



# Oregon Museums Association 2018 Annual Conference

September 9, 10 and 11, 2018 • Hood River, OR

## Resilience Responding to Change



**CONFERENCE PROGRAM**

# Welcome!



## Sponsors

The Oregon Museums Association wishes to express its appreciation to these sponsors who have generously supported the 2018 Annual Conference.



Cover photo credits, clockwise from top left: That Oregon Life; Mario Gallucci, Oregon Jewish Museum and Center for Holocaust Education; OMSI; US Forest Service—Pacific Northwest Region; Kirsten Nicolaisen, KATU

## General Information

### Session locations

All sessions in Hood River are split between three locations. On Monday, registration, breakfast and lunch will be at the Historic Hood River Hotel, 102 SW Oak Street. Sessions will be held at the hotel and nearby at the Columbia Center for the Arts, 215 Cascade Avenue. Our reception will be held Monday evening at the History Museum of Hood River County, 300 E Port Marina Drive. Sessions on Tuesday will be held at the Hotel and the History Museum. We have scheduled breaks to give time to walk or drive between locations. Please see the map included in the conference materials.

### Parking

Parking is available at the Hood River Hotel lot: \$10 for overnight hotel guests, and \$8.00 for day parking. Parking passes are available at the hotel front desk. Please stop at the hotel to pick up your pass before you park. Also, there is ample street parking around the Hood River Hotel, for \$1.00 per hour, and is subject to the posted rules and regulations.

### OMA membership

Membership is for a 12-month period beginning each January. Benefits include a reduced rate at the annual conference and workshops, inclusion in the museum database featured on our website (Institutional memberships only), and the satisfaction that you are a part of a growing network of museum professionals in Oregon.

### Silent auction

Your generous donations of objects for the annual silent auction provide funding for the OMA Conference Stipend Program. The auction will open at 8:30 am on Monday and will continue until 6:30 pm, closing at Monday's reception at the History Museum of Hood River County. Payments—including cash, check and credit card—will be accepted at the close of the auction. Plan to bid high and often!

## Sunday, September 9

### Registration

4:00-6:00 pm  
Hood River Hotel

### No-host dinner

6:30 pm • 6th Street Bistro, 509 Cascade Avenue

## Monday, September 10

### Registration

8:00-10:00 am

Landmark Room, downstairs Hood River Hotel

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### Breakfast, networking, silent auction

8:30-9:15 am • Landmark Room

Enjoy coffee, tea and breakfast while exploring the silent auction and meeting with colleagues.

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### Welcome, OMA updates

9:15-10:00 am • Landmark Room

Join OMA president and board members for a welcome and updates.

### Keynote address by Colin Fogarty

Executive Director, The Confluence Project

10:00-10:45 am • Landmark Room



Colin Fogarty has always been drawn to the notion that we are surrounded by history but it is up to us to see and listen to that history. He spent 20 years telling stories on public radio, first as a reporter at OPB and later as a regional editor for public radio's Northwest News Network. In 2014, Colin became Executive Director of Confluence,

a community-supported nonprofit with the mission to connect people to an inclusive story of the Columbia River ecosystem, a story that begins with Indigenous voices. That is the subject of his talk: what an inclusive history means for museums today. Colin lives in Portland with his wife Stephanie Wiant and their three children, two chickens and one very big dog.

## Monday, September 10

### Concurrent Sessions

11:00-12:15 pm

#### 1A Hood River Hotel

### Better Boards & Beyond

Responding to change is easier when the board members understand their roles and responsibilities. We will outline board legal duties and best practices and discuss committee structures and roles. With a particular focus on recruitment, we'll explore strategies to diversify your board, and how to sustain board member engagement not only during their term, but also after their term ends.

**Presenters:** Katie Henry, Heritage Outreach Specialist, Oregon Heritage  
Beth Dehn, Oregon Heritage Commission Coordinator, Oregon Heritage  
Ruth G. Shelly, Executive Director, Portland Children's Museum

#### 1B Columbia Center for the Arts

### Interpretive Planning for Museums

Interpretive planning (aka visitor experience planning) is the process of identifying the central story that your museum wants to tell and the best way to share that story with your audiences. In this session, we will discuss four central questions about interpretive planning: What exactly is it, including examples? Why does my museum need an interpretive plan? How can we use it? And, what goes into creating one? Then, we will lead you through a set of simple activities to build interpretive planning skills that you can take back to your museums. We will focus on how the interpretive planning process can support your organization's efforts to be more inclusive and resilient by involving stakeholders, creating a cohesive interpretive vision, and planning for change to sustain relevancy into the future

**Presenters:** Kyrie Kellett, Principal, Mason Bee Interpretive Planning  
Chad Jacobsen, Exhibit Designer, Formations Inc

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### Lunch and member meeting

12:15 am-1:15 pm • Hotel

Hosted by OMA



## Concurrent Sessions

1:30-2:45 pm

### 2A Hood River Hotel

#### Advocating for Equity—Stories and Resources from the Field

How are museum professionals pushing the field to become more inclusive, welcoming, and representative of their communities? Join presenters as they share new resources and reflections of their own experiences in advocating for equity, diversity, accessibility, and inclusion in museums nationwide.

**Presenters:** Timothy Hecox, Federal Grants Coordinator, Oregon Museum of Science and Industry  
Blair Denniberg, Executive Assistant—Finance, Oregon Museum of Science and Industry  
Mike Murawski, Director of Education & Public Programs, Portland Art Museum  
Chieko Phillips, Heritage Support Specialist, 4Culture

### 2B Columbia Center for the Arts

#### Planning and Implementing an Emergency Preparedness Plan

"An ounce of prevention is worth a pound of cure." - Benjamin Franklin.  
A well-considered emergency preparedness plan is the first step to prevention in museums. Maryhill Museum of Art recently updated and expanded their plan, learning a great deal in the process. We will discuss our planning approach and some of the common issues facing museums.

**Presenter:** Anna Goodwin, Collections Manager, Maryhill Museum of Art



## Concurrent Sessions

3:00-4:15 pm

### 3A Hood River Hotel

#### University Collections, Access, and Lessons for the Rest of Us

University and college art collections occupy a unique position as resources for hands-on learning and centers of critical thinking. We will discuss institutions' collections and how students are involved, the unique opportunities offered by collections for hands-on learning, the challenges and benefits of working with undergraduates, and translating lessons learned for non-university museums.

**Presenters:** Eleanor Sandys, Registrar & Research Specialist, Oregon Arts Commission  
Sarah Kenney, Executive Administrative Coordinator for Planning, Construction & Real Estate, Portland State University  
Colleen Gotze, , Registrar & Program Coordinator, Cooley Gallery, Reed College  
Jonathan Bucci, Curator of Collections and Exhibitions, Hallie Ford Museum of Art, Willamette University

### 3B Columbia Center for the Arts

#### Data-Driven Decision Making: Evaluation Made (Mostly) Painless

A resilient museum is one that acts with and for those they serve—when in dialogue with one another, responding to change can become a shared effort with results that benefit all. We will help organizations identify easy areas to begin gathering and activating data towards informed-decision making. We will also discuss the kinds of data it's important to collect, practice developing data collection frameworks, and practice analyzing data to understand its use in times of calm and in times of change

**Presenter:** Taline A. Kuyumjian, Evaluator, Kuyumjian Consulting LLC



## Monday Evening Activities

### Reception and silent auction

5:00-7:00 pm • Auction closes at 6:30 pm

History Museum of Hood River County, 300 E Port Marina Drive



#### Thanks to our silent auction donors

Confederated Tribes of Grand Ronde  
Coos Bay History Museum  
Finnegan's  
Gaylord  
High Desert Museum  
Oregon Department of Parks and Recreation  
Oregon Historical Society  
Oregon Museum of Science and Industry (OMSI)  
Oregon Shakespeare Festival  
Oregon Zoo  
Pittock Mansion  
Shops at Old Town, Florence, Oregon  
University Products  
Vista Balloon



### No-Host Dinner

7:00 pm • Double Mountain Brewery, 8 Fourth Street

## Tuesday, September 11

### Registration and breakfast

8:30-9:00 am

Landmark Room, Hood River Hotel

### Closing

9:00-9:30 am • Landmark Room

### Concurrent Sessions

9:50-11:05 am

#### 4A Hood River Hotel

### Reimagining the Small Museum for the 21st Century-Engaging Younger and More Diverse Audiences

Trends show that while visitation is on the rise at cultural organizations, it is not keeping pace with population growth. As our population becomes younger and more diverse, museums must change how they operate to continue to be relevant and to meet the needs of their visitors. We will look at how museums are engaging new audiences by offering engaging programs geared towards Millennials and updating exhibits to represent community diversity.

**Presenters:** Jennifer Burns, Heritage Project Manager, Clackamas County  
Allison Campbell, Events & Volunteer Coordinator, Fort Nisqually Living History Museum  
Gwen Carr, Oregon Black Pioneers

#### 4B History Museum of Hood River County

### Exhibiting Textiles: How Not to Unravel at the Seams

Using the History Museum of Hood River County's current exhibition, "Follow the Thread: From Fiber to Fabric," we'll explore the dos and don'ts of displaying textiles. Learn tricks of the trade and other industry know-how to help your historical textiles continue to stand the test of time. Come prepared with questions and examples of issues for your upcoming exhibits.

**Presenter:** Kathleen Daly, Museum Cataloger, Oregon Historical Society; Fashion and Textiles Specialist

### Concurrent Sessions

11:25-12:40 pm

#### 5A Hood River Hotel

##### Engaging New Audiences: The Oregon Historical Society's Blog Project

The Oregon Historical Society (OHS) planned and implemented a process for a new blog—scheduled to launch this fall. It was part of a five-year strategic plan that included a goal for improved community engagement and public outreach through high-quality creative projects and use of technology. We will discuss initial planning for the blog, implementation, and the goals OHS hopes to achieve through the new platform.

**Presenters:** Erin Brasell, Editorial, Design, & Production Manager, Oregon Historical Quarterly  
Jay Cosnett, Web Strategist  
Rachel Randles, Director of Marketing & Communications

#### 5B History Museum of Hood River County

##### A Small Town, About to Lose Their Museum... A Year Later!

The Coquille Valley Historical Society and Museum in Coquille, OR was about to close, and being one of three entertainment venues within the community, the loss of the museum would have significantly affected the morale of the town. We will discuss the changes that saved our museum, whose board and volunteers were exhausted and out of ideas, and the year-long adventure of warming the community towards a successful museum. The introduction of a director with prior historical museum experience has allowed for books to be published, more days open, and financial strength for the historical society.

**Presenter:** Yvonne-Cher Skye, President, Board Member and Executive Director Coquille Valley Historical Society and Museum, Archivist/Historian Sawdust Theatre, Archivist Coquille Carousel, Board member of Cape Blanco Heritage Society



The Western Museums Association's 2018 Annual Meeting will be held in Tacoma, Washington on October 21-24.

The theme of the 2018 Annual Meeting is INSPIRE, and will focus on the ways museums inspire action, change, and unity.

[www.westmuse.org](http://www.westmuse.org)

Are you struggling with where to start on a collections project?

Do your volunteers and staff need some training?



Oregon Heritage Mentors are available to assist museums, archives, and libraries with the following:

- Collection assessments
- Project planning
- Staff, volunteers and board training
- Organizational capacity
- Emergency response and recovery planning

If you'd like to learn more or request a Mentor, visit [www.mindyourcollections.org](http://www.mindyourcollections.org).



## OMA 2018 ANNUAL CONFERENCE SCHEDULE AT A GLANCE

### Sunday, September 10

4:00-6:00 pm	Registration (Hood River Hotel)
6:30 pm	No-host dinner (6th Street Bistro)

### Monday, September 10

8:00-10:00 am	Registration (Hood River Hotel)
8:30-9:15 am	Coffee, breakfast, networking and silent auction open (Hotel)
9:15-10:00 am	Welcome, OMA update (Hotel)
10:00-10:45 am	Keynote address - Colin Fogarty (Hotel)
10:45-11:00 am	Break
11:00-12:15 pm	Sessions 1A and 1B (Hotel and Columbia Center for the Arts- CCA)
12:15-1:15 pm	Hosted lunch and members' meeting (Hotel)
1:15-1:30 pm	Break
1:30-2:45 pm	Sessions 2A and 2B (Hotel and CCA)
2:45-3:00 pm	Break
3:00-4:15 pm	Sessions 3A and 3B (Hotel and CCA)
5:00-7:00 pm	Reception, silent auction ends (History Museum of Hood River County)
7:00 pm	No-host dinner (Double Mountain Brewery)

### Tuesday, September 11

8:30-9:00 am	Registration, coffee, breakfast (Hotel)
9:00-9:30 am	Closing (Hotel)
9:30-9:50 am	Break
9:50-11:05 am	Sessions 4A and 4B (Hotel and History Museum of Hood River County)
11:05-11:25 am	Break
11:25-12:40 pm	Sessions 5A and 5B (Hotel and Museum)

## OMA Governing Board

[Timothy Hecox](#), President  
Federal Grants Coordinator  
Oregon Museum of Science and Industry

[Sarah Baylinson](#), Vice President  
Collections Manager  
A.R. Bowman Museum

[Randall Melton](#), Treasurer  
Collections Curator  
Tamastlikt Cultural Institute

[Erika Leppmann](#), Secretary  
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Education Manager  
World of Speed Motorsports

**2018 Conference Committee:** Sarah Baylinson, Chair; Lynn Federle-Orr; Timothy Hecox; Ann Dowdy; Erika Leppman; Katie Williams, Pamela DeCarlo.