



# MUSEUMS REIMAGINED

**REFLECT • RECOVER • REINVENT**

structures and how we execute our missions? How can museums transform, connect, and lead our community when it's needed most?

Join us April 11-13 as we explore these topics and more at the 2021 Ohio Museums Association's Virtual Annual Conference - [Museums Reimagined: Opportunities to Reflect, Recover and Reinvent.](#)

## SUNDAY, APRIL 11, 2021

### 7:00 pm –8:30 pm OMA Annual Awards Ceremony

Join us for the premier event of the OMA 2021 virtual conference! OMA is proud to celebrate our [2020 Visual Communication and Award of Achievement](#) winners during this live event. Don your best awards show looks (or your comfiest pajamas) and join OMA Master of Ceremonies, Board President Jason Crabill, as we recognize the outstanding achievement of Ohio museums and museum professionals.

### 9:00 pm –10:00 pm 2021 Opening Night Reception Sponsored by Ohio's EMP Chapters

Join your fellow conference attendees at this virtual opening night after-party! Ohio's EMP Chapters welcome all museum pros and Emerging Museum Professionals to enjoy a virtual networking social hour at this annual conference kickoff reception.

## MONDAY, APRIL 12, 2021

### 9:00am OMA Annual Meeting

The 2021 Virtual Conference Monday begins with the Annual Meeting of the Membership. Meet the OMA Board of Trustees, vote on officers, and learn what OMA has in store for 2021!

**APRIL 11-13, 2021**  
**OMA Virtual Conference**

**Moonshot** – noun – “an extremely ambitious or innovative project.”

This is our moonshot moment, museums. Amidst a year of disruption, upheaval and change, museums have had to reimagine our critical role and our impact. This is our opportunity to address the needs of our community, learn to navigate in innovative ways, and leave the “this is how we’ve always done it” mindset in the past.

How can we continue to evolve and use this opportunity to reexamine our operations, internal structures and how we execute our missions? How can museums transform, connect, and lead our community when it's needed most?

## A Note on Recorded Sessions:

The OMA 2021 Virtual Conference is proud to bring you a mix of both live and pre-recorded sessions. Our session presenters are finalizing these session decisions, so though not indicated here, the session type—either live or recorded—will be indicated in the final conference details which will be sent to registrants prior to the event. This information will also be available on the [OMA 2021 Conference website.](#)

Pre-recorded sessions will be introduced and moderated by a live session moderator during their session timeslot, and will also be available before, during and after the OMA 2021 Virtual Conference on the [Conference Resources Page.](#)

Live sessions will also be recorded, and will be available after their live session time, also on the Conference Resources Page.

OMA will also present live Q&A breakout rooms with our session presenters on Tuesday, April 13 from 3:30 pm-4:30 pm as part of our conference wrap-up. This breakout time will give attendees who watched pre-recorded sessions a space to engage and ask questions of the speakers, and give our live session presenters extra time for additional questions.



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**MONDAY, APRIL 12, 2021**

**10:30 am-11:30 am CONCURRENT SESSIONS MORNING I:**

**Scanning For Change: how to stop doom-scrolling and learn to love the news**

In this session, Elizabeth Merritt will lead participants through the process of creating a playful and productive structure for reading the news. Learn how to filter out stressful and unhelpful dross and focus instead on the futurist gold hidden in the stories that flood our feeds each day. By integrating scanning into their daily routine, museum staff can ground strategic planning in a broad understanding of the ways in which the future may unfold.

Speaker: *Elizabeth Merritt, Vice President, Strategic Foresight and Founding Director, Center for the Future of Museums*

**Cooking Up Engagement In a Pandemic**

Join us to learn how we adapted in person food science research to a global pandemic. From virtual cooking lessons to Sunday brunch Bloody Mary; we moved from local gardens to South America without ever leaving our homes. This discussion will help you expand or create a food science program.

Speakers: *Jacob Cason, Food Science Coordinator, Cincinnati Museum Center; Aryn McCandless, Labs and Makerspace Manager, Cincinnati Museum Center; Brian Pollock, STEM Resources Manager, Cincinnati Museum Center; Bradley Morris, Associate Professor & Program Coordinator, Kent State University; Kristen St. Clair, Director of Culinary Education, La Soupe*

**Reaffirming the Power of Learning: Engaging Students Through Innovative Practice**

With a change in how to engage K-12 students museums educators have to establish creative methods to develop, teach, and evaluate educational museum experiences. Virtual tours can offer an impactful and exciting way of connecting to museum collections, storytelling and inquiry-based learning.

Speaker: *Stacey Queen, Public Programs Manager; The National Veterans Memorial and Museum*

**12:00pm-1:30pm PLENARY ADDRESS**

**OMA Welcomes Elizabeth Merritt, Vice President of Strategic Foresight and Founding Director at the Center for the Future of Museums**

**Closing the Gap: Redressing systemic inequalities of wealth and power**

Wealth inequality in the US has been increasing for the past fifty years, built on structures and systems that restrict access to assets and power, and inflict the costs of our economic systems on marginalized communities. Museums are being called to account for their role in profiting from and perpetuating these inequalities. Despite the difficulty of the challenge, the current crisis is an opportunity for museums to act as leaders in society, demonstrating how organizations can transform themselves by applying social justice values to their own work, and by using their influence to increase the power and authority of others. *This talk shares stories and analysis from the 2021 edition of the American Alliance of Museum's TrendsWatch report.*

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**2:00pm-3:00pm CONCURRENT SESSIONS AFTERNOON I:**

**The Virtual Museum in the Time of COVID-19**

The uncertainty of travel and in-person events has forced entire industries to rethink their business models & processes. Frequently, we feel unprepared and rushed to come up with solutions—solutions that lack the impact of an in-person experience. How can artists and museums continue to champion the arts through these times? What tools are available to showcase art in dynamic ways? How can immediate needs be met—practically and cost-effectively—while building a new foundation that can continue to serve us after Covid? How can museums tap into new opportunities that have surfaced because consumers think differently about consuming content and learning? Join us as we answer these questions and more.

Speakers: *Christine Fowler Shearer, President and CEO, Fowler Artsistic, LLC; Hector Cabarcas, Creative Director, Innis Maggiore*

**Reimagining the Missions of Historic Landmarks & Museums**

This session would walk participants through the Rickenbacker Woods Foundation's success in reinventing its mission from solely being the care-takers of Eddie Rickenbacker's boyhood home, a National Historic Landmark to a community service institution; thereby maintaining relevance in an ever competitive environment.

Speaker: *Michael D. Aaron, President & Executive Director, Rickenbacker Woods Foundation National Historic Landmark & Learning Center*

**How to Transition from Classrooms to Living Rooms**

In March, our Education team's efforts transitioned fully towards our online resource platform, Rock Hall EDU. Learn how we expanded our online target audience from just teachers to include families seeking educational activities at home. We'll also discuss new ways we found for working with partner community organizations.

Speakers: *Joe Butler, Manager of Education Programs; Rock & Roll Hall of Fame; Mandy Smith, Director of Education, Rock & Roll Hall of Fame*

**Research Informed Practices in Accessibility—Before & During COVID-19**

This presentation will provide visitor research about the changing accessibility needs and priorities of our community. Presenters will compare perspectives from before and during the pandemic with a focus on the future. This data will be presented alongside practical action steps for inclusive interpretive programming in the COVID era.

Speakers: *Sara Birkofer, Manager of Accessibility and Gallery Programming, Cincinnati Art Museum; Caitlin Tracey Miller, Assistant Director of Visitor Research and Evaluation, Cincinnati Art Museum*



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**TUESDAY, APRIL 13, 2021**

### **9:00 am-10:00 am COLLEAGUE COFFEE CHATS:**

Grab your coffee (or breakfast) and join your colleagues in breakout rooms by departments/job titles to have candid, informal conversations around the issues important to you and your career!

### **10:30 am-11:30 am CONCURRENT SESSIONS MORNING II:**

#### **Travel Trends and Capturing Visitors**

With frequent traveler behavior and sentiment changes as we work through COVID, learn what you need to know about visitation trends, opportunities and challenges. Session will cover leisure as well as group travel.

Speaker: *Melinda Huntley, Executive Director, Ohio Travel Association*

#### **Engaging Your Community with Collaborative Exhibits**

Museums thrive when we engage our communities, and participatory exhibits foster deeply meaningful experiences. In this session, we'll look at a case study and talk about how you can collaborate with your community in the exhibits process, ways to engage audiences, and lessons learned. Bring your own tips to share!

Speakers: *Jeannette Rooney, Assistant Director, Local History Services, Indiana Historical Society; Julie Parke, Director, Elkhart County Historical Museum; Patrick McGuire, Curator of Education, Elkhart County Historical Museum*

#### **Virtual Teacher Professional Development**

Learn how the Cincinnati Art Museum pivoted from in-person teacher professional development programs to an online model. Hear about the new structure, time-frame and ways to keep teachers engaged on and off the screen.

Speaker: *Samantha Gaier, Associate Director of School-Based Learning, Cincinnati Art Museum*

#### **Missing History of Massillon: Unheard African-American Stories**

With racial inequity in the museum field becoming more transparent, Massillon Museum embraced opportunities to engage members of the African-American community in a project to ensure the historical narrative we preserve and interpret is inclusive of Black voices, now and in perpetuity. Learn how this community-curated project was born, nurtured, and through collection of oral histories is working to engage all ages in the process of establishing a living archive.

Speakers: *Alexandra Nicholis Coon, Executive Director, Massillon Museum; Heather Pennington, Past Chair, Massillon Museum Board of Directors; Mandy Altimus Stahl, Archivist, Massillon Museum; Daja Simpson, President, Sisterhood of Jewels Community Connections, LLC*

### **12:00pm-1:30pm VENDOR VIRTUAL LUNCH**

Grab your lunch and learn from museum service providers from across the state and region how they can help your museum and make your job easier during this virtual exhibit hall. Attendees at the vendor virtual lunch will be eligible for great OMA prizes like free memberships and 2022 conference registrations—but you have to be present to win!

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### **2:00pm-3:00pm CONCURRENT SESSIONS AFTERNOON II:**

#### **We Need to Fix Us Before We Can Fix the World**

From COVID-19, ongoing racial injustice, and growing political division Museum leaders are increasingly expected to address societal issues. But, before leaders can adequately deal with the inequalities and injustices outside their doors, they need to come face to face with their own internal deficiencies.

Speakers: *Michelle Epps, Executive Director, Art Therapy Studio*

#### **"Learning Lunchboxes": An Unprecedented Model to Deliver Distance Learning to Underserved Communities**

In recognition that education is the great equalizer, COSI has initiated bold new partnerships, with meal providers, as one example, to address the digital divide in underserved communities. "COSI Connects for All" promotes scientific discovery & in-demand career pathways through the delivery of "Learning Lunchboxes" – a physical STEM kit that includes 5 hands-on activities.

Speakers: *Allie Greiwe, Director of External Affairs, COSI; Alex Wilkins, Manager of Adult Engagement Programs, COSI*

#### **Education Equity—Effective Strategies for Museums to Engage Underserved Youth and Public Servants in Urban and Rural Communities**

Our nation continues to face two unprecedented moments: a global pandemic and a reawakening of societal inequities. Museums play a unique role to address education equity and we must communicate this important role to the broader community. This workshop will showcase specific strategies on how to both engage underserved youth through informal education while also partnering with public officials to showcase the critical role of museums play in our community.

Speakers: *Stephen White, Esq., Vice President of Strategic Initiatives, COSI; Denise F. Su, Ph.D, Chief Academic Engagement Officer, Cleveland Museum of Natural History*

#### **Re/Considering Access as An Aesthetic**

In this workshop APO will educate and explore intersections of disability and how art access can be more than an invitation to your museum. After a short introduction to the history of the disability movement in connection to museums, we'll explore active steps museums can take to creating a more inclusive experience for individuals who identify with multiple identities of systematic oppression. This access centered approach leans toward accepting a more open-ended definition of access through the understanding that access can be an aesthetic, rather than an afterthought.

Speakers: *Megan Fitze, Director of Programs, Art Possible Ohio, Molly Uline Olmstead, Executive Director, Art Possible Ohio*

### **3:30pm - 4:30 pm CONFERENCE WRAP-UP AND LIVE Q&A**

Join us for the final session of the OMA 2021 Virtual Conference as we wrap up the event. Separate breakout rooms will be available for live Q&A time with our session presenters for attendees to get those last questions in before the conference concludes.



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# OHIO MUSEUMS ASSOCIATION

## 2021 Virtual Conference Registration Form



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Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

Do you have any Access or Communication needs? \_\_\_\_\_

### Single Virtual Conference Registration

\$55 Members

\$65 Non-Members

### Awards Ceremony Ticket ONLY

Please note: Awards Ceremony is INCLUDED in Full Conference Registration and Institutional Registration. This ticket is for those who *only* want to attend the Annual Awards Ceremony.

### Institutional Small Group Registration

(up to 9 attendees)

\$250 Members

\$350 Non-Members

Awards Only: \$15

### Individual Membership:

Send in your individual membership to receive great rates at this year's conference! Membership valid through July 15, 2022.

(For institutional membership renewal, please visit [www.ohiomuseums.org](http://www.ohiomuseums.org).)

### Institutional Unlimited Registration

(unlimited attendees)

\$500 Members

\$600 Non-Members

Individual Membership: \$40

Student/Retiree Membership: \$25

In order to ensure each of your employees receive their full conference information, please send the names and email addresses of those participating from your organization to [oma@ohiohistory.org](mailto:oma@ohiohistory.org).

### Cancellation Policy:

80% refund for cancellations before March 1, 2021. No refunds after March 1, 2021.

### How to access virtual events:

OMA will email all participants directions on how to access conference events. Complete access details will also be available on the [OMA Conference Resources Page](#), accessible through your OMA login.

### Code of Conduct & Meeting Photo Policy:

By submitting this registration form, you are agreeing to OMA's Code of Conduct and Photo Policy for this event. Both policies are available to review on the [OMA Conference Resources Page](#).

### Conference Fee Totals:

Registration Fee \$ \_\_\_\_\_

Membership Renewal \$ \_\_\_\_\_

Tax-Deductible Donation \$ \_\_\_\_\_

**TOTAL ENCLOSED** \$ \_\_\_\_\_

Payment Method (check one):

Check\*

Credit Card (On-line registrations)

Purchase Order (attach copy)

\*Checks payable to Ohio Museums Association

Please check if you DO NOT want your contact information listed in the conference attendee list.

Mail or e-mail registration form along with payment to:  
Ohio Museums Association  
800 E. 17th Ave.  
Columbus, OH 43211  
[oma@ohiohistory.org](mailto:oma@ohiohistory.org)  
Phone 614.297.2375

For TTY/TDD use Ohio Relay Service:  
1.800.750.0750.

Online registration available at:  
[www.ohiomuseums.org](http://www.ohiomuseums.org)

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