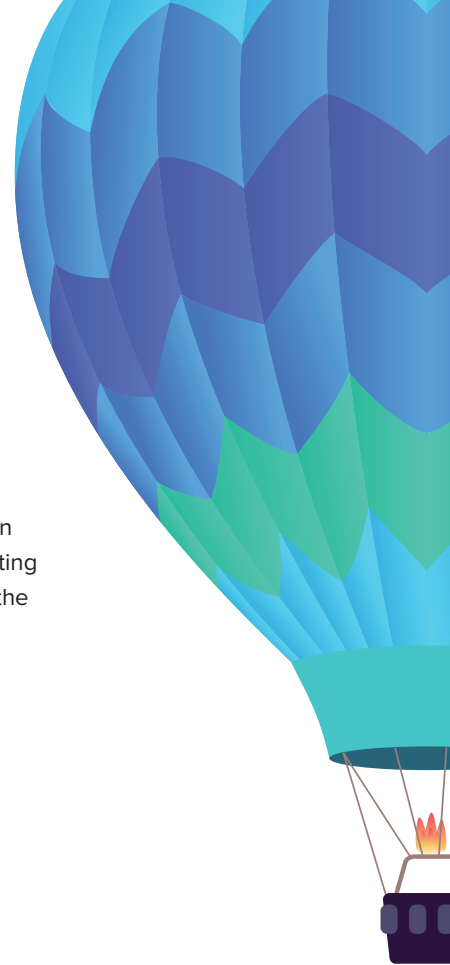
The **Association of Children's Museums (ACM)** mission is to champion children's museums and together enrich the lives of children worldwide. Our vision is a world that prioritizes the rights of all children to playful learning and a healthy, safe, and equitable future. With more than 470 members in 50 states and 11 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.



Explora Science Center & Children's Museum of Albuquerque (Explora) is an innovative experiential learning center with a mission to contribute to family and community prosperity by creating accessible opportunities for inspirational discovery and lifelong learning through interactive experiences in science, technology, engineering, art, and math. Working in a public-private partnership with the City of Albuquerque, Explora serves over 380,000 people a year from across all of New Mexico. Explora addresses its mission by providing hundreds of exhibit activities and inquiry-based classroom programs that illuminate foundational concepts and engage people of all ages with tools and equipment related to scientific phenomena. We work with our statewide community to co-develop projects that address shared aspirations for creating a safe, child-centered community and a place to provide opportunities for cradle-through-career learning. We also work with a network of over 100 partner organizations to help overcome challenges that stifle access to opportunities. Explora is committed to working systemically to improve educational outcomes, drive economic development, and build community prosperity through our Cradle through Career STEAM Learning Strategic Focus and associated campus master plan.

In February 2023, based on extensive community listening around shared aspirations for youth who are better prepared for jobs that can end generational cycles of poverty, Explora opened the new 8,000-square-foot X Studio, a STEAM workforce development center for teens and young adults. In August 2023, Explora opened the second phase of its Cradle through Career STEAM Learning Campus with two pilot classrooms of Brillante Early Learning Center. This early childhood education and care center continues the systemic work of improving educational and economic outcomes in New Mexico by providing high-quality childcare, while parents finish their certificates and degrees at our partner higher education institutions. Brillante also serves as the lab school for Central New Mexico Community College, helping to develop the state's future early childhood education workforce. In November 2024, Explora broke ground on a new 14,000-square-foot standalone Brillante Early Learning Center, the final phase of the Cradle through Career STEAM Learning Campus. Learn more about Explora at www.explora.us.





New Collection!

BUG BEATS

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AT INTERACTIVITY 2025



SCAN ME

Hear ACM Executive Director Arthur Affleck discuss the impact of music in children's museums.

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THANK YOU

ACM gratefully acknowledges the following organizations for support of this year's conference.

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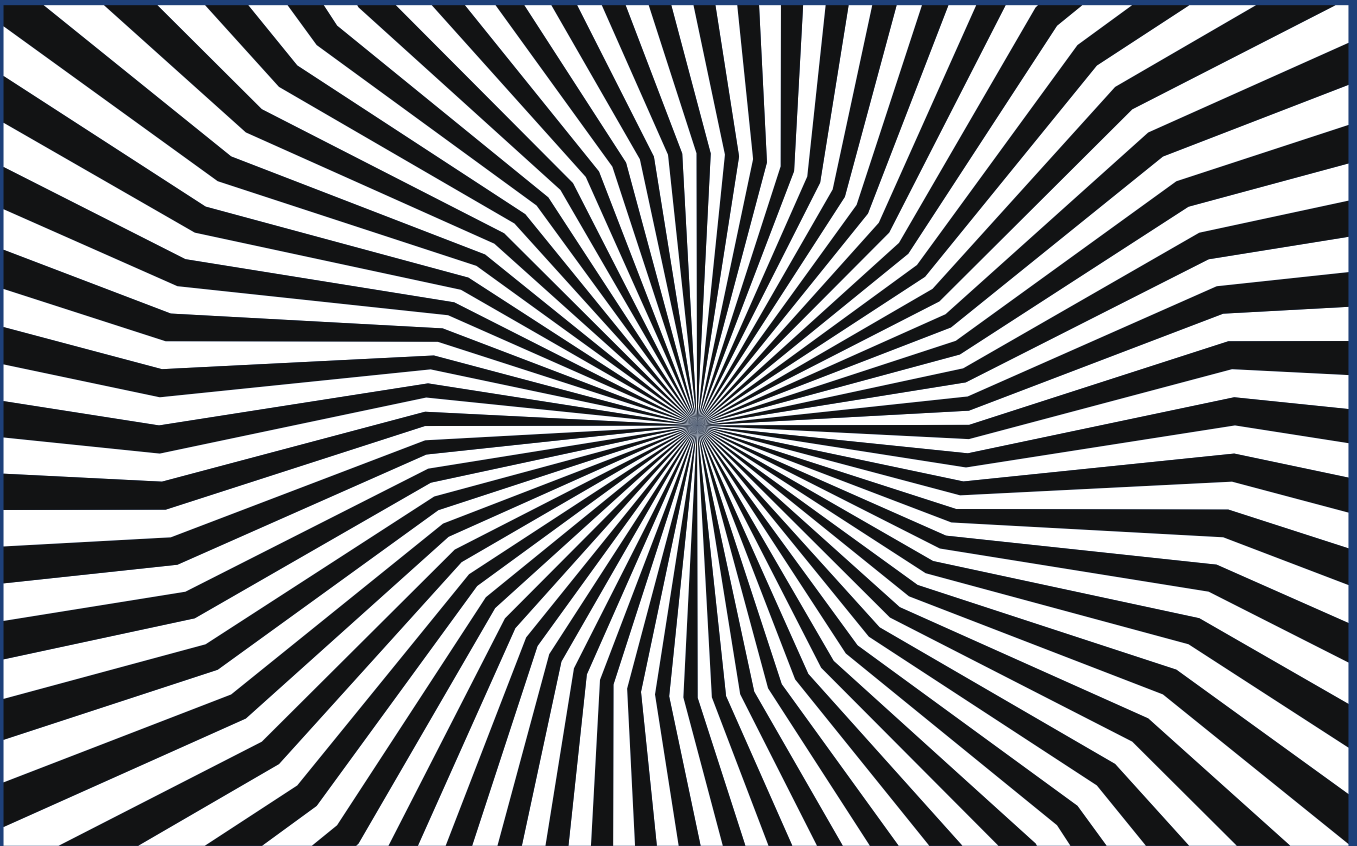


Additional Support Provided by InterActivity 2025 Host Partner

Explora Science Center and Children's Museum of Albuquerque



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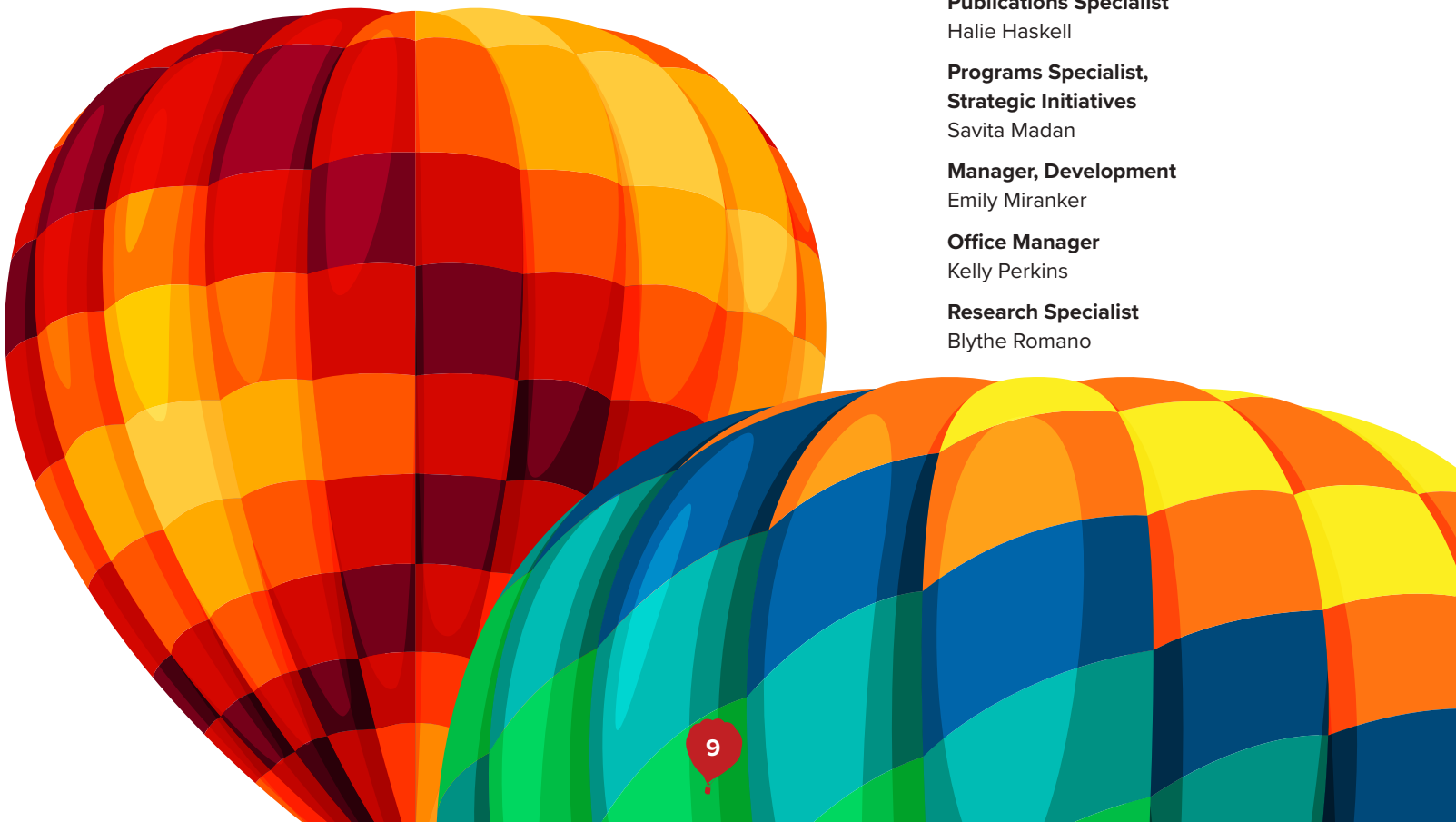
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HOTEL AND TRAVEL INFORMATION

Conference Hotels

ACM is holding a block of rooms at three hotels in Albuquerque, NM for InterActivity 2025: The DoubleTree by Hilton Hotel Albuquerque, The Clyde Hotel, and The Hotel Andaluz. The deadline to make reservations at all hotels is **Monday, April 21, 2025**.

Registration, the ACM MarketPlace, and sessions will take place at the Albuquerque Convention Center unless otherwise noted. All three hotels are within easy walking distance of the convention center.

Hotel Reservations

DoubleTree by Hilton Hotel Albuquerque

201 Marquette Avenue NW
Albuquerque, NM 87102
505-247-3344

- Reservation deadline: April 21, 2025
- Group Name: ACM InterActivity 2025
- Group Code: ACM
- Group Rate: \$179 per night (single or double, May 12–17, 2025, applicable taxes & 2% mandatory charge)
- Phone Reservations: 505-247-7000, Monday-Friday 8:00 a.m.–5:00 p.m.
- [Online reservations](#)



The Clyde Hotel

330 Tijeras Avenue NW
Albuquerque, NM 87102
505-302-6930 or 1-800-619-5632

- Reservation deadline: April 21, 2025
- Group Name: Association of Children's Museum InterActivity
- Group Code: 2025ACMCONF
- Group Rate: \$189 per night (single or double, May 12-17, 2025, plus applicable taxes & 2% mandatory charge).

- Amenity fee is waived for ACM but includes local and toll-free calls, wireless internet access in guestrooms and public space, access to pool and fitness center, daily bottled water, coffee and tea provided in room, and self-parking.
- Phone Reservations: 505-302-6930 or 1-800-619-5632
- [Online reservations](#)



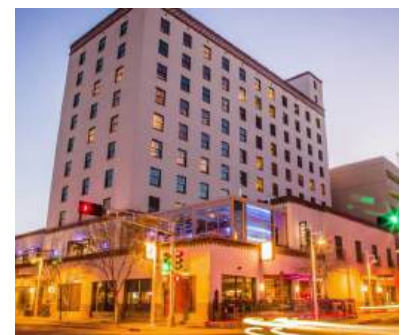
Hotel Andaluz Albuquerque

125 2nd St NW
Albuquerque, NM 87102
505-242-9090

- Reservation deadline: April 21, 2025
- Group Name: 2025 ACM InterActivity
- Group Code: 90G
- Group Rate: \$225 per night (single or double, May 12-17, 2025, plus applicable taxes & 2% mandatory charge)
- Phone Reservations: 505-302-6930
- [Online reservations](#)

Book in the Block!

ACM has negotiated these special rates for InterActivity attendees at the conference hotels and needs your reservation to count towards our contracts. We know you have a choice of where to stay in Albuquerque and appreciate your support of ACM by making your reservation at the conference hotels.





Travel

Albuquerque International Sunport Airport (ABQ)

is approximately 4 miles from the hotel. It should be about a 10-minute ride, depending on traffic.

Airline Discounts for InterActivity Attendees



Delta Airlines is pleased to offer special discounts for InterActivity 2025 attendees.

Please [click here](#) to book your flights.

You may also call Conferences and Events® at 1.800.328.1111 Monday–Friday, 8:00 a.m. – 6:30 p.m. (EST) and refer to Meeting Event Code **NY3HC**.



Alaska Air is pleased to offer **Discount Code ECMK838** for InterActivity 2025 attendees. To use the discount code, go online to alaskaair.com and input the Discount Code when searching for flights.

The discount will be applied to any flights from the continental U.S. to Albuquerque, NM from May 6 to May 20, 2025. Guests may also use the Discount Code by calling the Alaska Air Group Desk at 800-445-4435; however, a \$15.00 per person service fee will apply.

Both Delta Airlines and Alaska Air are participants in the sustainable aviation fuel (SAF) initiative.

Real ID

On May 7, 2025, U.S. travelers must be REAL ID compliant to board domestic flights and access certain federal facilities. Anyone 18 years and older that plans to fly domestically or visit certain Federal facilities will need a REAL ID or another acceptable form of identification. For more information about Real ID's, including FAQs, please [click here](#).

Transportation To and From the Airport

- The Doubletree offers complimentary airport shuttle service based on availability. When you arrive, call the Doubletree at 505-247-3344, ext 0 and request the shuttle to come pick you up.
- The Clyde Hotel does not offer shuttle service to and from ABQ.
- The Hotel Andaluz does not offer shuttle service to and from ABQ.
- Taxi: Pick-up is at baggage claim at Door # 2. The approximate taxi fare is \$18–\$26.
- Uber/Lyft: Ride Share pick-up location is on the baggage claim level, door 7. Please note, depending on time of day and demand, pricing may change but approximate fare should be about \$15–\$20.

Parking

Onsite parking is available at all hotels. Rates are valid as of October 2024:

- The Doubletree offers discounted overnight self-parking for ACM for \$12.00 per day. Valet parking is not available.
- The Clyde Hotel offers overnight self-parking for hotel guests as part of the waived amenity fee and valet parking for \$22 per night plus taxes.
- The Hotel Andaluz offers complimentary valet parking, based on availability, for ACM attendees.



Photos Courtesy of La Nube
STEAM Discovery Center

La Nube STEAM Discovery Center

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ABOUT

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www.gyroscopeinc.com

EXPLORE ALBUQUERQUE

ACM and Explora welcome you to Albuquerque for InterActivity 2025. Within Albuquerque lives the perfect convergence where culture and innovation harmoniously meet. Centrally located in New Mexico, Albuquerque is home to a variety of amazing sightseeing opportunities and exhilarating experiences you won't find anywhere else. From outdoor recreation to immersive cultural experiences and everything in between, the city is bursting with exciting adventures for you to explore.



New Mexico Tourism Department

Authentic Flavor: Global Cuisine

Albuquerque's authentic cuisine has been shaped by each of the area's many diverse cultures, creating a cuisine you won't find anywhere else in the world. The defining ingredient? Chile. This flavorful pepper comes in two variations: red or green, with preferences for one or the other depending on individual palates. Additionally, Albuquerque's food culture takes shape with influences from the Spanish, Native American and Mexican cultures that comprise its diversity. Pre-European contact Native American menus are available in certain establishments while others offer Spanish tapas, not to mention Mexican taquerias and more! Got your fix of New Mexican cuisine? Albuquerque also offers a wide variety of restaurants that span everything from brick-oven pizzerias to pit-smoked barbecue joints, Vietnamese cafes to farm-to-table settings. Dining options include vegetarian, Mediterranean, Italian, Spanish, Greek, Chinese, Thai, Indian and so much more.



Campbell Bishop

Ballooning

Albuquerque is the ballooning capital of the world and offers the opportunity to ride in a hot air balloon year-round. Albuquerque's ballooning culture is just what you need to reach new heights.



New Mexico Tourism Department

Historic Old Town

Historic Old Town has been the heart of Albuquerque since the city was founded in 1706. Old Town was Albuquerque's first neighborhood, and more than 300 years after its founding, it remains a center for culture, architecture, shopping, art and cuisine. Today, Old Town is home to numerous museums and more than 100 shops, galleries and restaurants.



Museums and Cultural Centers

Visiting Albuquerque museums and cultural centers offers a fun and fascinating look at the history, arts and culture that have shaped New Mexico. Albuquerque is home to the Indian Pueblo Cultural Center, featuring authentic dance performances, museum exhibits and cuisine, and the National Hispanic Cultural Center, featuring an art museum and a state-of-the-art performance center.



Dirt Farm Travels

Sandia Peak Aerial Tramway

Enjoy panoramic scenic views during a 2.7-mile ascent to the 10,378-foot peak of the Sandia Mountains. This is the longest tramway in North America.



MUSEUM OPEN HOUSE PROGRAM

The Museum Open House Program provides InterActivity 2025 attendees with the opportunity to explore many cultural institutions in Albuquerque. Many of the institutions listed below always offer free admission, but those that charge a fee are generously offering free admission from May 11–18, 2025. Simply present your InterActivity 2025 conference badge or registration confirmation, unless otherwise noted. Please call ahead to confirm hours.

Explora

505.600.6072
www.explora.us

516 Arts

505.242.1445
www.516arts.org

ABQ BioPark

505.768.2000
www.cabq.gov/artsculture/biopark

Albuquerque Museum of Art and History

505.243.7255
www.cabq.gov/artsculture/albuquerque-museum

Anderson-Abruzzo International Balloon Museum

505.768.6020
www.balloonmuseum.com

Indian Pueblo Cultural Center

505.843.7270
www.indianpueblo.org

Maxwell Museum of Anthropology

505.277.4405
www.maxwellmuseum.unm.edu

National Hispanic Cultural Center

505.246.2261
www.nhccnm.org

New Mexico Holocaust and Intolerance Museum

505.247.0606
www.nmholocaustmuseum.org

New Mexico Museum of Natural History and Science

505.841.2800
www.nmnaturalhistory.org

Telephone Museum of New Mexico

505.842.2937
www.unlimiteddronesolutions.com/telephonemuseumnm

Tinkertown Museum

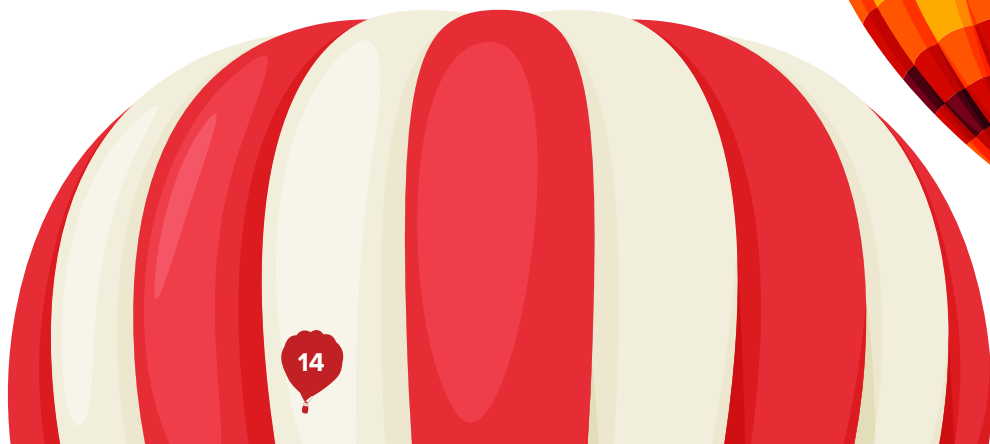
505.281.5233
www.tinkertown.com

The Turquoise Museum

505.433.3684
www.turquoisemuseum.com
Must make reservations online using coupon code AMC25

Santa Fe Children's Museum

505.989.8359
www.santafefchildrensmuseum.org





PRELIMINARY CONFERENCE SCHEDULE

All sessions take place at the Albuquerque Convention Center, 401 2nd Street, Albuquerque, except where noted. All times are Mountain Daylight Savings Time (as of March 9, 2025).

The following schedule is subject to change. Optional ticketed events are indicated by an asterisk (*). MuseumLab workshop is open to those selected by application only (**).

Wednesday, May 14

8:00 a.m.–4:30 p.m.	Emerging Museums Pre-Conference*
8:00 a.m.–4:30 p.m.	MuseumLab for Museum Professionals Workshop**
12:30 p.m.–4:30 p.m.	Museum CEO and Executive Directors Retreat*
12:30 p.m.–4:30 p.m.	Study Tour A. Santa Fe Children’s Museum*
4:30 p.m.–5:15 p.m.	New Attendee Orientation
5:00 p.m.–7:00 p.m.	Opening Reception in the ACM MarketPlace

Thursday, May 15

7:30 a.m.–4:00 p.m.	ACM MarketPlace
7:30 a.m.–8:45 a.m.	Professional Networking Breakfast
9:00 a.m.–10:30 a.m.	Plenary Session
10:30 a.m.–12:30 p.m.	Study Tour B. Explora: Brillante Early Learning Center*
10:30 a.m.–12:30 p.m.	Study Tour C. Explora: X Studio at Explora*
10:45 a.m.–12:00 p.m.	Concurrent Professional Development Sessions
12:00 p.m.–2:00 p.m.	Lunch in the ACM MarketPlace
1:00 p.m.–3:15 p.m.	Study Tour D. Indian Pueblo Cultural Center*
2:00 p.m.–3:15 p.m.	Concurrent Professional Development Sessions
3:15 p.m.–3:45 p.m.	Coffee Break in the ACM MarketPlace
3:45 p.m.–5:00 p.m.	Concurrent Professional Development Sessions
6:30 p.m.–9:30 p.m.	An Evening at Explora*

Friday, May 16

7:30 a.m.–8:45 a.m.	Continental Breakfast
7:30 a.m.–8:45 a.m.	Peer-to-Peer Roundtable Discussions
9:00 a.m.–10:15 a.m.	Plenary Session: ACM 2025 Great Friend to Kids Award
10:30 a.m.–12:30 p.m.	Study Tour E. Explora: Brillante Early Learning Center*
10:30 a.m.–12:30 p.m.	Study Tour F. X Studio at Explora*
10:30 a.m.–11:45 a.m.	Concurrent Professional Development Sessions
11:45 a.m.–1:15 p.m.	Lunch on Your Own
1:15 p.m.–2:30 p.m.	Concurrent Professional Development Sessions
2:45 p.m.–4:00 p.m.	Concurrent Professional Development Sessions



Wednesday, May 14

All programming will be held at Albuquerque Convention Center, 401 2nd St NW, Albuquerque, NM 87102, except where noted.

Emerging Museums Pre-Conference

Sponsored by Imagination Playground, LLC

8:00 a.m.–4:30 p.m.

Pre-registration is required; Member, \$235, Nonmember, \$335. This event is limited to emerging museums and individuals starting a children's museum. Registration fee includes breakfast and lunch, and handout materials.

ACM offers the annual Emerging Museums Pre-Conference to share foundational and effective practices of the field with those in the process of starting a children's museum. The agenda changes each year to keep pace with new trends and insights, but always includes perspectives from recently opened children's museums.

Preliminary Agenda

8:00 a.m.–8:30 a.m.

Breakfast

8:30 a.m.–8:45 a.m.

Welcome

8:45 a.m.–9:30 a.m.

Attendee Introductions and Networking

9:30 a.m.–10:45 a.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.

Denise Rosario Adusei, *Bronx Children's Museum*

Carolyn Schwartz, *Bronx Children's Museum*

Gina Martinez, *La Nube, STEAM Discovery Center*

Stephanie Otero, *La Nube, STEAM Discovery Center*

10:45 a.m.–11:00 a.m.

Break

11:00 a.m.–12:00 p.m.

Management Essentials for Start Ups

As a start up museum moves from a volunteer-run organization to a staff-run organization with a governing board, there are key management decisions to be made. Included in this session, aligning staffing choices with overall business strategy, hiring to build a strong future, and creating a competitive advantage.

Daniel Julius, EdD, *School of Management, Case Western Reserve*

12:00 p.m.–1:15 p.m.

Lunch and Networking

1:15 p.m.–2:30 p.m.

Exhibit Decisions: What Exhibits Are Right for Your Community?

This session will guide you through the key considerations in the exhibit planning process. Questions addressed will include: Where do you start? Are there some must haves? Should you look to other museums' exhibits? How do you ensure your educational goals are met? How do you deal with donor input? What level of technology is right for you? Who is the right team to help you? Whether you're just starting out or refining an existing plan, this session will provide practical insights to help you create meaningful and impactful exhibits tailored to your audience.

Peter Olson, *WonderTrek Children's Museum*

Jill Randerson, *Exhibit Management*

Alissa Rupp, *FAIA, LEED AP BD+C, FRAME | Integrative Design Strategies*

2:30 p.m.–2:45 p.m.

Break

2:45 p.m.–4:00 p.m.

Emerging Museums Jeopardy!

Back by popular demand with new categories, in this game-show style session you'll get essential knowledge for every stage of a start up children's museum.

Michael Shanklin, *kidSTREAM Children's Museum*

Michael Yankovich, *Children's Museum of Denver at Marsico Campus*

Putter Bert, *KidsQuest Children's Museum*

Tifferney White, *Louisiana Children's Museum*

4:00 p.m.–4:30 p.m.

Final Questions and Wrap Up



MuseumLab for Museum Professionals Pre-Conference Workshop

8:00 a.m.–4:30 p.m.

The MuseumLab for Museum Professionals (MLMP) Pre-Conference Workshop kicks off an 8-week complimentary program. Open to selected applicants only who will be notified in mid-March. Application deadline is March 1, 2025. [Apply today.](#)

MuseumLab for Museum Professionals (MLMP) is a professional learning opportunity that nurtures skills for developing innovative and creative exhibits and programs. After piloting two 8-month versions of MLMP, Children’s Museum of Pittsburgh and ACM are excited to offer this pre-conference workshop as the kick-off to an inaugural, condensed 8-week program. Participants will work in groups to apply MLMP core principles, conceptualizing and developing a prototype that emphasizes creativity, authenticity, and originality. After the conference, participants will continue their learning with 8 weeks of assignments and meetings that will guide them through additional prototyping and planning, supported by our growing community of innovative museum professionals.

This project was made possible in part by the Institute of Museum and Library Services (21MP-256380-OMS-24).



Museum CEO and Executive Directors Retreat Sponsored by CambridgeSeven and Process Curiosity

12:30 p.m.–4:30 p.m.

Pre-registration is required; Member \$95. Registration includes lunch sponsored by Speak Creative. Attendance is limited to CEOs and Executive Directors at ACM member museums.

Museum CEOs and executive directors are once again invited to re-energize, recharge, and engage with their peers before the conference begins in full. Together we will explore issues and opportunities of interest to ACM member museums of all sizes. This retreat is a great opportunity for museum executives to network, learn from the scheduled speakers and one another, as well as develop new strategies for addressing shared challenges.

For this retreat, the theme is “Leading in Turbulent Times.” The museum workplace is being transformed. Turbulence and new normal are the adjectives now used to define the workplace environment. With facilitator Dr. Daniel Julius from the School of Management at Case Western Reserve, the retreat will provide a platform for sharing experiences, strategies, and tools that have enabled museums and other organizations to navigate these turbulent times effectively.



DREAMWORKS
**GABBY'S
DOLLHOUSE**
**MEOWSEUM
DISCOVERY DAYS**

**Join DreamWorks Animation
and The Association of Children's Museums
for Gabby's Dollhouse**

MEOWseum Discovery Days!

**Celebrate the power of imagination, learning from mistakes
and the joy of teamwork through exciting activities and events
featuring the beloved characters of Gabby's Dollhouse!**

Learn more on the MEOWseum Discovery Days Groupsite!



STUDY TOUR A

Santa Fe Children's Museum

12:30 p.m.–4:30 p.m.

Pre-registration is required; tickets are \$45.

Transportation is included.

Santa Fe Children's Museum (SFCM) is located in the historic district of Santa Fe on the city's Armory Campus. SFCM staff will present a guided tour of its facility and newly renovated outdoor space, The Backyard, an outdoor oasis, enabling safe, open-ended play, exploration, and discovery for children and families of all ages. This space designed for ADA accessibility is a collaborative re-design in partnership with National Wildlife Federation, ECHO (Early Childhood Health Outdoors), a national organization committed to "bringing nature and outdoor play to every child, every day," and Surroundings Studio, a multidisciplinary design studio in Santa Fe. Tour



SFCM's campus, showcasing the museum's unique approach to play while exploring in-depth sand play activities with partner, The Railyard Conservancy, and sampling effective practices for this unique addition to SFCM's space. SFCM educators will include nature-based education with a Master Naturalist spotlighting native New Mexican flora and fauna found in The Backyard; a solar viewing with a NASA Solar System Ambassador; and an introduction to SFCM's animal residents: Bisquick, the pancake tortoise; Fafnir, the uromastyx (spiny-tailed lizard); and Cornelius, the corn snake. Refresh during this study tour with a musical performance in SFCM's newly renovated amphitheater and a take-home snack that can only be found in New Mexico!



InterActivity 2025 Officially Starts

New Attendee Orientation

4:30 p.m.–5:15 p.m.

If you are attending InterActivity for the first time, or it's been a few years, join us for an orientation to learn how to get the most from the conference, take your learnings back to your colleagues, and meet ACM staff and members of the InterActivity 2025 Program Committee.

Opening Reception in the ACM MarketPlace

Drink tickets sponsored by Haizlip Studio & Safespace Concepts

5:00 p.m.–7:00 p.m.

Start the conference off mingling with your peers over drinks. It's the perfect time to catch up with your colleagues as you roam among exhibitors to get your sponsored free drink tickets and meet the amazing group of vendors who are excited to connect with you. The ACM MarketPlace offers a whole world of inspiring ideas, creative and educational products, software solutions, ready-to-rent exhibitions, and much more. Stopping by is a must!

Here's a sneak peek at who you will meet in the ACM MarketPlace:

- BIG, experience design
- Blick Art Materials
- Boss Display
- BrownKnows Design
- Center for Simulation Innovation
- Children's Museum of Pittsburgh
- Dotsss Children's Museum
- DoubleKnot
- DreamWorks Animation
- DuPage Children's Museum
- Freenotes Harmony Park
- Gyroscope, Inc.
- Haizlip Studio
- Heartland Scenic Studio
- Humanitru
- Hüttinger Interactive Exhibitions
- Ideum
- Imagination Playground, LLC
- Kidzibits, LLC
- Kodo Kids
- Kraemer Design + Production
- Kubik Maltbie, Inc.
- Latinos LEADS
- Litezilla, LLC
- Luckey LLC
- MathHappens Foundation
- Minnesota Children's Museum
- Minotaur Maze Exhibits
- Momentum Interactive
- Mountain Plains Museum Association
- NISE Network
- Ontario Science Centre
- Oregon Museum of Science and Industry (OMSI)
- Percussion Play, Ltd
- RJ & Associates Replica Food
- Roto
- SafeSpace Concepts
- Science Museum of Minnesota
- Sciencenter
- Simons Foundation
- Speak Creative
- Tessitura
- The Children's Museum of Indianapolis
- The Magic House, St. Louis Children's Museum
- Trussart Designs
- Veevart
- Working Studio
- wTrak Modular Wooden Railway



EXHIBIT AT INTERACTIVITY

Connect and engage with decision-makers, program leaders, executives, and influencers from children’s museums around the world.

Exhibitor Options

Booth A key to business development, a booth enables you to engage with your target audience directly.	ACM Member	\$1,395
	Affiliate Nonprofit	\$1,495
	Nonmember	\$1,795
Prime Location Booth A prime location in the ACM MarketPlace.	ACM Member	\$1,695
	Affiliate Nonprofit	\$1,795
	Nonmember	\$2,195
Two Booths A chance to double your impression without doubling the price. Booths can be side by side or strategically separated.	ACM Member	\$2,295
	Affiliate Nonprofit	\$2,595
	Nonmember	\$2,995
Tabletop An ideal solution for organizations that don't require a large space.	ACM Member	\$895
	Affiliate Nonprofit	\$1095
	Nonmember	\$1,295

Increase your marketing exposure by sponsoring at InterActivity 2025.

There are **networking meals, session streams, plenary and keynote sessions, and print and digital recognition**; and highly memorable and crowd-pleasing amenities like sponsoring a **chair massage** or **professional headshots station**.

To reserve a space in the ACM MarketPlace or learn more about sponsorship, download the [Prospectus](#), or contact Development@ChildrensMuseums.org or (703) 224-3100 x104.



Thursday, May 15

All programming will be held at Albuquerque Convention Center, 401 2nd St NW, Albuquerque, NM 87102, except where noted.

ACM MarketPlace

7:30 a.m.–4:00 p.m.

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.

Professional Networking Breakfast

7:30 a.m.–8:45 a.m.

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

- Communications
- Community Engagement
- Development
- Education
- Exhibits
- Finance
- Human Resources
- International Attendees
- Libraries
- Marketing
- Membership
- Museum CEOs and Executive Directors
- Museums for All
- Partnerships
- Research and Evaluation
- Trustees
- Visitor Experience/Services
- Volunteers Managers

Say hello to exhibitors before you head to the Plenary Session that starts at 9:00 a.m.

Plenary Session and Keynote

9:00 a.m.–10:30 a.m.

InterActivity 2025 will open with an inspiring plenary session that will kick off this year's theme highlighting the ways children's museums help communities reach new heights, while elevating the field as well.

ACM is pleased to welcome Marilyn Jackson, President & CEO of the American Alliance of Museums to share a few words about children's museums and their role in the museum field by connecting people, fostering learning and community, and nurturing museum excellence.

Then, a featured panel discussion will leverage expert knowledge with some inspiring New Mexico-specific projects that show all of us what it means to uplift the community and reach new heights together. **Hakim Bellamy**, the City of Albuquerque's Inaugural Poet Laureate; an award-winning author, actor, musician, public speaker, television host, and educator; former Deputy Director of the City Department of Arts & Culture; and graduating law student, will moderate a panel of experts as they address the question: what are the essential elements of an ecosystem that centers children & families and uplifts the community?

Panelists include **Adrián Pedroza**, the National Executive Director of Abriendo Puertas/Opening Doors and former President Obama appointee to the President's Advisory Commission on Educational Excellence for Hispanics, where he focused on raising awareness and resources for early childhood education; **Kara Bobroff**, Executive Director of One Generation Fund, the founder of Native American Community Academy (NACA) and the NACA-Inspired Schools Network, and a Diné and Lakota educator and leader who serves Indigenous youth and communities by creating spaces of learning devoted to culturally and linguistically relevant Indigenized knowledge, holistic wellbeing, and land-based learning practices; and **Catron Allred**, Director of the Early Childhood Center of Excellence at Santa Fe Community College, where Catron uses a two-generation approach to build family prosperity and well-being across generations. Catron focuses on innovative spaces dedicated to childcare, understanding the needs of student-parents on campus, and development of the state's early childhood education workforce.



Hakim Bellamy



Adrián Pedroza



Kara Bobroff



Catron Allred



Visitor Experience from Concept to Reality



Exhibit Design
Custom Fabrication

Media & AV Integration
Software Development

Interactive Displays



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STUDY TOUR B



Explora: Brillante Early Learning Center

10:30 a.m.–12:30 p.m.

Pre-registration is required; tickets are \$35.

Transportation is included. This Study Tour is also offered on Friday, May 16.

Tour the museum, classrooms, and outdoor spaces of Explora's Brillante Early Learning Center. Opened in August 2023, Brillante is part of Explora's Cradle through Career STEAM Learning Campus that works to improve both educational and economic outcomes in New Mexico and contribute to family and community prosperity. A growing program currently located inside the museum, Brillante is committed to supporting the Albuquerque community by providing accessible, high-quality early learning and child care, building our local workforce, and serving as a hub for family and community resources.

Explora staff will discuss the role of community listening and strategic planning in shaping the project, how the team leveraged community partnerships and state resources to turn big ideas into reality, lessons learned from the pilot experience, and plans for the future. This study tour also will include a discussion with members of the Museum Playful Learning Collective, a national partnership of more than 17 museum-based preschool programs led by Miami Children's Museum that examines the impact of museum-based early learning programs. Together we will further explore the opportunities, challenges, and possibilities of operating early childhood centers in museums and answer the question of one of our Brillante students, "I love this school. Why did you build this place for me?"

STUDY TOUR C



X Studio at Explora

10:30 a.m.–12:30 p.m.

Pre-registration is required; tickets are \$35.

Transportation is included. This Study Tour is also offered on Friday, May 16.

Opened in February 2023 as phase one of Explora's Cradle through Career STEAM Learning Campus, X Studio is an 8,000-square-foot space for teens to engage with hands-on learning, innovation, and workforce development. Through programs focused on Science, Technology, Engineering, Arts, and Math (STEAM), X Studio connects teens to real-world tools, technologies, and industry leaders, preparing them for future careers in fields that solve big problems and pay well.

This study tour will offer a comprehensive look at X Studio's physical space and teen program offerings, as well as a discussion on the valuable lessons Explora has learned in the first two years since the center opened. Guided by members of the X Studio team, participants will explore how partnerships with public schools, charter schools, local organizations, and STEAM employers help create deeper community connections. The tour will highlight how X Studio's program offerings, tools, and design were informed and continue to evolve through community listening, teen focus groups, and guidance from our teen advisory board. This community listening was the motivating force for a children's museum to transform into a workforce development center, as well, focused on both educational and economic outcomes.

Attendees will leave this tour with a deeper understanding of how a dedicated teen space can transform teen engagement, learning, and career preparation. Whether you're looking to create teen programming for students aging out of your museum or you're hoping to build a teen-specific area in your own institution, this study tour will provide practical takeaways on how to design and implement a space that truly serves young people.

CONCURRENT SESSION STREAMS

InterActivity 2025 includes six blocks of Concurrent Professional Development sessions which feature eight thematic streams. Diversity, equity, accessibility, and inclusion (DEAI) is embedded in the sessions. 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.

Sponsored by Feathr



Community Engagement

Content areas include strategies, principles, and models to involve audience members and potential audiences in and outside the museum.



Design

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

Sponsored by Roto



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.



Partnerships

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



People

Content areas cover organizational culture, governance, professional development, and staffing.



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.



Strategic Stories: Building a Content Strategy to Captivate and Engage

Children's museums hold countless stories—from hands-on programs and events to award-winning exhibits and memorable visitor interactions. But how do we capture and share these stories? How can we balance promotional marketing with organic content? Join us for an interactive presentation on creating a dynamic content strategy rooted in journalistic storytelling practices. This session will explore techniques and resources used by three different museums at various stages of their content marketing journey. Whether you're a one-person marketing team or have an established department, you'll learn scalable practices to meet your needs.

Kathryn York, *Boston Children's Museum*

Shultzie Fay Willows, *Children's Museum & Theatre of Maine*

Noah Cruickshank, *Chicago Children's Museum*



U.S. Federal Agencies Funding Opportunities and Commitment to Children and Families

Come hear from the Institute of Museum and Library Services (IMLS), National Endowment for the Humanities (NEH), National Endowment for the Arts (NEA), and the National Science Foundation (NSF) about their commitment to children and families, as well as funding opportunities available to children's museums.

Reagan Moore, *Institute of Museum and Library Services*

Peter Fristedt, PhD, *National Endowment for the Humanities*

Toniqua Grigsby, *National Endowment for the Arts*

Kevin Clark, PhD, *National Science Foundation*



Uplifting Youth Voices: A Blueprint for Dynamic Kids Councils

Thinking about developing, launching, or expanding a youth advisory committee but don't know where to start? Attendees at this interactive session will walk away with the tools and resources needed to start an advisory group that fits their museum size, needs, and capacity. Hear how three different museums are using three different models to capture the needs and voices of their core audience: children. This session will provide a toolkit to improve programs, whether you're working with young children or teens, using paid staff or volunteers, or running a new or established museum.

Kaia-Joye Wesolowski, *MOXI, The Wolf Museum of Exploration + Innovation* (moderator)

Kati Hanson, *Children's Museum of South Dakota*

Lauren Akinlawon, *The One Lawndale Children's Discovery Center*

Tommy Blanchard, *MOXI, The Wolf Museum of Exploration + Innovation*



Understanding Place: Relationship Building with Indigenous Communities

Are you interested in building or strengthening your organization's relationships with local Indigenous communities? Are you considering creating a Land Acknowledgment Statement and want to learn more? In this session presenters discuss the ways in which they, and others, collaborated to make connections, deepen cultural understanding, and share learning. Explore the significance of a Land Acknowledgment Statement and what that means for your organization. Communities are uplifted through authentic relationship building, listening, and collaboration.

Jeanmarie Walsh Mansfield, *Long Island Children's Museums*

Victoria Roanhorse, *Explora*

Natane Lim, *Embracing Equity*



Biz Ops
Sponsored
by Feathr



Community
Engagement



Design
Sponsored
by Roto



Leadership



Learning



Partnerships



People



Research and
Evaluation



Co-Creating More Accessible Environments for Blind and Low Vision Learners

The New Mexico Commission for the Blind, the New Mexico School for the Blind and Visually Impaired, and Explora will share the story of how they are building a coalition to make Explora's learning environments more accessible for students and museum visitors with blindness and low vision (BLV), highlighting the importance of developing a network of resources and support in the local community. Showcasing some of the early accomplishments and lessons learned through a project funded by the Institute of Museum and Library Services, panelists will discuss the strategies they've utilized for making Explora's STEAM learning opportunities more relevant for BLV learners.

Amon Haruta, *Explora*

Kitty Edstrand, *New Mexico School for the Blind and Visually Impaired*

Kelly Burma, *New Mexico Commission for the Blind*



What You Gon' Do with All That Junk, All That Junk Inside Your Exhibits Storage?

This interactive panel case study presentation will share experiences and aim at creating a framework for conversations centering sustainability considerations in the use of materials in exhibit fabrication and maintenance. This session's goal is to expand our understanding of "sustainability" beyond just materials to systems of usage: how materials are sourced (new or used), how they're retired at end of exhibit, how to balance replaceability and longevity, priorities and costs, and how a community of unorthodox partnerships contributes to our efforts.

Gennadyi Gurman, *Brooklyn Children's Museum (moderator)*

Melissa Higgins, *Boston Children's Museum*

Nadia Niggli, *Madison Children's Museum*

Erik Smith, *National Children's Museum*

Scott Kessel, *Kidcity Children's Museum*



Leading Your Museum on Climate Change Work: Lessons Learned

Leadership on climate is much like leadership on any initiative—with some important differences. In this interview format session, three museum leaders will share their experiences in articulating a vision, obtaining buy in from board, staff, and community, and creating the momentum and cultural dynamics to sustain the work. An industry expert will assess, comment on, and help draw insights from these experiences. Attendee questions will drive the flow. Leave with ideas and inspiration to just get started and be a climate leader.

Neil Gordon, *Independent Professional (moderator)*

Joseph Cox, *Museum of Discovery and Science*

Sunny Spicer, *The Children's Museum of Southern Oregon*

Marie Beam, *Discovery Museum*

Sarah Sutton, *Environment & Culture Partners*



Revitalizing Early Learning Experiences: Insights from Three Inspiring Museums

Join us on a heartfelt journey as we explore how three inspiring museums revitalized activities for infants, toddlers, and preschoolers. We will share research-driven insights and powerful stories that reveal the experiences of young learners from birth to age four. Through surveys and keen observations, we discovered how to infuse familiar activities with fresh innovation while maintaining the comforting embrace that children crave. Attendees will learn strategies to break down complex concepts for early learners and scaffold for various age groups. Together, we'll inspire families and educators to apply these methods at home and school, fostering foundational skills and unforgettable experiences.

Alexandra Pafilis, *Chicago Children's Museum (moderator)*

Sarah Curran, *Museum of Discovery and Science*

Kimberly Stull, *DuPage Children's Museum*

Jolanta Dohrmann, *Chicago Children's Museum*





Museums as Mesosystems: Becoming a Bridge in Your Learning Ecosystem

A local library, a large urban public school system, a neighborhood YMCA. What do these organizations have in common? They all bring the museum into the community learning ecosystem to create positive community change. Using Ecological Systems Theory as a framework, participants will explore the concept of a mesosystem, the layer that connects a child's primary relationships, such as caregivers and teachers, and how museums can serve as that layer. Attendees will leave with an understanding of the current status of their museum in their local learning ecosystem, and tools to increase their museum's role as a trusted community partner.

Amy Spar, *Chicago Children's Museum*
Areli Morales, *DuPage Children's Museum*
Sweta Sobrin, *DuPage Children's Museum*



Let's Get Spatial: Learning through Maps and Model-Making

Making maps and models fosters symbolic thinking, communication, and spatial reasoning. The process can also underpin programs or exhibit themes as diverse as math, history, urban planning, environmental science, storytelling, civics, and social justice. Come try your hand at a map or model-making activity that you can use back home. Hear about four projects demonstrating ways to engage preschool through middle school and beyond. Learn about research into the ties between understanding maps and STEM learning. There will be time for brainstorming with fellow attendees about ways to apply these ideas to your upcoming projects.

Julia Beabout, *Tech in the Tenderloin and NOVABY*
Paul Fenton, *Discovery Museum*
Betsy Loring, *expLoring exhibits & engagement*
Chris Navarro, *The DoSeum*



Enhancing Access and Impact: Insights from Museums for All Organizations

Income-qualifying access programs, like Museum for All, are one strategy museums use to uplift children and families. This session will highlight two studies that examine how museums experience such programs. Knology will share what they learned from surveys and case studies that document the impact of Museums for All on museums. The Museums for All Impact Research group will describe findings from focus groups that examine how the program contributes to participating museums' progress toward their goals. Session attendees will reflect on their own organization's diversity, equity, access, and inclusion goals and how an income-qualifying access program might serve them.

Kari Ross Nelson, *Thanksgiving Point Institute (moderator)*
Brendan Cartwright, *Association of Children's Museums*
Christine Reich, *Knology*
Ashton Allen, *Thanksgiving Point Institute*

Lunch in the ACM MarketPlace

12:00 p.m.–2:00 p.m.

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.



Bring joy and wonder to your museum!



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and elements © & ™ Hanna-Barbera.



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Traveling Exhibits:
Jen Crespo, Program Sales Coordinator
jcrespo@childrensmuseum.org





STUDY TOUR D

Indian Pueblo Cultural Center

1:00 p.m.–3:15 p.m.

Pre-registration is required; \$35. Transportation is included.

Founded in 1976 by New Mexico’s 19 Pueblo communities to serve as a gathering place, the Indian Pueblo Cultural Center has become an important part



of New Mexico’s cultural landscape. With a mission to preserve and perpetuate Pueblo culture, they continuously cultivate creative and cultural experiences for guests, while providing economic opportunities to Pueblo and local communities. This experience is sure to leave you with lasting memories. You will learn how the 19 Pueblos of New Mexico have joined together to create a museum, a for-profit entity that supports the non-profit, and how they have expanded their impact by opening up a 7,500 square feet entrepreneurial complex focused on food and agriculture. Located in the heart of Albuquerque, on nearly 90 acres of land that was formally recognized as the Albuquerque Indian School, the Indian Pueblo Cultural Center is a true example of self-determination and how tribal communities can work together for not only their benefit but the benefit of the community.

After an informational presentation on New Mexico’s cultural landscape and the formation of the Indian Pueblo Cultural Center, we’ll move to a guided tour of We Are of This Place: The Pueblo Story, an exhibit space that was unveiled in celebration of IPCC’s 40th anniversary and continues to be a place of discovery, dialogue, and exploration. Spanning 11,000 square feet you’ll experience the Pueblo People’s legacy of resilience in our own words and voices tour where you’ll be inspired by the traditions, art and culture of New Mexico’s 19 Pueblo communities and gain an understanding of how culture and art have been passed down for generations, honoring our land and all living things. After this guided tour, we’ll move to the patio at Indian Pueblo Kitchen for an unforgettable menu sampling and hands-on experience to taste the flavors of New Mexico and participate in a hands-on cooking activity that is sure to delight!

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:00 p.m.–3:15 p.m.



Unlock Fundraising Success, Part 1: Proven Strategies for Winning Support

Join three chief executives to discover the essentials for successful fundraising. This session will explore an action plan you can take home to your board. Discussion includes getting your “house” in order, board development and education, consultant relations, timeline, and more.

Ainslie Brosig, *expERIENCE Children’s Museum*

Jeff Susor, *The Powerhouse*

Michelle Urbanczyk, *Explore & More Children’s Museum*



Retail 101: Building a Toolkit to Run a Profitable and Mission-Aligned Museum Store

Is your museum retail space reaching its full potential? Join us for an essential session designed to provide you with the tools and knowledge needed to create and manage a successful museum store. This session will cover the critical aspects of financial management, visual merchandising, and staff training to ensure your retail space not only generates revenue but also aligns with your museum’s mission. This interactive session will equip you with practical strategies and resources to transform your museum store into a vital, value-adding component of your institution.

Kimberly Kay, *Scott Family Amazeum*

Kathleen Hickey, *Kidspace Children’s Museum*

Ashley Soto, *Grand Rapids Children’s Museum*



HIGH-ENERGY LEARNING



2 New Exhibits for Smaller Galleries





Flash Talks: Community, Well-Being, and Wonder

Dig in and get inspired by nine speakers presenting short talks focusing on three topics related to play, children’s museums, and child development: community, well-being, and wonder. Then engage with others to take the exploration of these further. Topics were proposed by attendees at the InterActivity 2024 Flash Talk session.

- Hardin Engelhardt**, *Marbles Kids Museum (moderator)*
- Tara Henderson**, *Explora*
- Hana Elwell**, *Brooklyn Children’s Museum*
- Mindy Porter**, *Scott Family Amazeum*
- Cassie Coffey**, *DuPage Children’s Museum*
- Kia Karlen**, *Madison Children’s Museum*
- Rachel Hamilton**, *Thinkery*
- Sarah McManus Christie**, *Children’s Museum of Denver at Marsico Campus*
- Jonathan Frederick**, *Marbles Kids Museum*
- Mallory Mbalia**, *Fred Rogers Productions*



A Platform for Refugee Voices: Community Building Through Cultural Exhibit Design

Learn about our journey of building the Institute of Museum and Library Services-funded cultural exhibit “Beyond: Unity in Community” in Amarillo, Texas. Collaborating with the Refugee Language Project and local refugee communities, this innovative exhibit has featured two refugee communities to date: the Karen people of Myanmar/Thailand, and Afghanistan. This session will explore community engagement strategies, lessons learned, and the importance of community and shared ideas and resources to support exhibit development.

- Wendy Taylor**, *Don Harrington Discovery Center*
- Ryan Pennington, PhD**, *Refugee Language Project*
- Malalay Mubariz**, *Partner from Afghanistan community*
- Kyle Hadley**, *Don Harrington Discovery Center*



Mood Repair: Making as Tool for Emotional Well-Being

Makeshops, Makerspaces, Fab Labs—whatever you call it, hands-on, skill-based maker activities and programs are popular, informal learning experiences in museums, libraries, and schools. This is because these experiences provide responsive and adaptable methods for learning important STEAM content. But did you know Making is good for the soul too? In this dynamic, hands-on session, learn how makerspaces and programs are being adapted to provide ‘mood-repair,’ socializing opportunities, and emotional support for people of all ages and abilities. Try out some maker activities designed to boost your mood and explore familiar activities from a different perspective.

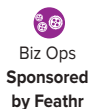
- Anne Fullenkamp**, *Children’s Museum of Pittsburgh*
- Noelle Conover**, *Matt’s Maker Space*
- Rebecca Grabman**, *Children’s Museum of Pittsburgh*



Your Museum 3.0: When that NEXT Expansion is Around the Corner

Your museum is successful, beloved, well-supported... and crowded! It’s time to contemplate your next big move—again. Join three veteran museum directors for status reports on their current capital projects, understand the “why?” for their path forward, and discover lessons learned from their last big moves. This session explores what it means to think about what communities and parents and kids need now, as well as how events and trends in the first quarter of this century have changed the field—all in the context of what it means to expand or move an entire museum for the second, third, or fourth time.

- Alissa Rupp**, *FAIA, LEED AP BD+C (moderator)*
- Putter Bert**, *KidsQuest Children’s Museum*
- Patty Belmonte**, *Hands On Children’s Museum*
- Tara Knuth**, *Lincoln Children’s Museum*
- Sunny Spicer**, *The Children’s Museum of Southern Oregon*





Uplifting Diverse Leadership: Report from Network for Leaders of Color

This session will present the results from an Institute of Museum and Library Services-funded report on the challenges and opportunities experienced by diverse executive leadership in children's museums, science centers, and zoos/aquariums. Based on extensive interviews, the study outlines the unique experiences and strengths of leaders of color in our sector while also highlighting the challenges. The session will offer attendees an opportunity to chart next steps and identify resources that would advance this work.

Carol Tang, PhD, *American Museum of Natural History*
Tifferney White, *Louisiana Children's Museum*
Felipe Peña III, *Children's Museum of Brownsville*
Bernadette Chi, *BChi Consulting*



Using (and Refusing) New Digital Technologies: AR, VR, and AI

While the use of emerging digital technologies is common in science centers, children's museums should thoughtfully consider if and how to develop and deploy these elements in exhibitions and programming. In this session, we explore how virtual reality, augmented reality, and artificial intelligence has been presented for children and families. Just as importantly, we will discuss the rationale for their use, parents' perceptions about technology, design guidelines you may consider, and the decision-making process for whether this is right for your organization and audience.

Kelsey Holtaway, *Children's Creativity Museum (moderator)*
Henry Halkyard, *Children's Creativity Museum*
Christian Greer, EdD, *Michigan Science Center*
Scott Burg, *Rockman et al*



Embedding DEAI in Museum Culture and Practice

Diversity, equity, access, and inclusion (DEAI) work in organizations can be hard and messy but very rewarding. Four museums that participated in the Cultural Competency Learning Institute (CCLI) will present their journeys—both successes and failures—of imbedding DEAI in museum culture and practice to be reflective of their communities. Learn how this work can be accomplished by all departments including development, exhibits, marketing, and education. There will be group discussion on starting or enhancing DEAI initiatives. Attendees will leave the session with resources and tools that they can take back to their organizations.

Shannon Johnson, *Creative Discovery Museum*
Nyra Klauer, *Explora*
Aimee Terzulli, *Long Island Children's Museum*
Veronica Cortez, *International Museum of Art & Science*



Juggling with Finesse: Empowering Floor Staff to Wear Many Hats

Are your team members wearing too many hats—ticket seller, membership guru, donation collector, and all-around visitor whisperer—while still striving to create magical experiences? You're not alone! In this lively session, our expert presenters will help you balance those hats with flair and confidence. Discover how to empower your multi-talented staff, find budget-friendly training tricks, and leverage tech tools that make juggling roles a breeze. Bring your real-world challenges and join fellow museum professionals for a dynamic brainstorming session. You'll leave with a toolkit of playful strategies, engaging games, and practical resources to transform your team into versatile, museum superheroes.

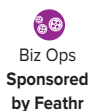
Beth Housewert, *Inspired Impact (moderator)*
Khadija Ahmaddiya, *Cayton Children's Museum*
Kat Dunlap, *Akron Children's Museum*
Laura Christian, *DISCOVERY Children's Museum*

Coffee Break in the ACM MarketPlace

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

3:15 p.m.–3:45 p.m.

Need a mid-afternoon pick me up? Come for a coffee break in the exhibit hall. This is the 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.



Unlock Fundraising Success, Part 2: Tools for Your Toolbox

Part two of Fundraising Success, features group round table discussions that will take a deeper dive into board education on fundraising, the art of the ask, naming rights and gift policies. The second part of the session will give you handouts that include case for supports, research documents, gift policies, naming rights, and more.

Ainslie Brosig, *expERIENCE Children's Museum*

Jeff Susor, *The Powerhouse*

Michelle Urbanczyk, *Explore & More Children's Museum*



Retail 201: Mastering the Art of Mission Driven Buying

Curating a museum store can feel like an overwhelming task. Buying products that not only sell but connect to your museum mission and the community it serves can become a daunting task. In this session, we'll share our methods and processes for effectively buying products that align with our museums' missions while driving sales and remaining profitable. We'll also discuss intentional buying strategies that will not only add value to the store but show communities and families that we value and care about them.

Kathleen Hickey, *Kidspace Children's Museum*

Kimberly Kay, *Scott Family Amazeum*



Take a TRIP from the Museum to Rural Schools

The Tennessee Science Alliance, a consortium of children's museums and science centers, received a grant from the Institute of Museum and Library Services for the Tennessee Rural Impact Project (TRIP). The goal was to explore ways to bring museum resources to rural schools. Over the course of the three-year grant, public school teachers across the state shared valuable insights about their wants and needs and how we can support STEM learning, both locally and from a distance. Through collaboration and co-building, we identified some key strategies to connect school, community, family, and museums. Take a ride through Tennessee as we share strategies, milestones, memories, and missteps along the way.

Claire Stockman, *Creative Discovery Museum*

Lee Robinson, *MUSE Knoxville*

Sarah Hicks, *Discovery Center at Murfree Spring*



Cultivating Community Sustainability: The Role of Museums in Environmental Education

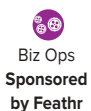
Climate change requires global action and local solutions where museums can play a key role in building more sustainable communities and growing environmental stewards. Through educational programs and modeling green practices, museums can be agents for social change while aiding visitors and families in adopting green behaviors and developing problem solving skills that can positively affect climate change. This interactive session will share replicable, successful environmental and sustainability programs that can be embedded into any curriculum for people of all ages and offer participants the opportunity to network and share ideas.

Cheryl DeWelt, *Madison Children's Museum*

Paul Fenton, *Discovery Museum*

Stephanie Aubert, *Louisiana Children's Museum*

Lance Cutrer, *Museum of Discovery and Science*





Connecting with Latinx Communities

Cambio, which means change in Spanish, is a National Science Foundation-funded project that focuses on supporting museums as they strive to be more responsive and sustaining for Latinx communities. Centered in equity and focused on community engagement, the project has completed four year-long cohorts with more than 20 museums participating. During this session, Cambio participants will share concrete examples of how they have made organizational change toward more inclusive and equitable.

Ann Hernandez, *Space Center Houston*

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



Flash Talks: What To Do When It Breaks?

A broken or malfunctioning exhibit component creates a burden for museum staff and could negatively affect visitor experience. Due to numerous variables, it may be difficult to make quick decisions based on specifics to the individual museum. There is not a one-size-fits-all solution, but conversations with colleagues can help lead to viable options for professionals and their institutions. During this session, presenters will share their tools, procedures, and effective practices for planning, identifying, and repairing exhibits that are not working. We've all been there before; the question is what did we learn?

Travis Reid, *Process Curiosity (moderator)*

Gabe Taylor, *Creative Discovery Museum*

Derek Gunderson, *Discovery Lab (Tulsa Children's Museum)*

Gary Schott, *Children's Museum Houston*

Nina Dreiling, *Glazer Children's Museum*

Jamie McDowell, *Terre Haute Children's Museum*

Alex Greenwald, *Thinkery*

Erik Smith, *National Children's Museum*



We Didn't Start the Fire

You've taken over a museum/department/new project that had been a bit of a dumpster fire. How do you put it out, make the business changes necessary for success, and either move up or move out the team members who are still there without causing trauma? Learn from our successes and failures about transforming culture and businesses without burning out. Do you have a dumpster fire you are trying to put out? There will be opportunities to share your fire and map out some theoretical solutions to take home and extinguish the fire.

Jonathan Foerster, *Golisano Children's Museum of Naples*

Stephanie Arduini, *Seattle Children's Museum*

Meredith Maples-Gitter, *Fairbanks Children's Museum*



Theater: How to Always Play Pretend in Your Museum

Small to large museums across the country are using theater to engage and spark the imagination of their guests—whether it's contracting local artists, hiring staff with theater degrees or experience, playing pretend on the museum floor, or having an in-house theater troupe creating original productions for families. Children's museums have the unique opportunity to be a child's first introduction to live theatre. As a playground for empathy, live theatre is a critical ingredient to a child's early development. In this session, learn a variety of concrete strategies to implement theater programming to fit your museum's size, budget, and needs.

Bree-Anna Obst, *Miami Children's Museum (moderator)*

Sara Tolson, *The Children's Museum of the Upstate*

Rohani de Pont, *Children's Museum Curaçao*

Peter Kisiluk, *Miami Children's Museum*

Krystal Valdes, *Miami Children's Museum*



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The Art of Collaboration: Artists as Partners in Museum Activations

Explore how partnerships with contemporary artists can turn museums, galleries, and educational spaces into immersive, inspiring environments for children and families. Through case studies from Explora, the Heard Museum, The New Children’s Museum, and Shared Futures at University of New Mexico, this session will highlight how innovative programs and artist collaborations can deepen engagement, expand missions, and invite young audiences to experience the world in new and creative ways.

Lisa Beth Podos, *Arts Impact Consulting (moderator)*

Julia Sackett, *Explora*

Lucia Leigh Laughlin, *Heard Museum*

Gabrielle Wyrick, *The New Children’s Museum*

Yolanda Lin, PhD, *University of New Mexico*



De-Escalation Training for Front Line Staff

Front-line staff are trained to facilitate play and enable joyful experiences. Sometimes the job requires them to facilitate calm in disorderly or tense situations. The uniqueness of the children’s museum experience requires unique training to empower staff and recognize the warning signs of escalating situations. This session covers it all. Come ready to learn why this type of training is important and how it benefits staff, as well as participate in scenario-based training that will transform the way your staff handles escalating situations.

Lynnsey Childress-Wimp, *Discovery Lab (Tulsa Children’s Museum)*

Steve Ellis, *10-8 Services, LLC*

Richard Harris, *10-8 Services, LLC*

EVENING EVENT

An Evening at Explora

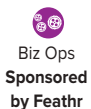
6:30 p.m.–9:30 p.m.

Pre-registration is required: \$50. Transportation is provided.

The staff, board, and volunteers of Explora invite you to a delightful evening of food, fun, and friends on our Cradle through Career STEAM Learning Campus, which includes Explora, X Studio teen center, and Brillante Early Learning Center. Enjoy New Mexican and Native American cuisines, as well as local wines, beers, signature cocktails, and mocktails. Not only can you screen print in the new X Studio Makerspace, but you’ll also have fun painting with bubbles, building with 3D pens, and playing soccer with robots! Listen to the sounds of New Mexico with mariachi, flamenco, and a variety of local artists. Didn’t get a chance to join us for the International Balloon Fiesta? Come and watch the sky light up with a radio-controlled hot air balloon. Even the cars are coming—check out our New Mexican lowriders as they visit Explora.



In our Lower Gallery, experience the power of air as you help a buddy with a parachute and drop it from the sky, pilot a plane, and learn how to go with, not against, the flow. Make fun poses in front of the heat cam, and meet Lucy, our axolotl, and the rest of Explora’s animal team. Visit our Upper Gallery for bigger-than-life bubbles, puzzles and brainteasers, and the Science of Kindness. We can’t wait to host you for an energetic evening of all that makes New Mexico great!





Friday, May 16

All programming will be held at Albuquerque Convention Center, 401 2nd St NW, Albuquerque, NM 87102, except where noted

Continental Breakfast

7:30 a.m.–8:45 a.m.

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.

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.

Interested in moderating a roundtable discussion? Send an email of interest and a topic title to

Victoria.Garvin@ChildrensMuseums.org by

January 20, 2025.

Plenary Session and Great Friend to Kids Award Ceremony

9:00 a.m.–10:15 a.m.

ACM will present its 2025 Great Friend to Kids Award to the National Association for the Education of Young Children (NAEYC). This award is presented annually at InterActivity and honors those individuals and organizations that have made significant contributions to strengthen education and advance the interests of children.

ACM is pleased to celebrate NAEYC for its outstanding contributions to the early childhood profession and commitment to exemplifying excellence and recognizing the field as performing a vital role in society.

NAEYC is a professional membership organization that works to promote high-quality early learning for all young children, birth through age 8, by connecting early childhood practice, policy, and research. NAEYC advances a diverse, dynamic early childhood profession and support all who care for, educate, and work on behalf of young children. The association comprises nearly 60,000 individual members of the early childhood community and over 50 Affiliates, all committed to delivering on the promise of high-quality early learning. Together, they work to achieve a collective vision:

that all young children thrive and learn in a society dedicated to ensuring they reach their full potential. NAEYC celebrates its 100th anniversary in 2026.



Michelle Kang, NAEYC's Chief Executive Officer will accept the award. Michelle is a global advocate for high-quality early learning. Previously, as NAEYC's Chief Strategy and Innovation Officer, she led initiatives spanning Membership,

Early Learning Program Accreditation, Publications, and Global Engagement. Michelle orchestrated NAEYC's rapid response to the pandemic, launching virtual conferences and professional development initiatives that issued over 235,000 certificates. Her leadership at Bright Horizons, where she focused on employer partnerships for childcare and educational services, informs her commitment to early educators. Michelle holds degrees from the College of William and Mary, University of Virginia, and Saïd Business School, University of Oxford. She champions inclusive leadership and mentoring, drawing from her experiences as the daughter of Korean immigrants.



STUDY TOUR E

Explora: Brillante Early Learning Center

10:30 a.m.–12:30 p.m.

Pre-registration is required; \$35. Transportation is included. This Study Tour is also offered on Thursday, May 15.

Tour the museum, classrooms, and outdoor spaces of Explora's Brillante Early Learning Center. Opened in August 2023, Brillante is part of Explora's Cradle through Career STEAM Learning Campus that works to improve both educational and economic outcomes in New Mexico and contribute to family and community prosperity. A growing program currently located inside the museum, Brillante is committed to supporting the Albuquerque community by providing accessible, high-quality early learning and child care, building our local workforce, and serving as a hub for family and community resources.

Explora staff will discuss the role of community listening

and strategic planning in shaping the project, how the team leveraged community partnerships and state resources to turn big ideas into



reality, lessons learned from the pilot experience, and plans for the future. This study tour also will include a discussion with members of the Museum Playful Learning Collective, a national partnership of more than 17 museum-based preschool programs led by Miami Children's Museum that examines the impact of museum-based early learning programs. Together we will further explore the opportunities, challenges, and possibilities of operating early childhood centers in museums and answer the question of one of our Brillante students, "I love this school. Why did you build this place for me?"

STUDY TOUR F

X Studio at Explora

10:30 a.m.–12:30 p.m.

Pre-registration is required; tickets are \$35. Transportation is included. This Study Tour is also offered on Thursday, May 15.



Opened in February 2023 as phase one of Explora's Cradle through Career STEAM Learning Campus, X Studio is an 8,000-square-foot space for teens to engage

with hands-on learning, innovation, and workforce development. Through programs focused on Science, Technology, Engineering, Arts, and Math (STEAM), X Studio connects teens to real-world tools, technologies, and industry leaders, preparing them for future careers in fields that solve big problems and pay well.

This study tour will offer a comprehensive look at X Studio's physical space and teen program offerings, as well as a discussion on the valuable lessons Explora has

learned in the first two years since the center opened. Guided by members of the X Studio team, participants will explore how partnerships with public schools, charter schools, local organizations, and STEAM employers help create deeper community connections. The tour will highlight how X Studio's program offerings, tools, and design were informed and continue to evolve through community listening, teen focus groups, and guidance from our teen advisory board. This community listening was the motivating force for a children's museum to transform into a workforce development center, as well, focused on both educational and economic outcomes.

Attendees will leave this tour with a deeper understanding of how a dedicated teen space can transform teen engagement, learning, and career preparation. Whether you're looking to create teen programming for students aging out of your museum or you're hoping to build a teen-specific area in your own institution, this study tour will provide practical takeaways on how to design and implement a space that truly serves young people.



CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

10:30 a.m.–11:45 a.m.



Fundraising Best Effective Practices to Engage and Uplift the Community

This session will explore effective practices across the arc of fundraising opportunities. Join four presenters from museums of different sizes to investigate a variety of ways to reach new heights in bringing contributed funds to your museum. From learning more about the Association of Fundraising Professionals (maybe the best resource you've never heard of) to setting up success with grants at national, state, and local levels and connecting local businesses to existing exhibits, you will not be disappointed! Session attendees will leave with applicable strategies to support the creation of an annual fundraising plan.

Meredith MacKay, *Discovery Center Museum*

Traci Weatherford-Brown, *Children's Museum of Pittsburgh*

Tammy Stevenson, *Shenandoah Valley Discovery Museum*

Robin Harriford, *EdVenture*



Balancing Act: Designing a Brand Identity Guide for Children's Museums

Children's museums balance the fun of tourist attractions, the learning of educational institutions, and the heart of nonprofit organizations. How does this unique intersection of identities shape how we communicate our mission, vision, and values to diverse audiences? Join us for a conversational session on crafting a brand identity guide that fine-tunes your museum's tone, voice, and style to create a welcoming space for all. Walk away with practical tips and tricks to amplify your museum's communication to be inclusive, welcoming, and effective in engaging the community.

Mackenzie Steele, *Creative Discovery Museum*

Lauren Colombo, *Glazer Children's Museum*



Children's Museums as Companions on the Journey/ Amigos del Camino

To thrive, to learn, and to play, immigrant, refugee and new resident children and their parents need material support, rest and refreshment, and nourishment for their inner lives. All of the museums in this session strive to address these needs through careful listening, leading to a strong decision process. Diapers, poetry, and play can help those on the journey through the lessening of anxiety, the remembrance of what has been, and the vision of what a family can dream. Doing this in a group builds a new community of care.

Leah Oppenheimer, *Children's Museum of the East End*

Luis Arturo Saavedra Rubio, *Museo Infantil de Oaxaca*

Alyssa Tongue, *Greentrike*

Massiel Alvarez, *North American Academy of Modern Literature, New York Chapter*



MuseumLab for Museum Professionals—Unleashing Creativity and Innovation

Melding synchronous in-person and online learning with personalized coaching, the MuseumLab for Museum Professionals (MLMP) program guided twelve participants to turn deep questions into prototypes and actionable implementation plans. Topics explored by MLMP included how to conceptualize and create exhibits and programs that integrate new technologies, think entrepreneurially, deepen accessibility, and engage emotions, and emphasize creativity, health, and justice. This program, co-led by ACM and Children's Museum of Pittsburgh with the support of ten leading museum professionals, aims to change the trajectory of museums by using prototyping and exhibit design to revitalize our staff and to spark localized, creative innovation that is responsive to our communities. MLMP is funded in part by a grant from the Institute of Museum and Library Services.

Jane Werner, *Children's Museum of Pittsburgh*

Marla Andrade, *Fleet Science Center*

Lucia Belivakici-Clever, *KID Museum*

Elliot Drury, *The Strong, National Museum of Play*

Shamra Fallon, *DuPage Children's Museum*

Destin Hall, *Scott Family Amazeum*

Rachel Hamilton, *Thinkery*

Hunter Klingensmith, *Swaner Preserve and EcoCenter*

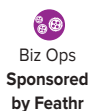
Kimaada Le Gendre, *Queens Museum*

Kathy Parham, *The Children's Playhouse*

Shannon Rojecki, *Greentrike*

Melis Tokgoz, *Ontario Science Center*

Ariana Yanez, *Discovery Gateway Children's Museum*





What's Old Is New Again: Designing New Nostalgic Exhibits

Think back on some of your favorite childhood toys and games. It is likely that many toys and games that you enjoyed playing as a child would be new and exciting to someone experiencing childhood in 2025. In this session, we will explore some nostalgic activities and the exhibits inspired by them. Attendees will have an opportunity to reminisce on their own childhood experiences and think of creative ways to implement these ideas in their own institutions.

Joy Cottrill, *Children's Museum of Pittsburgh*

Melissa Martinez, *i.d.e.a. Museum*

Paul Orselli, *POW! (Paul Orselli Workshop, Inc.)*

Jessica Simmons, *The Children's Museum of Indianapolis*



Transforming Spaces: The Journey of Renovating and Building a Children's Museum

This session will explore the transformative journeys of three children's museums that are experiencing or that recently underwent significant renewal. Presenters will share lessons learned and pitfalls to avoid, how to develop successful strategies for effective community collaboration, methods to combat nostalgia with both visitors and staff, and the importance of establishing diverse partnerships. Attendees will gain insights into the challenges and successes of these museums and leave with actionable strategies for their institutions.

Julie Leclair, *Canadian Museum of History/Canadian Children's Museum*

Kate Ledgley, *London Children's Museum*

Carlie Walker, *Tim and Gina Fairfax Discovery Centre*



Moving from a Scarcity to Abundance Mindset

Getting rid of a scarcity mindset isn't just about your budget (though that's important, too); a scarcity mindset can be part of our perspective when it comes to opportunities, resources, and time management. Between global pandemics, challenging economies, and a heated political year, it's easy for us all to get stuck in scarcity thinking! In this session you will learn to unravel strategies used to grow communities and capacity—on a macro and micro level—by discovering opportunities amid constraints.

Blake Wigdahl, *Process Curiosity (moderator)*

Jackie Hobbins, *WOW! Children's Museum*

Chris Hume, *Kodo Kids*

Daniel Guyton, *Oregon Museum of Science and Industry*

Conrad Meyers, *Bay Area Discovery Museum*



Caregivers That Count: Understanding Adults' Challenges and Needs Related to Nurturing their Child's Math Literacy

Research shows that early exposure to math concepts helps children develop essential skills for success in school and beyond. Further, involving parents and caregivers in mathematical learning and skill building is essential to young children, yet parents and caregivers aren't always confident in their ability to support and nurture their child's math literacy. This session explores the work several children's museum have recently done to better understand the challenges parents/caregivers face and their needs, including their feelings about math, what barriers they face in helping their child in developing math skills, what capacities and supports they need, and how children's museums can support parents/caregivers in increasing their math confidence and comfort.

Savita Madan, *Association of Children's Museum (moderator)*

Rhiannon Crain, *The Santa Cruz Children's Museum of Discovery*

Whitney Potvin, *The Children's Museum of Green Bay*

Matthew Brookover, *North Country Children's Museum*



Hopeful Action: Taking Climate Action in Museums

Climate change is affecting the children we serve, impacting both their physical and mental health. Children's museums are especially positioned to take action to make healthy choices on behalf of children and to empower families. In this session, attendees will use the Climate Action Playbook*, a developmental framework created to help museums address climate change in developmentally appropriate ways. This resource blends the expertise from climate psychology, neuroscience, equity, early childhood, nature education, and climate science. Attendees will use the tool to design a program or action plan for their own museum with the expert panelists.

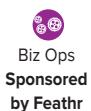
*The Climate Action Playbook was developed as part of the IMLS-funded project Caretakers of Wonder (MG-252083-OMS-22).

Amanda Strobel, *Madison Children's Museum*

Nadia Niggli, *Madison Children's Museum*

Natalie Bortoli, *Chicago Children's Museum*

Nikki Hill, PhD, *Discovery Place*



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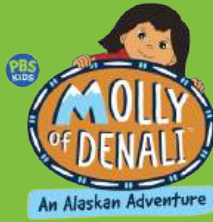


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The Magic House®

St. Louis Children's Museum



Playing in the Moment: Unlocking Spontaneous Creativity

Does everyone hate improv? Yes, and...let this playful, interactive session be the game changer, as we highlight the—non-scary—ways that improvisation (in many forms!) is an invaluable tool in museums. Learn how improv isn't about being funny, but instead fosters creativity, communication, listening, and inclusion, as well as elevates play. See how improv can have a cultural ripple effect in your organization as staff learn to bring their authentic selves to their teams, programs, and visitors. Walk away with tools and examples of how improv can be used at all levels of an organizations to uplift staff.

Kaia-Joye Wesolowski, *MOXI, The Wolf Museum of Exploration + Innovation* (moderator)

Elee Wood, *Imagine Children's Museum*

Kristen Denton, *MOXI, The Wolf Museum of Exploration + Innovation*

Beth Housewert, *Inspired Impact*

Lunch on Your Own

11:45 a.m.–1:15 p.m

Lunch and Learn: The Place of Social Issues and Challenging Content in Children's Museums across the U.S. and Canada

12:15 p.m.–1:00 p.m.

Bring your lunch and join the discussion. ACM has partnered with four researchers located in New York City, Montreal, and Toronto to explore the role of museum programming and practices in engaging children and families interests, to represent diverse and marginalized perspectives, and to address social issues and challenging content. The project team will share findings and facilitate a discussion. The feedback will help the project team in developing a toolkit and online resources for museum practitioners.

CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

1:15 p.m.–2:30 p.m.



Funding: A Tale of Three Capital Campaigns

When considering funding sources for large capital campaigns, both public and private funding sources are options with their own sets of advantages and disadvantages. Learn the step-by-step process of capital campaigns and the differences and similarities between those that lean toward public or private funding. This session will include representatives from museums that are privately funded, publicly funded, and those supported by a combination of both. Our discussion will use an asset-based approach to help attendees understand what would work best for them depending on their unique needs.

Nyra Klauer, *Explora*

Nene Spivy, *Northern Virginia Science Center*

Jennifer Martinez Belt, *Scott Family Amazeum*



Navigating the Membership Journey: Retention and Acquisition in Children's Museums

Membership teams at children's museums face unique challenges because their visitors are not usually lifelong members. This session shares strategies to build and maintain a loyal member base. Discover innovative approaches to attract new members both digitally and in-person, while understanding how a museum-wide customer service strategy can enhance renewals and retention. Learn to effectively map member journeys and create detailed profiles to optimize member acquisition. presenters will share best practices covering acquisition, stewardship, and retention, along with insights from their experience implementing an app-based digital membership solution that has delighted staff and members alike.

Leigh Moring, *Speak Creative*

Jessie Amos, *The Children's Museum of the Upstate*

Candace Ross, *Children's Museum of Richmond*



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Beyond Translation: Equitable Design Considerations for Engaging with Hispanic Families

Family dynamics in many Hispanic families, particularly in immigrant families, can be nearly invisible and hard to imagine for most non-Hispanic Americans. Hispanic children often take on important roles as translators and family leaders on civic, monetary, and legal issues—putting youth into outsized responsibilities that may detract from their ability to be kids, and that may take away caretakers' role. To avoid re-creating exclusionary or assimilationist paradigms that families navigate in the U.S., presenters will describe ways to incorporate equitable design practices for museum practitioners for families.

Max Cawley, *Museum of Life and Science*

Andrea Tejada, *Museum of Life and Science*

Felipe Peña III, *Children's Museum of Brownsville*



Building a Sustainable Museum Through Community Collaborations

Collaboration is at the heart of building a successful children's museum and, ultimately, a thriving community. Utica Children's Museum will share their use of creative collaboration within their community and how they have weaved it through the processing of reimagining their 60-year history. Learn how they secured their sustainability through partnering with a local human services nonprofit, ICAN, and how they engaged with 13 local students and art professional to rebrand their recent newly opened museum.

Meghan Fraser McGrogan, *Utica Children's Museum*

Christopher Lambe, *ICAN and Utica Children's Museum*

Michelle McCarrick, *ICAN*



Designing Interactive Experiences for Exploring Social Behavior, Empathy, and Character

Museums are increasingly creating "social inquiry exhibits" exploring how people think, feel, and interact. Exhibitions like "Race: Are We So Different?" (Science Museum of Minnesota), "Science of Sharing" (Exploratorium and North Carolina Museum of Life and Science), "Middle Ground" (Exploratorium), and "Science of Kindness" (Explora) have created opportunities for visitors to reflect on how they perceive others, experiment with cooperation and competition, and explore how social interactions can generate compassion. In this session presenters describe developing social inquiry exhibits at their institutions and examine strategies for creating compelling exhibits on social interaction and empathy.

Hugh McDonald, *Explora*

Angela Cazal-Jahn, *Children's Museum of Phoenix*

Elif Gokcigdem, *ONE - Organization of Networks for Empathy*

Heike Winterheld, *Exploratorium*



Leadership Ladders: Strengthening Middle Management

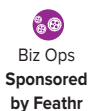
Middle managers are often promoted for their frontline excellence and cultural fit, but many lack essential management training. This session will address this by offering targeted training and practical insights into management and leadership skills. This session emphasizes that leadership can be learned and refined. Attendees will explore varied examples from museums of different sizes and locations, showcasing how institutions elevate their middle managers. Ideal for current and aspiring middle managers, as well as their leaders, this session provides real-world case studies and practical tools to enhance management capabilities.

Chelsie Webster, *Modesto Children's Museum*

Cate Tinker, *Above & Beyond Children's Museum*

Jessie Goodwin, *The Children's Museum of Wilmington*

Tim Sears, *Creative Discovery Museum*





Little Learners, Big Ideas: STEM Strategies for 0-6

Learn how to bring science to the youngest learners: zero to six years old. In this session, we explore ways your museum colleagues have created developmentally appropriate programs that reach the littlest of scientists and support their learning process. Through engaging discussions and hands-on activities, you'll gain insights that bridge the gap between traditional programming and the unique needs of our youngest visitors. You will leave the session with new ideas for young children's programming and ways to adapt existing programs to fit a younger audience's needs.

Brandon Barney, *Explora*

Mindy Porter, *Scott Family Amazeum*

Jamie Viramontes, *Play Sharity Children's Museum and Library*



Centering Play in Sensory Inclusive Museums

One in four individuals in the U.S. have a sensory processing need. For those individuals, the highly active environment of a children's museum can be overwhelming and challenging. How can we design our museums with sensory needs in mind while still centering play? This session will explore how catering to sensory needs can make better experiences for all, teach steps to make your museum more sensory inclusive, and provide perspectives from museums and organizations that have done it themselves.

Hardin Engelhardt, *Marbles Kids Museum (moderator)*

Kennedy Liggett, *Marbles Kids Museum*

Rachel Madden, *Children's Museum of Pittsburgh*

AJ France, *KultureCity*

Gabrielle Wyrick, *The New Children's Museum*



The Lullaby Movement: Children's Museums and Carnegie Hall

Bring joy and delight to families through shared music experiences. This session will introduce you to the impact and research from Carnegie Hall's Lullaby Project and share practical and successful strategies from children's museums who have implemented this in their community. Lullaby Projects can be adapted to diverse settings that pair parents/caregivers with professional artists to write and sing personal lullabies for their children strengthening the bond between parent/caregiver and child. Attendees will participate in group writing of a new lullaby with a teaching artist, hear different models, draw inspiration, and get resources to use at their museums.

Erika Floreska, *Long Island Children's Museum*

Tiffany Ortiz, *Carnegie Hall*

Saskia Lane, *Carnegie Hall*



Enjoying Evaluation! Hands-On Methods for Data Collection

Looking for hands-on ways to engage visitors and gather data at the same time? Four museums found different solutions as part of a multi-museum cohort focused on fostering positive character traits at children's museums. Try out the methods during this active, hands-on session. Sample protocols will be provided so you can "peek under the hood." Presenters will discuss what was effective, what wasn't, how to improve your approach, and key considerations to help you balance fun with collecting reliable data for future projects.

Susan Foutz, *The Children's Museum of Indianapolis*

Courtney Ball, *Discovery Place Science*

Betsy Ferman, *Children's Museum of Phoenix*

Danielle Linzer, *Children's Museum of Pittsburgh*



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Research and
Evaluation



CONCURRENT PROFESSIONAL DEVELOPMENT SESSIONS

2:45 p.m.–4:00 p.m.



Fundraising and Marketing, Oh My! Leading With a Dual Role

This session will provide insights from two children's museum leaders whose roles combine fundraising and marketing under one strategic view. Join us to explore the synergies between these two income-generating teams and the lessons that fundraisers and communications professionals can take from another's work. We'll explore how fundraisers and marketers can learn from concepts like ethical storytelling, crisis communications, and brand management—and that we all have a role to play in creating a culture of philanthropy at our organizations. All are welcome in this interactive and informational session, whether you have a dual, single, or all-encompassing role!

Kate McNeely, CFRE, *Children's Museum of Atlanta*
Hannah Hausman, *Santa Fe Children's Museum*



The Importance of Facilities: Take Care of Your Building As If It Were a Blockbuster Exhibit

This session explores a preventative maintenance (PM) plan that covers both interior and exterior considerations specific to the facility—apart from exhibits. Variables such as local weather, age of facilities, and useful life will be discussed. In addition to plan implementation, presenters will discuss tools that accompany a PM plan, such as calendars, master inventory lists, and vendor information. Attendees will break out into tables dedicated to specific facility concerns (elevator, HVAC, generator, restrooms, etc.) to consult with other museums on best practices and inventive solutions to complex facility issues.

Kristen Nieves, *Glazer Children's Museum*
Richard Guenther, *Children's Museum of Memphis*
Hope Myers, *Port Discovery Children's Museum*
Anne Fullenkamp, *Children's Museum of Pittsburgh*



Actionable Insights: New Online Resources Support Equity and Inclusion Dialogue

Do you want to transform the way your museum thinks about and engages with your community? Are you looking for resources to help your organization achieve its organizational equity and inclusion goals? New, free, online courses developed in collaboration with multiple museums and national associations encourage museum teams to engage in dialogue, planning and goal setting around how to advance their equity and inclusion practices. Courses include case studies and advice from museum practitioners. Featuring clips from the courses and reflections from museums who have used the resources, this session is designed to inspire you and your museum to engage in advancing your organizational equity journey.

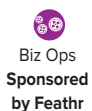
Jenni Martin, *Children's Discovery Museum of San Jose*
Ann Hernandez, *Space Center Houston*



Multi-Generational Programming

This session will focus on an atypical audience within children's museums: older generations. Presenters from two museums will discuss the impact multi-generational programs can have. At Long Island Children's Museum, the multi-generational program brings together children from its early childhood music and movement class and adults with Alzheimer's and Dementia to create music collaboratively. At Port Discovery, Grandparents At Play, specifically serves older caregivers who may be grappling with generational differences in co-parenting practices with their own children and are looking for engaging ways to connect with their grandchildren. Attendees will leave with practices that can be implemented at their own museums.

Beth Ann Balalaos, *Long Island Children's Museum*
Rachel Demma, EdD, *Port Discovery Children's Museum*
Heather Nessler, *SPARK*





Relevant Development: You Attended a Conference, Now What?

In this session, presenters will share several tactics and tools that attendees can use to maximize their professional development experiences and its impact for themselves, their peers, and their communities. The goal of professional development is to benefit attendees through skill and knowledge building, so this session will also help identify and overcome common barriers that limit the potential impact of professional development, such as those related to cognitive overload or successfully sharing newfound skills with colleagues. Session attendees will then practice methods of overcoming these barriers through activities, handouts, challenges, and tools that are designed to increase the long-lasting outcomes from this conference and future professional development opportunities.

Daniel Guyton, *Oregon Museum of Science and Industry*

Brennon Land, *Alaska Children's Museum*

Traci Buckner, *Akron Children's Museum*

Debbie Coppola, *Children's Museum of Pittsburgh*



So Many Mistakes Were Made!

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. Sharing our mistakes is the first step in learning from them. Join us as we come together to create a playful and safe environment that allows for admission of failure, encourages reflection, and celebrates professional growth. A crowd-sourced contest awards the Epic Failure Trophy of 2025 to the person in the room with the biggest mistake of the year.

Kia Karlen, *Madison Children's Museum (moderator)*

Sydney Golden, *The Powerhouse*

Matt Niland, *Kidcity Children's Museum*

Oliver Zornow, *Building for Kids Children's Museum*



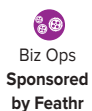
Programming Beyond the Museum: Real Possibilities for Digital Initiatives

Museums consistently rank among the most trusted institutions in the U.S. Trust is particularly important as museums reach out to new audiences through digital programming initiatives. For the past two years, ACM has been working with Knology, Rockman et al, and a cohort of museum partners to research the evolution of digital media in the children's museum field. The focus is on how digital media can build trust with community members beyond the usual visitor base by broadening access to the programming caregivers and educators need for the children in their care. Accordingly, this collaboration looks at trust from multiple perspectives, including that of parents/caregivers, educators, as well as museums. This project was made possible in part by the Institute of Museum and Library Services.

Jennifer Rehkamp, *Association of Children's Museums*

Scott Burg, *Rockman, et al Cooperative*

John Voiklis, *Knology*



Building blocks for the future.



REGISTRATION RATES, POLICIES, AND DISCOUNTS

Register online through [MyACM](#) using your email address to start your registration.

By registering for, attending, and participating in InterActivity 2025, all InterActivity attendees grant the Association of Children’s Museums consent for the use and distribution of their image or voice in photographs, video, and electronic reproductions of the event. This agreement extends to use by third parties, including but not limited to the venue, the host museum, and the host city.

CONFERENCE REGISTRATION

	Early Bird Registration October 28, 2024– January 27, 2025	Regular Registration January 28–April 14, 2025	Late Registration April 15–May 16, 2025
Member	\$625	\$675	\$750
Nonmember	\$775	\$825	\$900
International Members	\$625	\$625	\$625
International Nonmembers	\$775	\$775	\$775

	Early Bird Registration Oct 28, 2024– January 27, 2025	Regular Registration January 28–April 14, 2025	Late Registration April 15–May 16, 2025
	One Day May 15 or 16		
Member	\$340	\$390	\$440
Nonmember	\$490	\$540	\$590
International Members	\$340	\$340	\$340
International Nonmembers	\$490	\$490	\$490

Emerging Museums Pre-Conference	
Member	\$235
Nonmember	\$335

Evening Event	
An Evening at Explora	\$50

ACM Museum CEOs and Executive Directors Retreat	
Full Conference Attendees*	\$95

Study Tours	
Study Tour A	\$45
Study Tours B–F	\$35

*CEO/EDs from ACM member museums

Full-Time Student Discounts: Full-time students in a degree-granting undergraduate or graduate program qualify for a 50% discount off the registration category they would otherwise fall into (member, nonmember, etc.). Students must fax (703.224.3099) or email (Registration@ChildrensMuseums.org) an official copy of their current course registration and their student ID. ACM staff will then provide a discount code for registration.

InterActivity 2025 Code of Conduct & Duty of Care Statement

ACM is committed to providing a safe, healthy, and enjoyable conference experience for all attendees. Before registering, please review [ACM's Code of Conduct](#) and [Duty of Care Statement](#).

If you have any questions, please contact Registration@ChildrensMuseums.org.

Please review the following registration policies before submitting your registration.

Payment Options

For online registration, ACM accepts Visa, MasterCard, Discover, American Express, Check or wire transfer. Payment is due at time of registration.

In order to receive a discounted registration rate, checks and wire transfers must be postmarked by or received by ACM by the close of the discounted registration period (please see below for discount period dates). To pay by wire transfer, please contact Registration@ChildrensMuseums.org. ACM is not responsible for payments not received.

Registration Discount Rates and Dates

In order to receive the registration rate associated with a particular discount period, registration must be received by the close of the discount period.

- Early Bird: October 28, 2024–January 27, 2025
- Regular: January 28–April 14, 2025
- Late/Onsite: April 15–May 16, 2025

Ticketed Events and Study Tour Fees

Tickets to add-on events are available in advance on a first-come, first-served basis. ACM cannot guarantee the availability of tickets for purchase onsite. Attendees are strongly encouraged to purchase event tickets with their registration. Requests to transfer an event ticket from one individual to another should be submitted to Registration@ChildrensMuseums.org by April 14, 2025. Please note that it is necessary for ACM to record the transfer to issue a valid ticket. Onsite, registrants may sell their event tickets to other conference attendees, but it is up to the individual to broker the financial transaction with ticket buyer.

Ticket purchases will be refunded only to those who are canceling their conference registrations. Ticket refund requests must be made in writing to ACM and emailed to Registration@ChildrensMuseums.org by April 14, 2025. No other ticket refunds will be issued unless the ticketed event has been cancelled by ACM.

Full-Time Student Discounts

Full-time students in a degree-granting undergraduate or graduate program qualify for a 50% discount off the registration category they would otherwise fall into (member, nonmember, international member, international nonmember). Students must fax (703-224-3099) or email (Registration@ChildrensMuseums.org) with an official copy of their current course registration and their student ID before registering online for InterActivity. Once student status is confirmed, ACM will email a discount code that can be used to register online.



Take 5! Rebate

ACM member institutions registering five or more individuals (full-time and part-time staff members, interns, volunteers, board members, and trustees) for the full conference at the Early Bird, Regular, or Late rates will receive a rebate totaling five percent of the institution's InterActivity registration total. An institution is not required to register its entire group at one time. Additional museum-sponsored individuals that register onsite will count towards the Take 5! Rebate. Surcharges, membership dues, pre-conference fees, and ticketed events are not included in calculating the total rebate. ACM's InterActivity cancellation policy will apply to all Take 5! registrations. A canceled registration that causes an institution to send fewer than five individuals to the full InterActivity conference will void the Take 5! Rebate. The rebate will be issued to the member institution in the original form of payment by June 30, 2025.

Recognition and Financial Aid

The InterActivity 2025 Diversity in Action Fellowship, sponsored by Lord Cultural Resources, InterActivity 2025 Small Museum Financial Aid Program, and ACM Outstanding Practice Award provide opportunities for individuals at ACM member museums in good standing to receive complimentary registration to *InterActivity 2025: Uplifting the Community: Reaching New Heights Together*. See [eligibility and application requirements](#). Applications are due by January 16, 2025.

The ACM Outstanding Practice in Children's Museums Awards recognize an exceptional accomplishment by a children's museum in work across all departments that is also recognized as an outstanding practice for the field. This award may recognize contributions to the field through innovative exhibits, strategic initiatives, fundraising efforts, or transformative leadership. See [eligibility and application requirements](#).



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

Dues are based on annual operating income. New rates start at the end of January 2025.

Level 1 (under \$250k):	\$500
Level 2 (under \$500k):	\$900
Level 3 (under \$1 million):	\$1,200
Level 4 (under \$3 million):	\$1,675
Level 5 (under \$5 million):	\$1,975
Level 6 (\$5 million and over):	\$2,500

Special Museum Categories

Emerging U.S./Canadian Children's Museum	\$475
Emerging International Children's Museum	\$325
International Museum	\$325

Individual Categories

Friend of the Field:	\$150
Student:	\$100

Organizational Categories

Academic/Research Institution:	\$500
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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

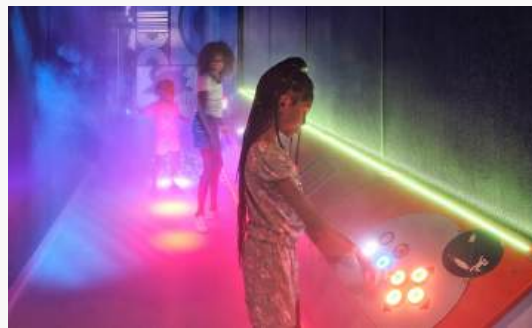
Business Visionary:	\$2,725
Business Patron:	\$1,200
Business Supporter:	\$825
Business Associate*:	\$330

* for individual consultants

Questions about ACM Membership?

Museums: Membership@ChildrensMuseums.org

Businesses: Development@ChildrensMuseums.org



We create *genuine* human connections.

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

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