Writing a Session Proposal for InterActivity 2020

July 2, 2019 • 2:00 p.m. EDT
Introductions

Speakers

Victoria Garvin, Sr. Director, Professional Development, ACM

Felipe Peña, Executive Director, Children’s Museum of Brownsville, and Co-Chair IA2020 Program Committee

Carrie Hutchcraft, Chief Administrative Officer, The Magic House, St. Louis Children’s Museum (host museum), and IA2020 Program Committee member
Agenda

Goals of InterActivity

Conference theme

Developing a proposal

Elements of a proposal

Review and selection process

Timeline
Goals of InterActivity

1. Networking
2. Professional development
3. Advancing the children’s museum field
4. Conducting the general business of ACM
Purpose of Professional Development

Planning Programs for Adult Learners, Caffarella and Ratcliff Daffon, 2013, p. 5

1. “Encourages growth and development of individuals.

2. Assists people in responding to practical work problems.

3. Prepares people for current and future work opportunities.”
4. Assists organizations to achieve desired results and adapt to change.

5. Provides opportunities to examine community and societal issues, foster change for the common good, and promote a civil society.”

Planning Programs for Adult Learners, Caffarella and Ratcliff Daffon, 2013, p. 5
About the Theme
Developing a Session Proposal

1. Topic selection
2. Check if topic is new
3. Get feedback on session ideas
4. Recruiting presenters
5. Know the audience
Suggested Topics from IA19

- Workforce/organization design, especially for smaller museums
- Exhibit design, from ideation techniques through fabrication
- Environmental stewardship practices and policies
- Serving older children (age 9 and above)
- Diversity, equity, access, and inclusion:
  - Practices and policies
  - How children’s museums are partners in larger community initiatives
- Growing a portfolio of revenue streams
- Front-line staff training
Topics Suggested by the Theme

• How do you manage day-to-day work while keeping an eye on future growth?
• What do long-term plans include?
• How to develop long-term plans while struggling to remain open?
• How to create future opportunities while at the same time saying no.
Components of a Session Proposal

- Session Chair Information
- Session Description and Title*
- Confirmed Presenters*
- Learning Outcomes*
- Session Plan*
- Tools and Handouts*
- Session History
- Audio/Visual and Room Set
- Session Chair Agreement*
Session Title and Description

• Pitch for your session, used in the Preliminary and Final Programs.
• Write with attendees in mind.
• Include what the session will cover and what attendees can expect to take away.
• Keep it simple, clear, and concise.
• Will be edited by ACM for style.
Show the Love: Development Speed Dating

Tired of being stood up in the donor dating world? Then make a date to join us for a thought-sharing forum where both development professionals and those just starting out can get together to meet experts from the field who will provide insight, as well as encourage attendees to share their tips and tricks on the subjects of individual giving, corporate sponsorships, foundation/government grants, and donor policies and recognition. Join the conversation as we quickly cover a variety of topics sure to provide you with real-world, useful ideas.
Example

Listening to Children: Inviting, Documenting, and Using Their Input

Parents, educators, activity developers, and designers are all interested in supporting children’s play and learning in children’s museums—but what do children think about the experiences museums offer, and what does learning through play mean to them? This session will explore children’s points of view about play and learning in museums. Presenters will share recent projects examining how children think about play, exhibits that have been shaped by children’s input, and practical strategies that educators and activity developers can use to understand children’s perspectives and use their feedback to improve museum experiences.
Confirmed Presenters

- Limit of one moderator and four presenters.
- Confirmed presenters have the support of their institution to participate.
- ACM will contact the CEO/executive director of each presenter’s institution to ensure support.
- Provide a diversity of perspectives.
- First time InterActivity presenters are welcome.
Learning Outcomes--Examples

- Participants will learn how to determine if their organization is ready for a capital campaign—including board readiness, staff structure, feasibility studies, campaign collateral and more.
- Participants will learn the importance of having established gift policies and what they should include prior to launching a capital campaign.
- Participants will learn how to manage and track donor identification, cultivation, solicitation, and stewardship throughout a busy campaign.
Session Plan

• Who will speak and for how long? Include time allotments.
• Why attendees need to know the content you will deliver.
• What attendees can expect to take away from the session.
• How attendees will participate.

Remember: attendees want to know how you did what you’re presenting.
In the first 15 minutes of this session, participants will hear the story of Gwen Dunlap, a mother of a son with Autism Spectrum Disorder (ASD) who tried unsuccessfully for years to take her son to museums. Gwen played an integral part in her community, founding Aim High School for her son and other children with special needs. The Ann Arbor Hands-On Museum (AAHOM) then partnered with Aim High School culminating in a sensory-friendly pilot program. Gwen will discuss the success of the pilot program and how it lead to AAHOM joining forces with five other museums and community institutions in creating My Turn: A Sensory Friendly Sunday.

In the next 25 minutes, panelist Dr. Roger Lauer will discuss his role in the development and execution of the My Turn program. Dr. Lauer will show a video of the day in the life of a child with ASD and will provide an abbreviated version of the training that My Turn staff and volunteers go through. Participants will take part in an activity that gives them a fundamental understanding of ASD and how to create a fun and inviting environment for children and families affected by it.

In the next 20 minutes, panelists Sam McLaren-Fahey and Larissa Kunynskyj of the Ann Arbor Hands-On Museum will present a video of the My Turn program in action and describe how this project came into fruition.
Session Plan Example (excerpt)

As attendees enter the room, they will pick up a consolidated resource guide that compiles information about all the tools, strategies and practices referenced in the presentation; along with printed samples of best practices for creating inclusive play experiences.

The session will begin with a short group game designed to model simple inclusion staff training strategies that will be discussed later in the presentation. This will get the group up, moving and playing together as an introduction to the topics that will be covered. (10 minutes)

Marbles Kids Museum and Kohl Children's Museum will share their top three tools, strategies and/or practices that have increased access to play for all. Visuals on slides and physical examples will supplement this portion of the presentation. Time for questions will be built in as well. (25 minutes)

Next, the National Inclusion Project will lead an interactive mini-training to strengthen attendees' understanding about inclusion and how to serve visitors effectively while having fun! This will include success stories about inclusion along with a variety of partner and group exercises that attendees could use with their own staff. (30 minutes)
Tools and Handouts

- Resource lists
- Tips and checklists
- Activity instructions
- Worksheets
- Sample documents
- Toolkits
Session Chair Agreement
Session Chair Agrees to:

• Secure and confirm presenters
• Plan the session from start to delivery at InterActivity 2020
• Meet all deadlines set by ACM—including registering oneself and ensuring presenters register by the Early Bird deadline (January 2020).
• Rehearse the session with all presenters in advance of IA2020.
• Ensure development of useful handouts.
• Reviews all session presentations and handouts in advance.
• Collects all presentation materials and handouts and uploads them to ACM Basecamp folder by May 31, 2020.
Selection Criteria

- The proposed session conveys adaptable practices, take-home tools, new research and its application, or innovative strategies.
- Learning outcomes are realistic and achievable.
- Session plan outlines a clear picture of what attendees can expect during the session, including their participation.
- Proposal describes useful handouts.
- Presenters are confirmed and provide a variety of perspectives on the topic.
Role of the InterActivity Program Committee
Timeline

• **July 31:** Deadline to complete online Session Proposal Form.
• **August:** Program Committee reviews proposals.
• **September 12-13:** Program Committee meets.
• **September 14-October 4:** Program Committee members contact session chairs to refine proposals, as needed.
• **By October 31:** Notifications sent to all session chairs.
Questions?
Contact Info
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Web page:
http://www.childrensmuseums.org/interactivity/interactivity-2020/call-for-proposals

Submission deadline: **Wednesday, July 31, 2019**

Thank You!