

## **Designing for Transparency**

**Wednesday, March 16, 2016**

8:30 am – 5:30 pm, followed by a wine reception from 5:30-6:30 pm

Chicago, IL



[The Art Institute of Chicago](#)



[The Museum of Contemporary Art Chicago](#)

**Host Museums:** [The Art Institute of Chicago](#); [The Museum of Contemporary Art Chicago](#)

*What language do you use to communicate your goals, programs and offerings?*

*How do your audiences feel about art museums? What do they want from your institution in the future?*

*Do your institutional peers and audiences understand our approach to art museum education?*

*How can you effectively share and reflect on ideas and experiments within the art museum education field?*

*What are your communication tools for building transparency?*

Art museum educators innovate. The start of the 21st century has ushered in massive changes in the role of technology, our audiences and institutions are growing and changing rapidly, schools now focus on developing skills, and visitors expect a certain degree of participation during their visits. The field's focus has often remained on how we can adapt art museum education in response to the current trends, to remain relevant. While art museum educators are effective communicators when it comes to teaching, are we great communicators when it comes to being more transparent about the work of museum education?

Our preconference will be an opportunity to consider how we as art museum educators listen, communicate, and collaborate in a clear, effective manner. Tuning our ears to the experiences of our audiences as well as our colleagues, we will spend the day using Design Thinking as a framework to strengthen our transparency and relevance within and beyond our institutions.

## Different Schedule for 2016

In response to the evaluations from the 2015 NAEA Museum Education Preconference in New Orleans, the Development Committee has reworked the schedule for the 2016 Chicago Preconference, including opportunities to gather practical frameworks and tools for application in our own work and hearing from others outside of art museum education.

The day will begin at the Art Institute of Chicago with registration and a brief introduction. Next, participants will map shared and divergent perspectives in your department and museum-wide during a two-hour, intensive workshop, *Designing for Transparency: Using Design Thinking to Foster Communication*.

During the extended lunch break, participants will have time to explore the Art Institute's galleries while also strongly encouraged to participate in group discussions with colleagues about what you're good at, as well as learn new things you want to incorporate into your work. These topics will build on "Preconference Reader" blog and Peer to Peer Hangout on Air that will launch in February 2015--stay tuned for more details! The time at the Art Institute will wrap up with demonstrations and discussions about teaching in the galleries.

In the afternoon, participants will travel by bus to the Museum of Contemporary Art Chicago. Museum Educators will have time to explore the galleries and/or networking. We will all convene again for the moderated *Panel Discussion: Listening as a Transparency Tool with 21st Century Museum Visitors*, followed by closing remarks by NAEA leadership and tips for making the most of your 2016 NAEA Convention. The day will conclude with a wine reception at the MCA Chicago and optional dinners with colleagues.

## About the annual NAEA Museum Education Preconference

The NAEA Museum Education Preconference brings together art museum educators, students, consultants, and researchers to build community, generate new insights into issues and practices affecting the field of museum education, and leverage the knowledge of the group as well as the expertise of partners and specialists in other disciplines to strengthen museum education practice.

» **Preconference enrollment is limited to 300 participants, so please register early to reserve your spot!**

## Program Schedule

**8:00-8:30 am:** Travel to [The Art Institute of Chicago](#)

*Preconference registrants will be responsible for finding their own way to The Art Institute of Chicago, located 8-10 minute walk or a quick cab ride from either convention hotel.*

**8:30-9:00 am:** Registration; Art Institute of Chicago Group Entrance. Come caffeinated!

**9:00-9:15 am:** Welcome by NAEA Museum Education Division Leaders

- Emily Holtrop, NAEA Museum Education Division Director and Director of Learning & Interpretation, Cincinnati Art Museum
- Michelle Grohe, NAEA Museum Education Division Director-Elect and Assistant Curator of Education & School Programs, Isabella Stewart Gardner Museum

**9:15-11:15 am:** Designing for Transparency: Using Design Thinking to Foster Communication Workshop  
Facilitated by Dana Mitroff Silvers, [Designing Insights](#); co-facilitator Maryanna Rogers

Where are you coming from? Where are your colleagues and peers coming from? And where can we go together? Join us for a two-hour workshop at the Art Institute of Chicago and explore these questions by applying the design thinking framework to issues of transparency, communication, and collaboration within our institutions and among each other.

Design thinking is a human-centered process for problem solving and innovation. In this two-hour session, attendees will be introduced to design thinking through a hands-on, highly interactive experience. You will learn how to apply selected tools and methods of the design thinking framework to your professional life and communications, including empathy interviewing, problem definition, rapid prototyping, and user testing.

**11:15-11:45 am:** Explore the galleries on your own.

**11:45 am-12:45 pm:** Lunch Break

Optional Roundtable Discussions: *Building Transparency within our Ourselves & the Field*

*Preconference registrants will receive a follow-up email in January 2016 to select lunch preferences.*

Practice listening strategies learned in the morning's Design Thinking workshop as you lunch with colleagues and reflect on your strengths, and areas to grow in your practice. What drives our practice? What would you really love to learn more about? How did your colleagues go about it? Table captains will take notes and post ideas and references on a shared Google document after the preconference as a division-wide resource.

\*Please refer to related January 2016 ["Get Ready for the Preconference"](#) Peer to Peer Google+ Hangout On Air.

**12:45-2:00 pm:** *Generative Gallery Teaching*

Building on the popularity of the gallery teaching sessions during last year's conference, we will focus on how transparency within your teaching can generate new ideas for your audiences and deepen your skills as a practitioner. A variety of gallery teaching themes will be explored through small group demonstration and discussion, including topics such as: incorporating technology into gallery experiences, extended viewing (slow looking) with teachers, sketching as a launching pad for teaching vocabulary, building capacity for open-ended inquiry with intergenerational groups, talking about art to foster institutional collaboration, to name a few. Calls for teaching demonstrators will be released in October 2015, selected by late November 2015. *Preconference participants will select from full list in January 2016.*

**2:15-2:45 pm:** Make your own way to the Museum of Contemporary Art Chicago for the afternoon. AIC staff will help direct attendees to cabs, public transportation, or share a Uber or Lyft ride with new or old colleagues!

**2:30-3:45 pm:** Coffee and Tea Break, Gallery Time & Networking

Caffeinate back up with afternoon coffee and tea at the MCA. Continue conversations with colleagues, and MCA Chicago Artist Guides will be on hand to engage you in conversation about the works of art in the galleries.

**4:00-5:00 pm:** *Listening as a Transparency Tool with 21st Century Museum Visitors* Panel Discussion

Moderated by Ben Garcia, Deputy Director, [San Diego Museum of Man](#)

What do we do? And what could we do? This final session of the day offers a rare opportunity to hear what art museum stakeholders' expectations, experiences as they regularly engage with art museums as well as share their hope for the future. Explore new insights from a panel featuring a diverse group of individuals involved in art museums, including a local designer, teenager, trustee, and parent. Employ active listening

techniques as a tool gained from the morning's workshop as you take notes and consider how you might incorporate these different perspectives into your own professional and personal practice. Panelist biographies are listed below.

**5:00-5:30 pm: Closing Remarks and How to Make the Most of NAEA 2016**

Join us for brief welcome from NAEA Leadership and a quick run-down of how to make the most of NAEA 2016, including opportunities to become more involved, how to get the best of your convention experience, and a brief overview of Museum Education Division organization and initiatives.

**5:30-6:30 pm: Reception**  
MCA Chicago

**6:30 pm: Optional Dinners with Colleagues**

Explore the Windy City! Join a small group of colleagues for an informal pay-your-own-way dinner within a short walk or cab ride of the MCA. Sign-up sheets will be available during lunch.

**Speakers**

**Dana Mitroff Silvers**

Dana is a design thinking facilitator and digital experience strategist with experience launching innovative products and services in organizations ranging from museums to tech startups. She runs a Bay Area-based consultancy, [Designing Insights](#), and the website [Design Thinking for Museums](#). She has worked with organizations ranging from the J. Paul Getty Trust to the Smithsonian's National Air and Space Museum on using human-centered design to rethink the user experience and service design of digital and analog products and programs.

She is the former head of the web at the San Francisco Museum of Modern Art, and is a frequent speaker at the Museums and the Web, Museum Computer Network, and American Alliance of Museums annual meetings. Dana was a design catalyst for Stanford Online's first web-based course on Design Thinking, and she is a frequent coach at the Stanford d.school's K-12 Lab.

**Maryanna Rogers**

Maryanna is an independent designer and social scientist currently based in San Francisco. Collaborating with researchers, non-profits, and cities, she creates experiences to support learning, connection, and well-being. Working across media, she has developed exhibits, produced documentary videos, designed psycho-educational comic books, created curricula and media for research labs and public health NGOs, and has taught interdisciplinary design courses, spanning the fields of Psychology, Education, Behavioral Medicine, Public Health, Urban Design, and Civic Engagement.

She received a doctoral degree in Educational Psychology, is the former Director of Innovation at The Tech Museum of Innovation, and now lectures at the Stanford d.school [Hasso Plattner Institute of Design] and works as an independent designer and design research consultant in the Bay Area and beyond.

**Ben Garcia**

Ben Garcia is Deputy Director at The San Diego Museum of Man. In this role he serves as an advocate for education, visitor experience, exhibits, facilities and collections. His prior museum experience includes three years as Head of Interpretation at the Phoebe A. Hearst Museum of Anthropology at UC Berkeley, as well as administrative roles in the education departments of the J. Paul Getty Museum and Skirball Cultural Center in



Los Angeles. He serves on the leadership team at the Adoption Museum Project. His publications and presentations have focused on the public value of museums and their role as places of positive social change.

#### Afternoon Panelists

##### **Cecilia Garibay**

Cecilia Garibay, PhD is Principal of Garibay Group, an audience research and evaluation firm. She spends most of her time working with museums and other cultural organizations to help them better understand their visitors and communities. Dr. Garibay regularly consults with institutions on audience development and community inclusion and to develop frameworks and strategic initiatives for making exhibitions and programming accessible to multiple and diverse audiences. She brings a bilingual/bicultural perspective to her work and specializes in culturally responsive/contextually relevant research and evaluation approaches.

Garibay has led numerous research and evaluation projects, including initiatives funded by the Institute of Museum and Library Services, the National Endowment for the Arts, the National Endowment for the Humanities, and the National Science Foundation. She has consulted with a wide range of museums across the U.S. and Canada, including the Art Institute of Chicago, the Detroit Institute of Arts, the Palm Springs Art Museum, the Art Gallery of Ontario, the Smithsonian National History Museum, the Exploratorium, and the American Museum of Natural History. Her 20 years of research and evaluation experience also includes working with non-profit organizations, foundations, and corporations. Garibay has also served on the Board of the Visitor Studies Association.

**Genia Chechersky** is a Manager for emnos U.S. at the firm's Chicago office. In her current role, Genia leads consulting teams and collaborates with client-side senior management to deliver the insights and analytics needed to make better commercial decisions, specifically in the areas of loyalty marketing, direct communication, assortment, layout, pricing, promotion, insight sharing, and customer experience. Genia is passionate about retail and committed to delivering tangible and sustainable results for her clients.

Prior to emnos, Genia worked for Chicago-based McMillanDoolittle, a boutique retail consultancy, and L.E.K. She received a Bachelor of Science in Economics and Operations Management from New York University's Stern School of Business and was awarded a Master of Business Administration from the Kellogg Graduate School of Management. Currently, Genia serves as president of the Museum of Contemporary Photography's Museum Council, a group of creative professionals who act as ambassadors for the museum by promoting its programs and events to their peer networks.

**Vivien Jackson** is the mother of one of the former IntuiTeen interns at Intuit: The Center for Intuitive and Outsider Art. Her daughter Sierra recently came back from college to hang a pop-up exhibition at Intuit.

**Camille (Charly) Warden** is a second year member of the Museum of Contemporary Art Chicago's Teen Creative Agency (TCA) and is a senior at Lincoln Park High School. Charly is a vegan and a feminist, and hopes to become a history teacher.

#### Registration

\$99.00; \$75.00 for students

Register online by February 12, 2016

[https://members.arteducators.org/naeassa/evtssareg.custid?p\\_event\\_id=1062](https://members.arteducators.org/naeassa/evtssareg.custid?p_event_id=1062)

<http://www.arteducators.org/news/conv16/museum-precon-overview>

Questions? Please contact

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