

OMA Annual Conference 2012 Schedule
Museums & the New Normal: Building Relevance in Your Community
Schneider Museum of Art, Ashland
October 28-30, 2012

Sunday, October 28

1:00—5:00 pm Pre-Conference Workshop (Additional Fee; Pre-registration Required)
Creating an Emergency Preparedness and Response Plan for Collections

The AAM specifies that emergency plans need to address staff, visitors, structures, and collections; however the Heritage Health Index determined that 80% of collecting institutions do not have an emergency or disaster plan that includes collections, with staff trained to carry it out. This brief workshop will discuss practical measures to consider when developing an institution's emergency plan, including the importance of prevention and preparation and the components of a well thought-out response and recovery plan. Templates will be provided to assist participants in drafting a plan for their museum.

Sponsored by Balboa Art Conservation Center (BACC)

Instructed by Kara West, Assistant Director of Operations/Field Management

6:00—8:00 pm No Host Dinner
Standing Stone Brewery Company (www.standingstonebrewery.com)
Join your colleagues for an enjoyable evening of networking!

Monday, October 29

8:30—11:30 am Registration
8:30—9:30 am Continental Breakfast
9:30—10:15 am OMA Member Meeting— All are welcome!
10:30—11:30 am General Session— Guest Speaker and Discussion
Creating the New Normal for Tourists and Communities

Two major reports on Oregon's cultural life have recently been released. One measures the impact of cultural heritage tourism in the state. Another, prepared by a Legislative Task Force, recommends steps to strengthen state government and local efforts for heritage. Oregon Heritage Commission Coordinator Kyle Jansson will review the results of the two reports and then lead a discussion about what your organization, OMA and Oregon Heritage can or should do in response to the reports.

11:30 am—12:30 pm Catered Lunch
12:45—2:00 pm Breakout Sessions

A. Building the Community Through Heritage Collaboration— Learn to make your organization part of the community and a leader in community development while maintaining your mission. Explore Oregon case studies to understand what works and what does not while learning about tools to help you make your organization significant to the whole community.

B. Social Media Strategy For Museums— Social media encompasses a wide-range of interactive and user-driven content technologies. Because social media is about building community and engaging conversations, these tools have the potential to transform museums and the way they serve their audiences. Participants in this session will create a social media strategy for their organization using the Oregon Heritage Social Media Workbook with assistance from Oregon Heritage staff. You will also hear from several organizations about their social media strategy and how social media works best for them.

2:00—2:15 pm Break
2:15—3:30 pm Breakout Sessions

C. Exhibit Evaluations— Evaluation is a vital and necessary component of successful exhibits. As an increasing number of funding agencies require the implementation of exhibit evaluation, museums are

finding that exhibit evaluation has become “the new normal”. This panel brings together discussants from a variety of museums across Oregon, including science, natural and cultural history, history and art museums. This panel will speak to successful strategies, setbacks, innovative procedures and suggestions for implementing evaluation measures on a budget.

D. Connecting Communities and Museum Collections— How do museum collections relate to community? Do our communities shape the direction of our collections (their use, storage, study, acquisition policy, budget)? What challenges do we face and what opportunities arise? Presentations will offer examples of community-based collections projects, and how these projects impact community in meaningful ways, followed by a panel discussion.

3:30—4:30 pm **Museum Reception, hosted by Schneider Art Museum**

Tuesday, October 18 _____

8:30—9:00 am **Continental Breakfast**
9:00—10:15 am **Breakout Sessions**

E. History: Made By You— How can the exhibition process change to inspire active community involvement? *History: Made By You*, a traveling exhibit program created by the Southern Oregon Historical Society, is designed to engage communities, reach new audiences and inspire sustained investment in the museum. This session will explore how this program encourages SOHS’s community to decide what history topics are important to them, how and where that story should be told and what voices should be included.

F. Building Community Relevance with Low-Hanging Fruit— Steve Wyatt, Executive Director of the Lincoln County Historical Society, will detail the organization’s efforts at building community relevance and involvement in its up-and-coming museum, the Pacific Maritime & Heritage Center. This former nightclub building on Newport’s Bayfront was acquired by the Society in 2004. Renovation work has been slow and steady until recent grant awards funded major renovations. The facility is slated to open summer of 2013 with a grass-roots, community driven exhibit.

10:15—10:30 am **Break**
10:30—11:45 am **Breakout Sessions**

G. What do I do with this?! Conundrums in the Collection— Taking the cue from the book and popular AAM session, "Collections Conundrums," collections managers and registrars will present case studies on conundrums they have faced and field questions from the audience on issues from their institutions.

H. Creating Relevant Internships— In today’s economy, quality internship experiences are critical for students to gain professional experience; for museums to complete projects that they would not otherwise be able to accomplish; and for museum studies programs to build stronger ties and partnerships between classroom theory and everyday practice. Join us as a panel of museum professionals, undergraduate and graduate college students, and university faculty share their thoughts on creating relevant internship experiences for all involved.

12:15 pm **OMA Board Meeting**

We will be holding a raffle throughout the conference. Proceeds benefit OMA!

Directions

The Schneider Museum of Art is located on the campus of Southern Oregon University.
1250 Siskiyou Blvd
Ashland, OR 97250
Telephone: 541-552-6245
Website for specific directions: <http://www.sou.edu/sma/location.html>

Lodging

OMA has arranged three great options for lodging needs

Option 1: As part of the Art Museum's relationship to SOU, OMA was able to arrange for a limited number of rooms directly on campus.

Details:

\$50.00 per person per night in a double

\$80.00 per night for a single

Each room comes with its own attached bathroom

Parking is on-street only



Lounge Area



Double Bedroom

For Reservations please contact:

Kathleen Daly, OMA Board Member

kathleen.daly1@us.army.mil or 503-683-5359

Option 2: Flagship Inn

Located 0.2 miles from the museum

Website: www.ashlandflagshipinn.com/rates.htm

Telephone: 1-800-547-6414

Guests should mention Oregon Museums Association and Amy Drake when making a reservation.

Option 3: Timbers Motel

Located 0.2 miles from the museum

Website: www.ashlandtimberslodging.com/rooms.shtml

Telephone: 1-866-550-4400

Guests should mention Oregon Museums Association and Amy Drake when making a reservation.