

INTERACTIVITY 2010: INVEST EARLY, INSPIRE GROWTH PROGRAM ADDENDUM

The Program Addendum emphasizes schedule changes, new sessions and speakers that did not appear in the Preliminary or Final Program. All schedule changes and session additions are reflected in the Program at a Glance – be sure to use your Program at a Glance to confirm session times and locations.

The following sessions have moved in the schedule. Days and times listed below and in the Program at a Glance are accurate:

- Play and Taking Risks, E/E, Kellogg I, Thurs, May 6, 10:45 a.m.-12:00 p.m.
- Uniting the Children’s Museum Brand, M/PR, Governors I, Thurs, May 6, 2:45 p.m.-4:00 p.m.
- Changing Our Institution to Change the World, L, Kellogg III, Thurs, May 6, 2:45 p.m.-4:00 p.m.
- Developing & Running Special Event Fundraisers, D, Kellogg II, Sat, May 8, 10:45 a.m.-12:00 p.m.

The following session has added a new speaker:

- Get Your Social Media in Gear, M/PR, Kellogg III, Thurs, May 7, 4:15 p.m.-5:30 p.m.

New Speaker: Emily Brennan, Minnesota Children’s Museum

The following was excluded from the Final Program:

- Personal Resource for Professional Development, P/E, Governors II, Fri, May 7, 10:45 a.m.-12:00 p.m.

Speakers: Claudia Setubal, Please Touch Museum®; Dallas McWilliams, Please Touch Museum®;
Nichole Polifka, Minnesota Children’s Museum

All adults in a child’s life deeply impact their learning, development, and foundation for school readiness and success. Educators and caregivers already look to museums as educational resources for children, but they can also be valuable resources for adult learning and professional development. Various initiatives at Minnesota Children’s Museum and Please Touch Museum have focused on helping ALL caregivers and educators to recognize, strengthen and use best practices in early childhood education, and helping them use the museum as an enrichment tool. This informative session will provide an overview of these initiatives, including program components, target audiences, vital partnerships, impact, and strategies for developing adult education programs.

The following sessions are new and did not appear in the Preliminary Program:

- Capital Funding & Finance in 2010, F, Kellogg I, Thurs, May 6, 2:45 p.m.-4:00 p.m.

Speakers: William C. Rhodes, Esq., Ballard Spahr LLP; Nikolai Sklaroff, Loop CapitalMarkets, LLC
Elena Kazlas, ConsultEcon, Inc.

Building or expanding a children’s museum is a watershed event in the life of a museum, with the potential to transform a facility’s physical identity, business platform and operations. This sponsored session will review how unprecedented changes in the economy and the financial markets have necessitated new tools and strategies for successfully mixing effective fundraising with low-cost tax-exempt financing to build a new facility as well as an endowment to maintain it. Learn how the federal stimulus legislation creates new opportunities for children’s museums and the creative solutions museum leaders have utilized to succeed with their projects.

- Enriching Exhibit Prototyping, E/E, Governors III, Fri, May 7, 4:15 p.m.-5:30 p.m.

Speakers: Jenni Martin, Children’s Discovery Museum of San Jose; Sara DeAngelis,
Children’s Discovery Museum of San Jose; Becky Jones, Austin Children’s Museum;
Carly Loeper, Providence Children’s Museum; Kia Karlen, Madison Children’s Museum;
Ruth Shelley, Madison Children’s Museum

The prototyping process that children’s museums undertake can vary widely and include many components. Using Children’s Discovery Museum of San Jose’s Lupe’s Story project as a case study, we will showcase and discuss process, purpose, research, iteration, and evaluation of exhibits during the prototyping process. Colleagues from other museums engaged in the project will discuss their participation in this community of learners and its benefit to them.