



March 9-11, 2011

Columbia, SC

Museums Matter!

South Carolina Federation of Museums

Wednesday, March 9, 2011

8:00-11:00 a.m. Registration, South Carolina State Museum

8:15

Traveling Workshop

Meet in front of the South Carolina State Museum. Meet key staff, get behind-the-scenes tours and learn more about Columbia's museum culture during this traveling workshop to five local institutions. *Transportation is provided and the bus will return to the State Museum between 4:00 and 4:30 p.m.*

8:15-12:00 p.m.

- Adventure OR Confederate Relic Room YOUR CHOICE (8:15 a.m.)
- Columbia Fire Department Museum (9:30 a.m.)
- Columbia Museum of Art (10:45 a.m.)

12:00-1:00 p.m.

Lunch at the Big Apple (1000 Hampton Street) for traveling workshop attendees and **Exhibits on a Shoestring** participants.

1:00-4:00 p.m.

- Lexington County Museum (1:30 p.m.)
- Riverbanks Botanical Gardens (3:00 p.m.)

OR

1:15-4:00 p.m.

Exhibits on a Shoestring (McKissick Museum Auditorium)

Presented by Robert Hopkins, Exhibitions Coordinator at the NC Transportation Museum; Salisbury, North Carolina

This three-hour workshop is designed to give participants ideas in developing interesting exhibits within the restraints of a budget under \$3,500. The instructor will use simple games to encourage participants to 'think out of the box', and provide suggestions for exhibit inspiration sources as well as alternative resources for materials, hardware and artifacts. Basic exhibit design format is discussed including ADA (*American Disabilities Act*) guidelines, kiosk and exhibit case construction, font and labeling rules of thumb, practical exhibit building and exhibit layout techniques using household items. Also included is a discussion of building and organizing object storage in creative ways. Participants are encouraged to provide advance queries as to their specific exhibit concerns so that they can be addressed during the program. Contact Mr. Hopkins at:

robert.hopkins@ncdcr.gov

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6:00-8:00 p.m.

Cocktail reception, 701 Center for Contemporary Art (701 Whaley Street)

Drop in for some light refreshments! This event is a simple “welcome to the conference” meet-and-greet. Staff from 701 Center for Contemporary Art will be on hand to answer questions about the gallery. *Transportation to and from this event will be on your own.*

8:30-until Hospitality Suite, Sheraton, Club Lounge 16th Floor

Thursday, March 10, 2011

8:00-11:00 a.m. Registration, South Carolina State Museum

8:00-5:00 p.m. Exhibitors

8:00-8:45 a.m.

Plenary Session

Meet the Execs! Put faces with names as the South Carolina Federation of Museums Executive Committee share their bios and how they became involved in South Carolina’s museum community and making **museums matter!**

9:00-10:15 a.m. Sessions (choose one of three)

Beyond the Walls: Enhancing Museum Programs with Web 2.0 Tools

Education, Exhibits, Marketing

Generation Next not only expects, but demands instantaneous accessibility to everything – including museums. It is no longer feasible to expect museum visitors to be content with programs based on models from the last century. In order to remain relevant, museums must meet the demands of Generation Next and expand their program offerings beyond brick and mortar walls.

This session will introduce a variety of Web 2.0 tools that can be used to expand and enhance your current programs, produce new, exciting materials, and push your marketing presence to greater limits with little to no expense. *Participants are encouraged to bring their smartphone or laptop to actively participate.*

— Janet W. Obenshain, Outreach & Training Coordinator for TeacherLine Southeast at SCETV

Saving America’s Treasures: the Application of Federal Assistance at Two Columbia Sites

Administration, Collections, Education, Exhibits, Marketing, Volunteers, Fundraising, Facilities and Cultural Resource Personnel

Thanks to the application of funds from the *Save America’s Treasures* program, two Columbia landmarks, the Woodrow Wilson Family Home and the Modjeska Simkins House, have benefited from major capital improvement initiatives. Learn the process by which these sites successfully received funding, the guidelines required when implementing this grant’s financial support, and the lessons learned along the way in administering such awards.

— John Sherrer, Director of Cultural Resources, Historic Columbia Foundation

— Fielding Freed, Director of Historic House Museums, Historic Columbia Foundation

— Robin Waites, Executive Director, Historic Columbia Foundation

“It Belongs in a Museum”: Partnering with Archaeologists to Share Our Heritage

Collections, Education, Exhibits

Even young Indiana Jones knew it belonged in a museum! Archaeologists and museums have a long history of collaboration. While the days of Howard Carter and George Heye are long gone, there are 21st century opportunities for museums to partner with archaeologists and historians working in the Cultural Resource Management industry. Increasingly, professional archaeologists are looking for ways to share the results of their work with the public. Come hear about the business of cultural resource management and discuss ways archaeologists and museums can partner to develop new exhibits or enhance old ones through recent archaeological and historical research in their community.

— Carol Poplin, The History Workshop/Brockington and Associates

10:30-11:45 a.m. Sessions (choose one of three)

Beyond the Classroom: Engaging Students in Exhibition Development

Collections, Education, Exhibits, Membership, Volunteer, Advocacy

Over the 2010/2011 school year, USC Public History and Museum Management students collaborated with professors and the McKissick Museum to develop the upcoming exhibition, *The Ultimate Vacation: Watching Other People Work*. This session will highlight insights from both students and the professor/curator on engaging students in exhibition development. We will argue that involving students in the exhibition process can improve student communication and research skills, foster community connections, and inspire appreciation of museum/cultural resource stewardship among young people.

- Rebecca Bush, Public History Graduate Student, USC
- Anjuli Grantham, Public History Graduate Student, USC
- Claire White, Public History Graduate Student, USC
- Dr. Allison Marsh, Assistant Professor, History Department, USC

Heritage Tourism in Museums

Administration, Collection, Education, Exhibits, Marketing, Fundraising

Heritage Tourism is a growing industry which can revitalize museums and help them fit into a bigger socioeconomic picture. This session will explore components, benefits, and difficulties of engaging heritage tourism in museums. We will discuss what heritage tourism is and how it will benefit and/or complicate museum missions and duties. We will also discuss ways of attracting heritage tourists and understanding the complexities of dealing with problematic history that may be associated with heritage tourism, particularly in South Carolina.

- Van Shields, Director & CEO, Cultural & Heritage Museums
- Leslie White, Director/Curator, Oconee Heritage Center
- Kristina Dunn Johnson, Curator of History, Confederate Relic Room & Military Museum
- JoAnn Zeise, Graduate Student, Historic Preservation/Museum Certificate, USC

Museums Tell Stories

Education, Volunteers

Storytelling workshop from a professional storyteller. Learn how to tell stories during tours and programs for all ages from children through adults. I have been a professional storyteller for over 25 years and use storytelling in the museum. Share your own stories & techniques and how you incorporate them into your museum programming.

- Joadia Hiatt, Director, Greer Heritage Museum

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12:00-1:30 p.m.

Keynote Address & Luncheon: Museums Matter!

Dr. John Fleming, Director, International African American Museum, Charleston, South Carolina

Dr. John Fleming is a nationally-known history scholar, museum professional, author and academician. Currently, he serves as the Director and Chief Advisor for the future International African American Museum in Charleston, South Carolina. Dr. Fleming's extensive background and success in museum administration and stewardship and his expertise in historic preservation issues and African American history create a foundation for his address on the value of museums, how they have shaped his own career and why museums matter for the citizens of South Carolina and beyond.

2:00-3:15 p.m. Sessions (choose one of four)

The Picture of Health

Collections, Education, Exhibits

This presentation on the Waring Historical Library's grant-funded artifact photography/digitization project will provide an overview of the project, with discussion of the benefits to the Waring and its associated sub-units (Macaulay Museum of Dental History and MUSC University Archives), as well as how other institutions might undertake, and benefit from, similar projects.

- Jennifer Welch, Digital Archivist, Waring Historical Library, MUSC
- Sophia Vasilos, Objects Curator, Waring Historical Library, MUSC

Connecting Communities through History: Building New Constituents Beyond Your Museum's Walls

Administration, Education, Marketing, Membership, Volunteers, Fundraising

Funded through an Institute for Museum and Library Services *Museums for America* grant, Historic Columbia Foundation has moved beyond the boundaries of its historic sites over the past two years to more fully engage citizens of the capital city through intensive research and interpretation of six downtown neighborhoods. Through tours, brochures, wayside signage, interactive websites, and public programming the Foundation has established a series of tools designed to connect these and other communities through history. Learn about the tactical and strategic opportunities and challenges this meaningful initiative has presented and how it has impacted the public.

- John Sherrer, Director of Cultural Resources, Historic Columbia Foundation
- Annie Wright, PhD, Independent Community Psychologist
- Kyna Herzinger, Former Project Assistant
- Brianne Jackson, Former Project Assistant
- Sarah Scripps, Former Project Assistant

“To Rent or Not to Rent?”—That is the Question

Administration, Marketing, Fundraising

Museums are always searching for additional earned income. Facility rental can help, but there are many factors to consider before traveling down this path. Whether it's the occasional wedding or meeting or weekend-long festivals at your site – this panel will address some of the pitfalls and benefits that can come from facility rental. Discussion topics will include: staffing, partnerships with other organizations, board influence, fees, contracts and facility wear and tear.

- Natalie Hefter, Vice President of Programs, Coastal Discovery Museum
- Alison Hinman, Curator of Collections, Anderson County Museum
- Mary Lynn Norton, Facilities Rental Manager, York County Culture and Heritage Museums

The Civil War Sesquicentennial in SC: Commemoration, Celebration, or Non-Event?

Update on Exhibits, Programs, and Activities for the Commemoration of the SC Civil War Sesquicentennial, beginning in December, 2010. Session will highlight some successful approaches for exhibits, programs, and commemorations in SC as well as more controversial programs and exhibits. The session will also touch on the lack of funding for the both the SC and National Sesquicentennial commemorations as well as the political issues impacting the Civil War Sesquicentennial.

- Allen Roberson, Director, South Carolina Confederate Relic Room & Military Museum
- Eric Emerson, Director, South Carolina Department of Archives and History
- Fritz Hamer, Cultural History, Chief Curator, South Carolina State Museum

3:30-4:45 p.m. Sessions (choose one of two)

Group Think: The South Carolina Experiment

This session is intended to add a new twist to the traditional affinity group discussion. *Group Think* aims to bring different categories of museum staff together to discuss questions about the future of museums in the context of their own position. Each table will be presented with three questions about the future of museums. Questions may include: *What are the most important trends in society that will shape museums in the next 25 years? What is the role of virtual vs. real in museums today and in the future? Will that change the ways museum collect? What is the future of the economics of running and supporting a museum?* Each table will consider the questions from their own professional viewpoint and share answers with the entire group. Discussion may reveal unique approaches to answering the questions. What can the various disciplines learn from each other's responses? How does each position ultimately contribute to the overall health of our institutions, both present and future? This is a true experiment in group think that ideally will provide a forum for innovative thinkers to share ideas and explore joint solutions. Come join the fun and expand your understanding of group dynamics through lively discussion on the future of museums.

Choose your table:

- Membership
- Education
- Marketing/Public Relations
- Administrative/ Development
- Collections/Registration
- Curatorial/Research/Exhibits

Main Street Walking Tour

Take a guided tour of Columbia's Main Street and experience the history and evolution of downtown from a retail center to a business and residential hub. This historic street boasts architectural styles spanning three centuries that speak to the tastes, interests, and aspirations of persons living and working in South Carolina's second state capital.

6:00-8:00 p.m.

Southern Style Silent Auction and Reception

Siebels House & Garden, Historic Columbia Foundation
1601 Richland Street

Believed to be the oldest house in Columbia, the Seibels House has stood for over 200 years as the epitome of gracious southern hospitality that transforms special occasions into historic events. Join your colleagues for southern cuisine while bidding on South Carolina treasures from the mountains to the sea!

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8:30-until Hospitality Suite, Sheraton, Club Lounge 16th Floor Cringe Event (8:45-9:45)

In retrospect, we are able to find humor in even the most embarrassing situations of momentary awkwardness. Join your colleagues for a spirited hour of cringe-worthy stories based on museum experiences past and present. Come and share a story of your own or simply listen and laugh! Don't worry...we don't intend to name names. For this fun event all cringe-worthy tales are hypothetical (even if they really did happen!)

Friday, March 11, 2011

8:00-11:00 a.m. Registration, South Carolina State Museum

8:00-1:00 p.m. Exhibitors

8:00-9:15 a.m. Sessions (choose one of three)

Take the Right StEPs! A New Program to Guide South Carolina Museums and Sites *Administration, Collections*

Does your museum or site want to make improvements but you're not sure where to start? Would you like to be recognized for the good things your site has already accomplished? The new Standards and Excellence Program for History Organizations (*StEPs*) offered by the American Association for State and Local History (AASLH) is a self-study program that helps you assess your current policies and practices using a workbook and Basic, Good, and Better performance indicators - and rewarding your site with certificates for its progress. With *StEPs*, your museum can measure and document its accomplishments, increase credibility with funders and the community, and provide clear direction for the future. Join us to hear program details, how several South Carolina museums are using *StEPs* to make progress, and how you can take advantage of this program.

—Elizabeth Hamlett, University Collections Manager, Furman University

Making Museums Matter More: Strategies for Heightening Public Engagement at Columbia's Mann-Simons Cottage

Collections, Education, Exhibits, Marketing, Volunteer, Advocacy

Building upon years of archaeological investigation and research, Columbia's Mann-Simons Cottage is on the cusp of a revised interpretive plan intended to propel this unique African-American site into a new era of operation as an historic house museum. With a goal of heightening community engagement, the staff of Historic Columbia Foundation explores the future that multi-voice interpretation, archaeological discoveries, and the perspectives and needs that traditional and underrepresented audiences may have at the site in the near future.

—John Sherrer, Director of Cultural Resources, Historic Columbia Foundation

—Fielding Freed, Director of Historic House Museums, Historic Columbia Foundation

—Jakob Crockett, Archaeologist, Historic Columbia Foundation

—Annie Wright, PhD, Independent Community Psychologist

Show Me the Money! An Insider's Guide to Conference Travel Grants

As you read this, someone in your finance department may be cutting or even eliminating your professional development budget. In a down economy, monies for conferences and workshops are often the first to go. However, today's museum professionals need high levels of knowledge and expertise to continue to add value to the communities they serve. Conferences and relevant workshops provide opportunities for peer engagement and expansion of one's knowledge base. Travel scholarships that offer monetary support to attend museum conferences or workshops are available

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through many professional organizations. Wouldn't it be great to say, "I found my own travel funds!" **This session will review the variety of travel scholarships available. More importantly, the session leader will provide insight on how to make your application stand out among the others!** Zinnia Willits has served on the Awards Task Force for the Registrars Committee (RCAAM) of AAM for the last 9 years. During that time she has reviewed close to 1000 applications for RCAAM travel fellowships. Ms. Willits has seen the good, the bad and the ugly and will provide insight into the dos and don'ts of submitting your application. These days, competition for travel funds is fierce. Attend this session and get the extra edge you need!

—Zinnia Willits, Director of Collections Administration, Gibbes Museum of Art

9:30-10:15 a.m.

Recognition & Refreshment

The people and the projects or programs they create in museums around South Carolina are what make **museums matter!** Come recognize the outstanding achievements of the state's museums and museum supporters that have demonstrated their commitment to providing unique experiences, preserving our natural and cultural history, and creating educational opportunities for visitors. Awards are presented in three categories: **Award of Achievement, SCFM Professional Service Award, and Certificate of Special Recognition.** *Refreshments included.*

10:30-11:45 a.m. Sessions (choose one of three)

Make it Matter: Promoting Your Museum or Historic Site

Administration, Marketing, Advocacy

Learn how to become a better advocate for your institution. Tripp Muldrow of Arnett Muldrow & Associates, a Greenville-based consulting firm, will explain how museums and historic sites serve as "cultural catalysts" in their communities. He will also offer tips on how to market your institution as a cultural attraction.

Arnett Muldrow is an Urban Planning firm that specializes in Community Branding, Retail Market Analysis, Historic Preservation, and Downtown Master planning. They are committed to helping communities rebuild their aging downtowns, reinvigorate their historic neighborhoods, and create economic development opportunities.

—Elizabeth Hamlett, University Collections Manager, Furman University

—Tripp Muldrow, Arnett Muldrow & Associates

Museum Matters: Showcasing the Collaborative Efforts Behind the South Carolina Fall Line Consortium

Collections, Education, Exhibits, Marketing

Tired of asking what's the matter with museums? Try asking what's the *matter* found in museums (and other institutional and private collections)! Coming off of its recent exhibit, *From the Pee Dee to the Savannah: Art and Material Culture of from South Carolina's Fall Line Region*, the South Carolina Fall Line Consortium relates how its work over the past eight years has attempted to meet the needs of all participating institutions and the public during a decade of dramatic change within the field.

—John Sherrer, Director of Cultural Resources, Historic Columbia Foundation

—Fritz Hamer, Chief Curator of History, South Carolina State Museum

—Paul Matheny, Chief Curator of Art, South Carolina State Museum

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Museums: The Quintessential Link between Curriculum and Community

Education

This panel discussion will address the various ways to involve your museum in local schools (field trips, self-guided opportunities, Environmental Landscapes at schools, teacher training, etc.) as well as some helpful hints about working with school districts and state-wide curricula to maximize your involvement with local students.

- Natalie Hefter, Vice President of Programs, Coastal Discovery Museum
- Amy Tressler, Curator of Education, Coastal Discovery Museum

12:00-1:30 pm.

Business Luncheon

Adjourn

2:00-4:00 p.m.

Optional post-conference tour of the State House

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Early Registration (by 2/11/11)

- \$140 Entire conference (includes all sessions, workshops, luncheons and receptions)
- \$60 Wednesday only, March 9 Includes traveling workshop or exhibit workshop, lunch & cocktail reception
- \$70 Thursday only, March 10 Includes sessions, keynote lunch, and silent auction dinner
- \$20 Friday only, March 11 Includes sessions and business lunch
- \$5 Optional Walking Tour of Columbia (Thursday, March 10th 3:45 p.m.)
- Free Optional Tour of the SC State House (Friday, March 11th 2:00 p.m.)

Regular Registration (2/11/11-3/1/11)

- \$170 Entire conference
- \$70 Wednesday only, March 9 Includes traveling workshop or exhibit workshop, lunch & cocktail reception
- \$80 Thursday only, March 10 Includes sessions, keynote lunch, and silent auction dinner
- \$30 Friday only, March 11 Includes sessions and business lunch
- \$5 Optional Walking Tour of Columbia (Thursday, March 10th 3:45 p.m.)
- Free Optional Tour of the SC State House (Friday, March 11th 2:00 p.m.)

Late Registration (after 3/1/11)

- \$200 Entire conference
- \$80 Wednesday only, March 9 Includes traveling workshop or exhibit workshop, lunch and cocktail reception
- \$90 Thursday only, March 10 Includes sessions, keynote lunch, and silent auction dinner
- \$40 Friday only, March 11 Includes sessions and business lunch
- \$5 Optional Walking Tour of Columbia (Thursday, March 10th 3:45 p.m.)
- Free Optional Tour of the SC State House (Friday March 11th 2 p.m.)

A La Carte Pricing for meals and receptions only

- \$10 Wednesday, March 9, evening cocktail reception
- \$20 Thursday, March 10, Keynote Luncheon
- \$20 Thursday, March 10, evening silent auction and reception
- \$15 Friday, March 11, Business Luncheon

Hotel Information:



**Sheraton Columbia Downtown
1400 Main Street
Columbia, SC 29201
803-988-1400**

Room rates are as follows:

Traditional King:

Single Rate: \$93.00

Double Rate: \$93.00

Traditional Double:

Single Rate: \$103.00

Double Rate: \$103.00

Triple Rate: \$113.00

Quad Rate: \$123.00

The Sheraton has also extended us \$5 valet parking and free internet in all rooms.

You must mention the group name SC Federation of Museums when making your reservation in order to receive this pricing. You may reserve your room online at:

<http://www.southcarolinamuseums.org/conference.html>

Or by phone (803-988-1400).

The group rate is available until February 6, 2011.

2011 SCFM Host Venue

South Carolina State Museum

301 Gervais Street
Columbia, SC 29201

On Oct. 29, 1988, the South Carolina State Museum opened its doors, bringing to the citizens of the Palmetto State the newest, and one of the finest, state museums in America. Since that day it has awed, delighted and enlightened millions of visitors. The State Museum has more than 70,000 artifacts in its collection devoted to the disciplines of art, history, natural history and science/technology. It houses both long-term exhibits and five changing exhibit galleries.

The State Museum is housed in its largest artifact, the former Columbia Mill. This former textile mill also is a world-first. When it opened in 1894, manufacturing cotton duck cloth (a canvas-like material), it was the first totally-electric textile mill in the world. It was also the first major industrial installation for the General Electric Corporation. It is listed on the National Register of Historic Places.

The State Museum was voted one of the three top museums by Southeastern readers of Southern Living magazine, along with the High Museum in Atlanta and the Smithsonian Institution. The State Museum has also been voted Best Museum in the Midlands five years in a row by Columbia Metropolitan magazine, and was designated Best Museum of 2007 by the readers of the Free Times newspaper.



SCFM attendees will enjoy free parking at the South Carolina State Museum!