



**OMA Annual Conference 2015 Preliminary Schedule**  
***Telling the Whole Story: Diversity and Change in Today's Museums***  
**TAMÁSTSLIKT CULTURAL INSTITUTE**  
**October 11-13, 2015**

**Sunday, October 11, 2015 - Preconference Workshops**

Tamástslíkt Cultural Institute

*Separate registration is required for preconference workshops.*

\$35 OMA Members; \$50 General

Lunch must be preordered with registration.

10:00 am - 3:00 pm

**Option 1 – NAGPRA 101 Workshop**

*David Harrelson, Tribal Historic Preservation Officer, Confederated Tribes of the Grand Ronde*

*Diana LaSarge, NAGPRA Coordinator/Anthropologist I, Confederated Tribes of the Umatilla Indian Reservation, DNR Cultural Resources Protection Program*

Please join staff from The Confederated Tribes of Grand Ronde Tribal Historical Preservation Department and The Confederated Tribes of the Umatilla Indian Reservation DNR Cultural Resources Protection Program for a NAGPRA 101 workshop. This is intended as an introduction to the Native American Graves Protection and Repatriation Act (NAGPRA). Particular attention will be paid to why this law is needed, what resources exist to learn more, as well as defining and understanding common terms used in the NAGPRA process.

11:30 am - 3:30 pm

**Option 2 – Building a Practical and Results-Oriented Strategic Plan**

*Heidi Henry, Nonprofit Consultant, Banner Nonprofits*

Learn how to build community and partner collaborations and widen the impact of your organization in this interactive workshop. Nonprofit Consultant, Heidi Henry, will explore the basic components of a plan and look at what Foundations expect to see. You will build a list of next steps to get ready to update or begin the planning process for your organization.

5:30 pm

**No-Host Dinner**

Join colleagues for a relaxed no-host dinner at Prodigal Son Brewing.  
230 SE Court Ave, Pendleton, OR 97801

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**Monday, October 12, 2015**

Wildhorse Resort & Casino

8:30 am - 9:15 am

**Registration and Coffee Hour**

An opportunity to catch up with colleagues before the conference begins.

9:15 am - 10:30 am

**OMA Members Meeting**

Learn about progress toward initiatives that serve you—including an update on our strategic plan. Meet Caroline Brooks, OMA’s new President, and Bodeene Berrevoets, OMA’s new Administrative Assistant. Nominate and vote for new members of the OMA Board of Directors, including secretary, vice-president, and committee chairs. Individual members, member institutions, and business members are accorded one vote each.

10:30 am - 10:45 am *Break*

10:45 am - 11:15 am *Refreshments Break and Networking*

Don’t forget to visit this year’s Collaboration Tables. Two highlights include Portland State University’s newest endeavor and a new community program in Southern Oregon. Chet Orloff and Sarah Wolf Newlands want your feedback on a new museum studies program being developed at PSU. Maureen Battistella will share her work on the *Southern Oregon Television Show*.

11:15 am - 11:45 am *Keynote Address*  
Roberta (Bobbie) Conner (*Sísaawipam*)

Bobbie is the director of Tamástslikt<sup>1</sup> (*Tah-mahst-slickt*) Cultural Institute, the 45,000 square foot tribally-owned museum on the Umatilla Reservation, which opened in 1998. The Institute has three goals: to accurately present the Tribes’ history, to disseminate knowledge of Tribal history and culture, and to contribute to the tribal economy. Before moving home in 1997, Bobbie worked for 13 years for the Small Business Administration. Prior to that, she worked for an Indian-led nonprofit in Seattle serving Indian education projects in the Northwest for five years. Bobbie is Cayuse, Umatilla, and Nez Perce and is enrolled at the Confederated Tribes of Umatilla.

11:45 am - 12:45 pm *Table Topics*  
Lunch courtesy of OMA

Have questions about collections, volunteers, social media, board relations, professional development, or education? Join us for *Table Topics* while enjoying a delicious lunch provided by OMA. These lunch-time *tables* are hosted by colleagues from Oregon museums and community professionals who will lead a conversation based on one of these themes.

12:45 pm - 2:00 pm *Concurrent Sessions Begin*

**Session A** **Docent Remix: Building a Volunteer Corps that Reflects the Community**  
Amy Gray and Sarah Lampen, Docent and Tour Programs Coordinators, Portland Art Museum

Docents are the face of the museum. When staff and docents are on the same page, the mission to be inclusive and to engage audiences will be realized. As part of a Museum-wide strategic plan initiative to create an institutional culture that reflects its community, the Portland Art Museum’s Education Department developed a challenging and new docent

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<sup>1</sup> Tamástslikt (*Tah-mahst-slickt*) means *turn, translate or interpret* in Wallulapam.

training program in 2014. Rooted in the values of outreach and listening, the new docent training program was based on a reimagining of what is possible in a museum through the creation of in-gallery experiences. The program changed staff dynamics and facilitated outreach to a currently under-served demographic on the docent council – young working professionals. Join us as we present information about docent/volunteer recruitment strategies, curriculum development and best practices.

**Session B TBA**

2:00 pm - 2:15 pm *Break*

2:15 pm - 3:30 pm *Concurrent Sessions Continue*

**Session A Making Room for Diversity: Setting Priorities to Tell More Stories**

Mike Gushard, Heritage Outreach Specialist, Oregon Heritage Programs, Oregon Parks and Recreation Department

Diversity in collections can touch on issues such as age, type, and origination. Sometimes diversification can be achieved by simply having a collections policy, or management plan, that addresses many forms of diversity. However, at other times, collections diversity questions require active community engagement and proactive collecting. In this session, you will learn through lecture and discussion some of the ways that diversity can be part of your collection.

**Session B Reaching Your Audience: Social Media and Today's Museums**

Ashley MacQuarrie, Social Media Specialist, ImpactFlow

Want to learn more about how social media can help you? This session will explore what it takes to use social media effectively to engage and interact with the public and your community. As well, learn how social media can help you promote your museum and its activities. Topics discussed include how to determine your audience, strategy development, and how to define and measure your success on social media. Examples of organizations doing it right will be shared.

3:30 pm - 5:00 pm *Tour of exhibits and collections at Tamástslíkt Cultural Institute*

5:30 pm *Reception and Raffle Drawing*  
Wildhorse Resort and Casino  
46510 Wildhorse Blvd, Pendleton, OR 97801

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**Tuesday, October 13, 2015**

Wildhorse Resort & Casino

8:30 am - 9:00 am *Registration and Coffee*

9:00 am - 10:15 am *Concurrent Sessions Continue*

**Session A      Creating and Utilizing Community Partnerships to Raise Funds and Promote Interest**

Irene Zenev, Executive Director, Benton County Historical Museum  
Heidi Henry, Nonprofit Consultant, Banner Nonprofits

This interactive session will have you and your board sizzling with ways to build local partnerships and community collaborations that will help keep you sustainable! You will discover ways to target hidden opportunities to connect, activities to get your Board networked into meaningful relationships, and easy staff options for focused involvement in community and regional events that will bring you members and dollars!

**Session B      Spirited Efforts: Case Studies of Differing Museum Approaches to NAGPRA and Tribal Consultation with the Confederated Tribes of the Umatilla Indian Reservation**

Diana LaSarge, NAGPRA Coordinator/Anthropologist I, Confederated Tribes of the Umatilla Indian Reservation, DNR Cultural Resources Protection Program

Since NAGPRA is a legal requirement for museums, the panel will show how a difference of attitudes by museums about NAGPRA can either slow down the process or give it a smooth transition. The goal of this session is to educate those who have not worked with NAGPRA or those who have resisted entering into it that working with tribes can be beneficial to both the museum and the tribe.

10:30 am - 11:45 am      *Concurrent Sessions Continue*

**Session A      What! Take Your Museum to the Public?**

Patricia Dawson, Professor, Oregon State University

Successful museums are creating relationships with visitors that extend before and after the visit. This session will showcase fun, interactive ways that two major community programs have utilized museum resources to provide connections to history outside the museum walls. Session participants will view examples of the project material, learn how museum resources are used, project management tips, and program outcomes. Replication material will be provided.

**Session B      Implementing a Digitization Project for a Community-Based Cultural Heritage Institution**

Matt Carmichael, Archivist & Historiographer, Episcopal Diocese of Eastern Oregon

We will examine the most effective methods for implementing a digitization project in the context of small heritage institutions with limited funding and resources. Once an institution completes the planning stage of a digitization project, what's the next step? After recapping the planning stage, we will discuss the most effective and efficient methods for completing a digitization project on time while also staying within the budget.

1:30 pm

*Pendleton Woolen Mill Tour (Free Tour)*  
Visit America's World Class Woolen Mills!  
*Please RSVP to [oregonmuseums@gmail.com](mailto:oregonmuseums@gmail.com) by October 12th.*