

## SESSION PROPOSAL GUIDELINES

Each year the annual meeting is comprised of approximately 160 sessions that offer the most comprehensive educational program to the field. The annual meeting attracts approximately 5000 museum professionals from all museum functional areas and every type of museum around the world. In submitting a proposal you are contributing to advancing the professional development and enrichment of your colleagues.

We want to ensure your session proposal submission is a success by providing you with the following information: the annual meeting theme description, purpose statement, proposal evaluation criteria, learning principles, and application form instructions.

We are here to assist you! Please call us at (202) 289-9113 if you have questions.

### PURPOSE STATEMENT

The purpose of the annual meeting is to convene the museum community to share knowledge and expertise, assist museums and their staff to operate at the highest professional level, and conduct the business of the association. It aims to create a dynamic and engaging environment that inspires reflection, renewal, and reaffirmation of the important contribution museums make to society.

The meeting achieves this purpose by: creating networking opportunities; disseminating best practices; advancing professional standards; showcasing products and services; supporting the management and operational needs of museums; providing valid and reliable information; and discussing leading edge issues and concerns.

As a result of these opportunities attendees will: build their knowledge and skills and their institution's capacity to better serve the public; be revitalized professionally and personally; and connect with the association and larger museum community.

### PROPOSAL EVALUATION CRITERIA

All proposals are evaluated by the National Program Committee (a panel of your peers) using the following criteria:

1. The focus and learning outcomes are well presented, and thoughtfully articulated.
2. The qualifications and rationale for presenters clearly support the purpose and learning outcomes of the session proposal.
3. The session proposal ideas and session organization are well conceived and developed; they outline the how and why. Proposals will not be accepted if they appear to be show-and-tell or product/service endorsements.
4. The proposal offers diverse and broad perspectives as appropriate to the topic from presenters who represent a range of disciplines (i.e., history, art, science), cultural perspectives, geographic locations, and/or museum size.
5. The topic is important or timely.

6. A single case study must articulate why it is a model or exemplary, and include discussion on research findings or an end user perspective that demonstrates success.

7. Extra consideration will be given to proposals that:

- a. offer unique presentation formats.  
*(Please note that a panel discussion is not a unique format.)*
- b. reflect the annual meeting theme.
- c. demonstrate unique collaboration on programs and, practices between two or more museums in the Houston museum community.

## LEARNING PRINCIPLES

We encourage you to conceptualize your session before submitting your session proposal online and consider these learning principles:

- Attendees have a rich background of knowledge and experience and learn best when experience is acknowledged and new information builds on their past knowledge and experience.
- Attendees have different ways of processing information (e.g., visual, auditory, hands-on).
- For the most part, attendees are pragmatic in their learning; they want to apply their learning to present situations. If the information is theoretical, they want to see a clear connection to their situations.
- Attendees prefer to be actively engaged in the learning process. They learn in interdependent, connected, and collaborative ways.

### **Suggestions for incorporating learning principles into your session:**

- Acknowledge the experience and personal context of your audience. Inquire about their experience.
- Vary the way content is delivered to accommodate the many different ways attendees learn.
- Offer practical information that can be applied to the attendees' actual or potential work situations.
- Include at least one opportunity for interaction with the audience and/or interaction between audience participants. If your session format requires a different room-set please articulate this need convincingly under Logistical Set-Up.

## PROPOSAL INSTRUCTIONS

### **Two options for submitting your proposal:**

#### 1. AAM SPC ENDORSEMENT

Deadline for AAM Standing Professional Committee (SPC) endorsement is **July 16, 2010**. If you are interested in a Standing Professional Committee reviewing your proposal for potential endorsement, please indicate that on the applicable section of the proposal form. See the ENDORSEMENT section of the instructions for more information.

## 2. AT-LARGE

Deadline to submit proposals to the AAM Meetings and Professional Education Department is **August 31, 2010**.

### **SUBMISSION REQUIREMENTS**

*YOUR SESSION PROPOSAL MUST:*

- Include a session chair and at least one presenter who is not the session chair.
- Confirm participation of all presenters prior to submitting the proposal.
- Contain at least one presenter or session chair who is currently employed in a museum.

The Chair must agree to the terms in the Session Chair Agreement.  
You must submit completed proposals by deadline.

**The proposal will be disqualified if any of these requirements are not met.**

**Proposals that fail to meet any of these requirements will NOT be considered for SPC endorsement or reviewed by the National Program Committee.**

#### **Session Proposal Timeline**

**July 16** – Deadline for SPC endorsement. See the ENDORSEMENT section of the instructions for more information.

**Mid-August** – Notification by SPCs of endorsement status

**August 31** – Deadline for all proposal submissions to AAM

**Late September** – Notification of receipt of proposal

**Mid-October** – AAM National Program Committee meets to review all proposals

**Early November** – Notification of acceptance or rejection with feedback.

#### **I. SESSION TITLE**

Select a brief session title that **succinctly and clearly** captures the session content (no more than seven to 10 words). Please do not use acronyms or abbreviations in the title.

#### **II. SESSION OVERVIEW**

Provide an overview of your session by articulating how each of the following components will be addressed.

##### **A. AUDIENCE**

Describe the intended audience, i.e., is the session designed for new, mid-career, or senior-level museum professionals? Is it designed for staff from small, medium, or large institutions? Is it designed for a discipline-specific audience? What are their needs and how will this session meet their needs? (750 characters or less)

##### **B. FOCUS**

Describe the issue or challenge the session will address. What are the major points to be covered?

Does it examine issues from cross-functional perspectives? What is the significance to the field? Is it based on research? Is it informed by published material—if so please cite? (750 characters or less)

#### C. OUTCOMES

Describe the learning objectives for the session. What will attendees gain, learn, or be able to do after attending the session? (750 characters or less). To inform your thinking refer to the list of reference materials attached.

#### D. RELEVANCE

Describe how the session issue is important or timely. Will it illustrate current best practices and standards in the field? Does the issue offer innovative and/or new insight? Is this issue provocative or controversial? In what way? (750 characters or less)

### III. SESSION SUMMARY

Referring to the Session Overview, provide a brief description (**no more than two sentences or 700 characters**) integrating all the proposal elements. This description should include the objectives of the session, learning outcomes, focus, relevance, and audience. AAM reserves the right to edit the description. If the proposal is accepted, this text will be used for the website and final program.

### IV. CHAIRPERSON

Proposal must include all contact information for the session chair: name, title, institution, address, telephone and fax numbers, and e-mail address (if available).

Session chair information appears on the AAM website and in advance communication and the final program as it is presented on the proposal. AAM does not verify the accuracy of contact information.

#### RESPONSIBILITIES

As a session chairperson, you are responsible for planning the session from conception to delivery and all communication between your presenters and AAM. In this role you are responsible for moderating the session and ensuring that the presentation achieves the purpose and learning outcomes. A chairperson can work in a museum or museum-related organization, or as an independent professional. Qualifications of the chairperson and presenters and their relevance to the proposal will be reviewed. **The session chairperson must consent to the Session Chairperson Agreement when submitting the proposal.**

### V. PRESENTERS

All proposals **must have** at least one presenter who is not also the chair. Proposals that do not meet this requirement will be disqualified.

Where applicable, the presentation should offer diverse perspectives from presenters from a range of institutions, backgrounds/cultures, disciplines (e.g., history, art, science), museum size and/or geographic location. **Please verify that your proposed presenters have not consented to serving on more than two session proposals.**

- The National Program Committee selects proposals based in part on the presenters listed; therefore, there must be an extenuating circumstance for a presenter to be replaced after the proposal has been submitted to AAM. Any changes in presenters subsequent to submission must be reported to the AAM Meetings and Professional Education Department as soon as possible.
- Proposals must include all contact information for each presenter: name, title, institution, address, telephone and fax numbers, and e-mail address (if available). Please do not use acronyms or abbreviations. Presenters must be in the AAM database and should update their contact information using the AAM website <http://www.aam-us.org/site/memcenter.cfm>. Presenter information appears on the AAM website and in the final programs as it appears in the AAM database. AAM does not verify the accuracy of contact information.

- We recommend that panel formats include a chair and have up to three presenters for single sessions (75 minutes) and no more than six presenters for double sessions (150 minutes).
- Qualifications: The proposal must provide brief qualifications of each presenter, e.g., educational background, area of expertise, professional experience, demonstrated knowledge of the subject, and why you have chosen this presenter (500 characters or less). **If not provided the session will be disqualified.** The National Program Committee pays particular attention to this if the proposal is an "Ask the Specialist(s)" format.
- Do not attach resumes or any other supplemental material.
- Provide major points each presenter will address and how s/he will support the session's objectives (500 characters or less). This information is required for each presenter. **If not provided, the proposal will be disqualified.**
- **NOTE:** At least one presenter OR the session chairperson must currently be employed in a museum.

## VI. CONTENT

A. LENGTH A single session is 75 minutes in length with up to 3 presenters and a chairperson to allow for sufficient coverage of content. A double session is 150 minutes in length with no more than 6 presenters.

### B. FORMAT

- **Ask the Specialist(s)** involves a moderator and a specialist(s) or consultant(s) who has demonstrated expertise in a specific technical area. In this format the moderator asks questions about proven diverse strategies and encourages inquiry from the audience.
- **Case Study focuses** on one actual situation, program, or project, the decision-making process undertaken, implementation methods and its relevance and applicability to the audience. This format must provide the perspective of the affected audiences and/or evaluation that demonstrates its success. The National Program Committee accepts only those that best meet all the criteria listed.
- **Forum consists of** a moderator who poses questions to discussants on a field-wide issue. This format creates an open dialogue, a better understanding of the inherent challenges, and possible strategies to address them.
- **Interactive involves** a simulation, role play, or game to convey key principles and learning objectives. This format allows the exploration of ideas through audience participation or observation. Please specifically articulate the activity that will lead to interactivity.
- **Panel Discussion** consists of a chair and up to three presenters who give brief presentations on one topic. This role play format covers one topic in depth from multiple points of view that provides the broadest understanding of the issue's complexity.
- **Point/Counterpoint** consists of a discussion that offers opposing points of view, facilitated by a moderator in a debate format. This format works best when the topic is controversial and when there is no shared solution; requires divergent viewpoints and well-drawn arguments.

**PLEASE NOTE: AAM does not provide video conferencing of presenters from remote locations.**

### C. LOGISTICAL SET-UP

In general, meeting rooms are set in theater-style. A limited number of session rooms can be set in an alternate seating style to accommodate unique formats.

If your session requires a set-up that is not theater-style, please indicate and convincingly articulate the need for it in achieving the learning objectives.

### D. SUBJECT

Please indicate which **single** subject area your topic addresses. Each of the following areas should address issues and concerns that cross disciplines, look at the organization systemically, and address the museum's mission and public accountability. Please choose **only one subject area**.

- **Administration:** Proposals that address the overall management of a museum through human resources (paid and volunteer), visitor services, finance, security, facilities, etc., and demonstrate how the creative use of these resources improve the museum's ability to serve the public.

- **Collections Stewardship:** Proposals that address how a museum effectively defines and fulfills its public responsibility for the intellectual and physical access to, and the care, movement, and storage of its collections.
- **Communications:** Proposals that address how the museum develops, implements, and evaluates strategies to effectively communicate and connect with the public, the media, and public policy makers about its collections, research, educational activities, and its value to society.
- **Diversity:** Proposals that promote diversity in museum staff, collections, sessions, governance, or audiences and that reflect and nurture sustainable and livable communities.
- **Ethics/Legal:** Proposals that discuss the challenges and opportunities that ethical and legal issues present to individual museums and the museum community, or present information about legal issues relevant to museums.
- **Evaluation:** Proposals that discuss the methodology, findings, and change that resulted from assessing any aspect of museum operations, e.g., exhibition design, programs, audience, membership, development, policies, personnel, or institutional planning.
- **Globalization:** Proposals that address the roles and responsibilities of a museum in a global society and how museums can build understanding about cultures, religions, politics, social and economic forces, and the international community.
- **Governance:** Proposals that address effective governance, including the type of support a museum's governing authority and director need to carry out their unique roles and responsibilities. Discussion may include strategies and best practices in governance structure, recruitment, orientation, and management.
- **Interpretation-Curation:** Proposals that address scholarly research & documentation, exploring the significance of collections and other museum content.
- **Interpretation-Exhibits:** Proposals that address the design, construction, presentation, and evaluation of physical or virtual displays.
- **Interpretation-Education:** Proposals that address the design development delivery and evaluation of programs, classes, websites or other mechanisms for delivering educational content.
- **Leadership:** Proposals that demonstrate how leadership at all levels is defined, identified, recognized, and nurtured by the museum and/or museum community.
- **Planning:** Proposals that address how to engage and support museum staff and boards as they plan and act strategically to acquire, develop, and allocate resources (human, financial, physical) in a way that advances the museum's mission and sustains its financial viability.
- **Technology:** Proposals that address the effective use of existing and emerging technology to advance museum operations and how technology can help meet changing internal and external expectations.

## VII. SESSION CHAIRPERSON AGREEMENT

The AAM annual meeting offers the most comprehensive educational experience for museum professionals today. To ensure the consistency and quality of the annual meeting content the Chair must read and agree to the Terms of Agreement before you submit a session proposal.

If this session proposal is accepted, as Session Chairperson I will:

- Agree that the scheduling of my session is at the discretion of AAM, without exception.
- Submit any presenter and description revisions to AAM by the designated deadline.\*
- Inform my presenters of all expectations and deadlines\* provided by AAM.
- Submit all required forms (e.g., Audio Recording Waiver Form, Audio Visual Request Form, Session Change Form, etc.) by the designated deadline. AAM reserves the right to make final decisions on the number and type of audio-visual equipment supplied based on availability and expense.
- Facilitate the session completely, to include time-keeping, audio-visual coordination, information integration, etc.
- Review the handouts of my presenters prior to the meeting.
- Convey to all my presenters that each is financially responsible for his/her travel and lodging expense at the annual meeting. (Limited presenter funding is available to individuals from nonprofit, non-museum organizations.)\*
- Conduct a conference call with my presenters in advance of the meeting to provide overall guidance on session organization, content, expectations, handouts, and learning objectives.

- Communicate to all my presenters that each must register for the annual meeting.\*

*\*Instructions, forms, and designated deadlines will be provided in presenter guidelines mailed in January 2011, and can be accessed on the AAM website as soon as they are available.*

**By submitting a session proposal, the Chair agrees to fulfill these expectations. Failure to fulfill these expectations will jeopardize their acceptance as a session chairperson or presenter at future AAM annual meetings.**

## ENDORSEMENT

AAM's 13 Standing Professional Committees (SPCs) play a vital role in the annual meeting process. Through their expertise and leadership, SPCs identify cutting-edge issues of concern, serve as resources on potential presenters, and provide peer review for developing and strengthening session proposals that are of interest to their respective constituencies. To be considered for SPC endorsement your proposal must be submitted by **July 16**. In the online session proposal, indicate which committee (**one committee only**) you are seeking endorsement from. You need not be a member of an SPC to submit a proposal for endorsement. Committees will then review proposals, provide feedback, and notify applicants of their decisions in August. Even if that SPC chooses not to endorse your proposal, your proposal will be considered an at-large proposal and will be reviewed by the National Program Committee. After submitting a proposal online for SPC endorsement consideration, please notify the appropriate SPC contact below by email or phone. These contacts may change in June, please check the AAM website for current information.

AAM Standing Professional Committees (SPC) Program Chairs

### **Committee for Diversity in Museums (DIVCOM)**

Joseph Gonzales | (215) 922-3456 x324 | [jgonzales@fleisher.org](mailto:jgonzales@fleisher.org)

### **Committee on Audience Research and Evaluation (CARE)**

Elizabeth Kinz Kollmann | (617) 589-0467 | [ekollmann@mos.org](mailto:ekollmann@mos.org)

### **Committee on Museum Professional Training (COMPT)**

Janet Marstine | (973) 635-0306 | [marstija@shu.edu](mailto:marstija@shu.edu)

### **Curators Committee (CURCOM)**

Ron Potvin | (401) 863-1177 | [ronald\\_potvin@brown.edu](mailto:ronald_potvin@brown.edu)

### **Development and Membership Committee (DAM)**

Suzette Sherman | (215) 684-7841 | [ssherman@philamuseum.org](mailto:ssherman@philamuseum.org)

### **Education Committee (EdCom)**

Heather Nielsen | (720) 913-0062 | [hnielsen@denverartmuseum.org](mailto:hnielsen@denverartmuseum.org)

### **Media and Technology Committee**

Perian Sully | [psully@magnes.org](mailto:psully@magnes.org)

### **Museum Management Committee (MMC)**

Charlotte Montgomery | [cmontgom@museum.state.il.us](mailto:cmontgom@museum.state.il.us)

### **National Association of Museum Exhibition (NAME)**

Judy Koke | (416) 979-6660 x891 | [judy\\_koke@ago.net](mailto:judy_koke@ago.net)

Rita M Hoffstadt | [rmhoffstadt@fi.edu](mailto:rmhoffstadt@fi.edu)

**Public Relations and Marketing Committee (PRAM)**

Brady Dyer | [brady.dyer@blantonmuseum.org](mailto:brady.dyer@blantonmuseum.org)

Elizabeth Pierce | [epierce@cincymuseum.org](mailto:epierce@cincymuseum.org)

**Registrars Committee (RC-AAM)**

Erika Franek | [efranek@mfah.org](mailto:efranek@mfah.org)

**Security Committee (MASC)**

Michelle Lehrman Jenness | (312) 443-3561 | [mlehrmanjenness@artic.edu](mailto:mlehrmanjenness@artic.edu)

**Small Museum Administrators Committee (SMAC)**

Katie Anderson | (623) 229-4288 | [kanderson@tenth-muse-consulting.com](mailto:kanderson@tenth-muse-consulting.com)

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**AAM Professional Interest Committees (PIC)**

Please notify the appropriate AAM Professional Interest Committees contacts below if you have submitted a proposal that you want them to endorse. These contacts may change in June. Please check the AAM website for current information.

**Alliance for Lesbian and Gay Concerns Professional Interest Committee (ALGC)**

Timothy J. Mullin | (270) 745-6261 | [timothy.mullin@wku.edu](mailto:timothy.mullin@wku.edu)

Randy C. Roberts | (614) 261-0453 | [randyc715@wowway.com](mailto:randyc715@wowway.com)

**Asian Pacific American Professional Interest Committee**

Emmanuel Francisco | (216) 515-1237 | [jfrancisco@rockhall.org](mailto:jfrancisco@rockhall.org)

**Historic House Museums Professional Interest Committee**

Lisa Lee | (312) 413-5353 | [lisalee@uic.edu](mailto:lisalee@uic.edu)

**Latino Network Professional Interest Committee (LNPIC)**

Tey Marianna Nunn | (505) 246-2261 x 116 | [tey.nunn@state.nm.us](mailto:tey.nunn@state.nm.us)

**Native Americans and Museums Collaboration Network Committee**

Genevieve Simermeyer | (202) 633-6632 | [simermeyegm@si.edu](mailto:simermeyegm@si.edu)

**Packing, Arthandling and Crating Information Professional Interest Committee (PACIN)**

Richard Hinson | (713) 639-7734 | [rhinson@mfah.org](mailto:rhinson@mfah.org)

**Professional Interest Committee on Green Museums (PIC-GREEN)**

John Jacobsen | (781) 639-0722 | [jjacobsen@whiteoakassoc.com](mailto:jjacobsen@whiteoakassoc.com)

Jim Richerson | (309) 686-7000 x112 | [richerson@lakeview-museum.org](mailto:richerson@lakeview-museum.org)

**Traveling Exhibitions Committee**

Michelle Torres-Carmona | (202) 633-3143 | [torrescm@si.edu](mailto:torrescm@si.edu)

**Visitor Services Professional Interest Committee (VSPIC)**

Rosemary Krill | (302) 888-4637 | [rkrill@winterthur.org](mailto:rkrill@winterthur.org)

**ICOM-US**

Julie Hart | (202) 218-7712 | [jhart@aam-us.org](mailto:jhart@aam-us.org)

AAM will send confirmation of receipt of proposals by September 30, 2010. If the confirmation is not received by that date, please contact us at (202) 289-9113 or via e-mail at [annualmeeting@aam-us.org](mailto:annualmeeting@aam-us.org). AAM is not responsible for proposals submitted but not received.

The proposal is submitted with the understanding that if it is selected, it can be scheduled on any day of the annual meeting.