



OMA Annual Conference 2016 Preliminary Schedule
Engage!
MUSEUM OF NATURAL AND CULTURAL HISTORY
EUGENE,
October 23-25, 2016

Sunday, October 23

University of Oregon Museum of Natural and Cultural History, 1680 E 15th Ave, Eugene

12:00 - 4:00 pm *Registration Open*

1:00 - 4:00 pm *Pre-Conference Workshop, Interpretive Storylines* with Alice Parman
Pre-registration required: \$25 OMA Members, \$40 Non-Members

Do you have an exhibition idea that is waiting to be explored? Share ideas for potential exhibits and brainstorm storylines with fellow attendees in a structured, yet creatively encouraging environment. Bring examples of intriguing objects, compelling images, mysterious happenings, and local folklore to build from. You'll leave with a big idea, organizing concepts, key objects and images, and a to-do list to launch your intriguing and audience-pleasing exhibition.

Alice Parman fell in love with museums in 1972 and has worked in and around them ever since. She brings both experience and creativity to interpretive planning projects. A skilled facilitator, she works collaboratively with teams to develop an interpretive approach that's a perfect match for institutions and their communities.

5:30 pm *No-Host Dinner*
Ninkasi Brewing, 272 Van Buren St, Eugene
Join colleagues for a relaxed, no-host dinner at Ninkasi Brewing. Guests are encouraged to bring in food from the resident food carts.

Additional Pre- Conference Activities:

2:00-4:00 pm *Field Trip to Copper Windmill Ranch*
Free, pre-registration required. Courtesy van transportation available for the first 5 registrants. Others may carpool. Meeting location to be announced.
Address and Directions: 33263 Dillard Rd, Creswell
http://copperwindmill.com/Copper_Windmill_directions.pdf

Take part in a special tour of Copper Windmill Ranch and view an expansive collection of beautifully restored animal-drawn vehicles owned by Bill and Lynn Neel. Time allowing, there will be a presentation about the value of the mule historically. The Neels are former national champions of historical driving competitions and known to be lively hosts. Light refreshments provided.

2:00 - 4:00 pm

Docent tour of Eugene's Oldest Public Cemetery
Free, Pre-registration required

Discover some of Lane County's historical landscape with a tour of Eugene's oldest public cemetery, the Eugene Masonic Cemetery. Join the Eugene Masonic Cemetery Association as they share intriguing stories about the area and its former citizens. The 10-acre grounds are cared for through the volunteer efforts of the Association, whose primary aim is to maintain and interpret this historic resource, including its over 100 native plant species and several unique structures.

11:00 am - 5:00 pm

Tour the Jordan Schnitzer Museum of Art
Free admission, Sunday only
1430 Johnson Lane, Eugene

Monday, October 24

University of Oregon Museum of Natural and Cultural History, 1680 E 15th Ave, Eugene

8:30 am - 3:30 pm

Registration Open

8:30 am

Silent auction Opens

Auction items can be dropped off at the University of Oregon Museum of Natural and Cultural History at the registration table on Sunday, October 23 from 12-4 p.m. and Monday, October 24 from 8-9:30 a.m. The auction will be open Monday, closing during the evening reception at the Lane County Historical Museum. Payments, including cash, check, and credit card will be accepted at the close of the auction.

8:30 - 9:30 am

Coffee and Networking Hour

9:30 - 10:30 am

Members' Meeting

Join OMA President and Board to hear the latest going on with the organization.

10:30 - 10:45 am

Break

10:45 - 11:30 am

Keynote Address

Vailey Oehlke, Director of the Multnomah County Library

Vailey Oehlke is the director of Multnomah County Library, the third-highest circulating library in the United States. In her 20 years working in public libraries, Vailey has observed firsthand the game-changing effects brought about by shifting trends in the digital landscape on the information needs of patrons and communities.

With Vailey at the helm, Multnomah County Library achieved permanent stable funding when voters approved creation of a library district; launched the Rockwood Makerspace, the library's first creative learning space; The Gallery, the library's first online platform for digital special collections; and the nationally renowned My Librarian service, which offers readers the opportunity to connect with librarians in an online environment to receive personalized book recommendations.

As innovations in technology generate increasing avenues for information access and interaction, Vailey sees the core missions of libraries and museums becoming ever more aligned as they seek to offer creative educational opportunities for people to learn, discover, explore and engage!

11:30 am - 12:45 pm

Lunch Break at the Many Nations Longhouse

Hosted by OMA

12:45 - 2:00 pm

Concurrent Sessions

Capitalizing on Community Engagement: Making your Museum a Prominent and Essential Enrichment to Your Community

Does your community know you exist? Do they know what you do? How about your location? If your museum doesn't find ways to identify with the community it serves, it will fail in its mission. Using case studies, this session explores the importance of brand, marketing, and collaborative opportunities. Further discussion will cover areas of targeting underserved populations, reaching the "low lying fruit" of established bases, and providing a value to the overall community experience for both residents and visitors.

Presenter: Joseph Govednik, President, Washington Museum Association, and Museum Curator at Foss Waterway Seaport

75 Ideas in 75 Minutes

This fast-paced session will explore community engagement by generating "75 ideas in 75 minutes." Claire Blaylock, Executive Director at the Museum of the Oregon Territory will discuss the ways that her museum and museums in her community have reached out to a broader audience through engagement tactics. Session attendees will then get a chance to break off into small groups and generate their own community engagement ideas for a total of 75 ideas!

Presenter: Claire Blaylock, Executive Director at the Museum of the Oregon Territory

2:00 - 2:15 pm

Break

2:30 - 3:45 pm

Concurrent Sessions

The Nuts and Bolts of Exhibit Mountmaking

A well-planned installation can be one of the most rewarding—and exhausting—stages of a new exhibit. This presentation covers a variety of aspects of mountmaking such as: budget considerations, assessing objects for display, useful skills to know for mountmaking, inert materials to employ, installation techniques and lighting requirements.

Presenter: Lyle Murphy, Folklorist and Exhibitions Developer, Museum of Natural and Cultural History and Oregon Folklife Network

Creating Content that Moves, Sings and Smiles

Do all of your social posts feel the same? Is your content mix getting stale, but you're unsure how to inject personality? Are you trying to optimize posts to hold on to what's left of your organic reach? In this interactive workshop, we will explore content trends and work together to create fun content that moves, sings and smiles. You'll leave understanding how to use content to capture attention and drive engagement, along with a recommended toolkit to get started.

Presenter: Lauren Teague, Digital Strategist and Social Media Coach and Partner, Sports PR Summit Social Media Workshop

4:30 - 6:30

Reception and Silent Auction

Lane County Historical Museum

740 W 13th Ave, Eugene, OR 97402

Lane County Historical Museum is pleased to host OMA conference attendees for an informal reception and the close of our Silent Auction. Enjoy refreshments from sponsors Ninkasi Brewing and Misty Vineyard, light hors d'oeuvres, live music donated by Linda Danielson, Fiddle Player, and of course your colleagues while you make your final bids on our amazing auction items. Your generous donations of objects and participation in the annual Silent Auction provide funding for the OMA Stipend Fund for emerging museum professionals and first time attendees.

6:00 pm

Silent Auction Closes

7:00 pm

No Host Dinner

Three Locations to Choose From. Sign up at Check-in.

Oregon Electric Station

27 E 5th Ave, Eugene, OR 97401

Casual, bar menu with craft cocktails

Café 440

440 Coburg Rd, Eugene, OR 97401

Beautiful food in a casual setting

Full dinner menu

Marche

Fifth Street Public Market, 296 E 5th Ave #226, Eugene, OR 97401

Traditional French techniques applied to fresh Northwest ingredients

Tuesday, October 25

Jordan Schnitzer Museum of Art, 1430 Johnson Lane, Eugene

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

9:00 - 10:15 am

Concurrent Sessions

MentorCorps, Version 2.0 – Collection Care Guidance and Beyond

The Oregon Heritage MentorCorps was started in 2014 with the goal of having several mentors statewide assisting organizations in collection care and emergency recovery through on-site project guidance, trainings and regional workshops. Since its inception, the program has assisted over 100 organizations. Learn if MentorCorps can help your institution through case studies and discussions with mentors and past participants. Oregon Heritage staff will also discuss future changes and expanding its focus.

Presenter: Katie Henry

Nurturing Engagement - How to Build Your Best Volunteer and Student Teams

Volunteers are vital to the work of museums, but it's important to build trust, respect and structure to help meet their interests and needs, while fulfilling your program goals. This session will explore tried and true engagement models that will create a road map to support teamwork while elevating program outcomes in working with volunteers and student staff. Models to be discussed include communication, accountability, strength finding, feedback, coaching and trainings.

Presenters: Ruth Hyde, Volunteer Coordinator, Museum of Natural and Cultural History; Tim Bruhn, Visitor Services and Store Coordinator, MNCH; Sherri Jones, Museum Education Coordinator, Jordan Schnitzer Museum of Art.

10:15 - 10:30 am

Break

10:30 - 11:45 am

Concurrent Sessions

Collaborative Education Programs - Expanding Possibilities and Perspectives

Learn about two approaches to developing collaborative educational experiences through the Willamette Heritage Center's Teen Interpreter Program and the Oregon Historical Society's History Hub. The Teen Interpreter Program challenges high school students to engage with Oregon's history by planning, researching and presenting living history programs and demonstrations. History Hub is a new educational program through the Oregon Historical Society where cultural organizations, museums, teachers, parents, and students collaborate to create interactive, hands-on exhibit for children about Oregon's history.

Presenters: Amy Drake (moderator); Tara Cole, Youth Educator, Oregon Historical Society History Hub; Kathleen Schulte, Education Director, Willamette Heritage Center

Behind the Scenes Tour at the Jordan Schnitzer Museum of Art

Free, Pre-registration required. Max of 20 participants.

Join JSMA associate curators Cheryl Hartup and Danielle Knapp for a private tour of the galleries, including new exhibitions, "Cuba Ocho," "Between the World and Me: Contemporary African American Artists Respond to Ta-Nehisi Coates," and "Scrimmage: Football in American Art from the Civil War to the Present." JSMA Collections Manager Chris White will also lead groups on a behind-the-scenes tour of the museum's collections storage vaults.

Presenters: Cheryl Hartup, Associate Curator of Academic Programs and Latin American Art, JSMA; Danielle Knapp, McCosh Associate Curator, JSMA

Exhibits, Reconsidered

Do your exhibits and displays have loads of label with names and dates, objects displayed because they always have been or because they are neat? Ready to turn those things into a story or reflection of a time or place? This session will provide a framework and activities that lead to interpretation, rather than display. Take these tools back to change one small section of your museum at a time.

Presenter: Kuri Gill, Restore Oregon