



OREGON MUSEUMS ASSOCIATION + WASHINGTON MUSEUM ASSOCIATION

**JOINT VIRTUAL CONFERENCE
SEP 13-15 2021**



WELCOME

Oregon Museums Association (OMA) and Washington Museum Association (WaMA) are excited to join forces to host our 2021 Conference: A Changed Landscape, A Changed Museum. This past year changed us all, as we grappled with COVID-19, systemic racism, political strife, and climate change. We progress into 2021 with the news of vaccinations, re-openings, and new COVID-19 variants with caution and a sense of hope. As we emerge into a changed landscape, we become changed museums. Join WaMA and OMA to re-emerge, re-invent, and re-imagine a stronger museum future.

Our conference features 12 sessions, two workshops and two roundtables, as well as a keynote and performances. Most will be pre-recorded, with live Q&A at the end with presenters.

The week before the conference, we will send registrants a schedule with Zoom links to all presentations.

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Monday, September 13

Concurrent Sessions 10 AM – 12 PM

WORKSHOP 1

PUT YOUR MONEY WHERE YOUR VALUES ARE!

Learn effective institutional transparency and accountability in this interactive workshop exploring how organizational values can frame annual budget-making processes. Using Five Oaks Museum's values-based budgeting as a case study, this workshop is for those who are interested in organizational change, decolonizing museums, internal equity, and becoming radically accountable to your community.

PRESENTERS

molly alloy

Five Oaks Museum

nat andreini

Five Oaks Museum

Evaluation: <https://www.surveymonkey.com/r/GZFF6K9>

ROUNDTABLE 1

AND/ALSO: CULTURAL ADVOCACY POST COVID-19

Working from a recent legislative case study, staff from 4Culture will highlight changes we have seen in the 2021 political landscape as a result of the many 2020 crises, including the racial reckoning after George Floyd's murder and the COVID-19 public health crisis. 4Culture, and likely many other funders, have largely focused legislative cultural advocacy on funding. We'll talk about some of the reasons behind this and share how we think this approach can and perhaps should change. Through a case study about Senate Bill 5059, which sought to increase criminal charge for defacement of public monuments, we will explore how museums and cultural organizations can remain relevant through their civic participation in advocacy for causes outside of just funding.

PRESENTERS

Chieko Phillips

4Culture

Claire Miccio

4Culture

Evaluation: <https://www.surveymonkey.com/r/JRGP5BS>

Lunch break 12 - 12:30 PM



4Culture thanks WaMA and OMA for their work organizing the 2021 Joint Virtual Conference and their unwavering support of our region's museum community. Although our funding programs are only available to residents of King County, the resources on our website are open to all:

HERITAGE FIELD RESOURCES:

<https://www.4culture.org/heritage-field-resources/>

COVID-19 RESPONSE HUB:

<https://www.4culture.org/covid-19/>

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Martin Luther King, Jr.

bpd

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Concurrent Sessions 12:30 – 2:30 PM

WORKSHOP 2

SHARING WHY YOUR MUSEUM MATTERS

Why does your museum matter? How are you creating positive change in your community? This hands-on workshop will introduce museum professionals to a variety of tools that they can use to answer these questions for themselves, stakeholders, community members, and funders. Participants will learn how to use visual Theories of Change, Theories of Action, and Logic Models to capture “why” and “how” they are making a difference.

PRESENTER

Kyrie Kellett

Mason Bee Interpretive Planning

Evaluation: <https://www.surveymonkey.com/r/JR7CKFY>

ROUNDTABLE 2

CONVERSATION WITH FUNDERS

Join this roundtable of state, local, and private funders to learn about and discuss funding opportunities in Oregon. Participants will learn about different grants and programs in Oregon, and how to access these funding opportunities for cultural organizations..

PRESENTERS

Aili Schreiner

Oregon Cultural Trust

Kuri Gill

Oregon Heritage

Jennifer Alkezweeny

Oregon Humanities

Liora Sponko

Oregon Arts Commission

Michelle Woodard

Travel Oregon

Jennifer Allen

James F. and Marion L. Miller Foundation

Evaluation: <https://www.surveymonkey.com/r/JTKWJ7M>

Member meetings 2:45 – 3:45 PM

WaMA MEMBER MEETING

Networking activity
Updates - financial, membership
Awards
Discussion
Voting

OMA MEMBER MEETING

Networking activity
Updates - financial, membership, programs
Awards
Discussion
Voting

Monday, September 13

Regional in-person meet ups 4:30 – 7 PM

Click here to check our website for details and an up-to-date list of all in-person events.

WASHINGTON MEET UPS

Clark County Historical Museum

1511 Main Street, Vancouver, WA,
98660

4:30 - 7 pm

Please RSVP to brad@cchmuseum.org or (360) 567-8552.

Beer and wine available for sale. 21 and over event.

Masks required for unvaccinated persons.

The Museum of Culture and Environment and the Kittitas County Historical Museum

1200 Wildcat Way, Ellensburg, WA
98926-7544

4:30 - 7 pm

RSVPs appreciated but not required to museum@cwu.edu

Outdoor gathering at Dean Hall on the Central Washington University campus. Light snacks will be provided.

Northwest Museum of Arts and Culture

2316 West First Avenue, Spokane, WA
99201

5 - 7 pm

Please RSVP to freya.liggett@northwestmuseum.org

Outdoor gathering on our campus with open galleries.

Washington State History Museum

1911 Pacific Avenue, Tacoma, WA
98402

4:30 – 7 pm

Please RSVP to: allison.campbell@wshs.wa.gov by September 6th.

Masks are required for unvaccinated visitors and encouraged for everyone.



OREGON MEET UPS

Evergreen Aviation & Space Museum at the Lodge

500 NE Captain Michael King Smith Way, McMinnville, OR

5 -- 7pm

Masks are required for all attendees.

Frank Lloyd Wright Gordon House Conservancy

869 W Main St, Silverton, OR 97381
(located next to the Oregon Garden)

Starts at 5 pm

Please RSVP to: manager@thegordonhouse.org.

We will have indoor/outdoor spaces open, with light refreshments served. Masks are required for all.

Springfield History Museum

590 Main Street, Springfield, OR
97477

(street parking and a free lot next to the Museum)

4:30 - 7 pm

Please RSVP to: springfieldmuseum@springfield-or.gov or 541-726-3677

Masks are required

Willamette Heritage Center

1313 Mill St SE, Salem, OR 97301

5pm to 7pm

Please RSVP to peterk@willametteheritage.org or 503.585.7012

Light refreshments will be provided inside the Dye House with indoor/outdoor seating.

Masks are required indoors for all attendees.

About our sponsors

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Gallery One - www.gallery-one.org

Monica Miller - director@gallery-one.org 509-925-2670

Sticky Co. - www.sticky.tv

Andrew Haddock - andrew@sticky.tv 503-232-1600

Sticky's work spans technologies and genres. We keep your objectives at the center of our process with solutions that elicit wonder, delight, and interaction.

4Culture - 4culture.org

Chieko Phillips - chieko.phillips@4culture.org 206-477-6811

4Culture provides funding and support for the cultural work that makes King County vibrant.

Bryan Potter Design - www.bryanpotterdesign.com

Bryan Potter - bryan@bryanpotterdesign.com 503-232-8405

Bryan Potter Design creates exhibits with our dedicated partners to tell stories from the community that matter. Based in Oregon for 25 years.

CatalogIt - catalogit.app

Joy Ruddell - Joy@catalogit.app 510-842-7706

We are a Collections Management System (CMS) vendor.

Hennebery Eddy Architects - henneberyeddy.com

Andrew C. Smith, AIA - asmith@henneberyeddy.com 503-542-1245

Hennebery Eddy Architects is a Portland-based architecture and interior design firm with expertise in museum, cultural and historic building preservation projects.

Northwest Digital Heritage - www.nwdigitalheritage.org

Katie Henry - Katie.Henry@oregon.gov 503-877-8834

Northwest Digital Heritage provides technical assistance, best practices, and a platform for digital collections.

RENATE - projectrenate.com

Anne Bernard - info@projectrenate.com 917-974-9516

Renate—meaning “renew”—was founded to rethink the relationship between institutions and community, to create systems that deepen creative collaboration, and to discover meaningful ways of sharing stories.

X Gallery Art Storage & Private Archives - www.xgalleryart.com

Jennifer Viviano - jennifer@xgalleryart.com 971-200-1984

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Richard Beckerman - BeckermanWorks@gmail.com 206-434-1066

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Lucidea - lucidea.com

Lara Abou El Saad - labouelsaad@lucidea.com 604-278-6717

With web-based Argus, Lucidea delivers future-ready collections management software used daily in museums of all sizes, collections types, and budgets, all around the world.

Mason Bee Interpretive Planning - masonbeellc.com

Kyrie Kellett, CIP - connect@masonbeellc.com 503-419-7735

Mason Bee Interpretive Planning specializes in developing transformative museum experiences that weave together science and culture using story and play.

Oregon Digital Newspaper Program - oregonnews.uoregon.edu

Sarah Seymore - sseymore@uoregon.edu

ODNP is committed to providing free online access to historic Oregon newspapers.

Minotaur Mazes - www.minotaurmazes.com

Kelli Fernandi - kelli@minotaurmazes.com 206-276-8209

Minotaur creates immersive traveling exhibits that visitors love, providing all-ages engagement and physical interactivity. Topics include pollinators, aerospace, clean water, dinosaurs, and history.

Rachael Cristine Consulting LLC - rachaelcristine.com

Rachael Cristine Woody - Consulting@rachaelcristine.com 503-922-3402

Rachael Cristine Consulting provides collection management services to archives and museums. We specialize in establishing collection programs, assessment and planning, and implementing collection management systems.

Spacesaver Specialists Inc - www.storageplanning.com

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Uddo Shop - uddoshop.com

Brennan McGaffey - hello@uddoshop.com 773-715-8516

Uddo Shop offers precision design, fabrication, and complex fine art solutions. Uddo (pronounced: oo-doh) is based in Portland, Oregon.

WELCOME FROM OMA AND WaMA

PERFORMANCE: THE RHAPSODY PROJECT

The Rhapsody Project is a community that explores and celebrates music, heritage, and culture through an anti-racist lens.

KEYNOTE: MANIFESTING CHANGE

Museums and cultural heritage organizations are transforming to rise to the potential of this moment and the watershed events of 2020. Last year, a collective of museum workers came together to address specific challenges facing museums and cultural organizations in the wake of the COVID-19 pandemic and calls for social justice following the murder of George Floyd. This culminated in a virtual event called “collective liberation.”

Keynote speakers Jackie and Aletheia are Pacific Northwest-based cultural heritage workers who joined this nationwide coalition, and will be presenting on their experience. The conversation will address events leading up to this moment of change and invite attendees to reflect on the ways we might seize current momentum to effect lasting change that takes root and flourishes across our industry. Attendees are encouraged to join the discussion, thinking about the following:

- How do you feel you have seized the opportunity of our current momentum toward field-wide change?
- What COVID-19-related changes do you want to sustain?
- What is a reality you can never go back to, something that would be unimaginable to do after this year?
- Have you found any new champions, partners, or supporters of the changes you have implemented?

Jackie Peterson (she/her) is an independent museum consultant with a focus on exhibit development, curation, and writing for history museums, historic sites, and other cultural institutions. With over a decade of exhibits experience, she has worked nationally with museums, communities, and stakeholders to uncover and illuminate meaningful stories and create authentic, truthful, and enlightening exhibitions. Jackie leverages the power of language and narrative to create exhibitions that attest to the nuances of our human experience, spark conversation, and bring people together. Much of Jackie’s independent work has focused on storytelling through exhibitions highlighting the experiences and lives of African Americans in Washington State, including the award-winning *Bold as Love: Jimi Hendrix at Home* exhibition at the Northwest African American Museum and HistoryLink.org’s Central District walking tour.



Aletheia Wittman (she/her) is an independent consultant helping cultural heritage organizations navigate inclusive transformation and use lessons from their institutional genealogies to take action. She co-founded The Inclusion in 2012 and currently acts as co-director. Wittman previously worked at the Burke Museum of Natural History and Culture in Seattle, WA from 2017-2020 and from 2012-2016 she managed exhibits as well as youth and family programming for the Seattle Architecture Foundation (SAF). Aletheia holds an MA in Museology from the University of Washington.



Evaluation: <https://www.surveymonkey.com/r/FXJSRC2>

Tuesday, September 14

Concurrent Sessions 10:45 AM – 12 PM

SESSION 1

DESIGNING DIGITAL EXPERIENCES FOR CLASSROOM USE

Andrew Duden, the Education Specialist for Digital Learning, will provide a detailed overview of how the education team at the Oregon Jewish Museum and Center for Holocaust Education developed digital experiences for classroom use based on the museum's core exhibitions. In his presentation, Duden will share insights into and lessons learned from the collaborative process of planning, designing and publishing these educational materials.

PRESENTERS

Andrew Duden

Oregon Jewish Museum and
Center for Holocaust Education

Amanda Coven

Oregon Jewish Museum and
Center for Holocaust Education

Evaluation: <https://www.surveymonkey.com/r/JX6LZW5>

SESSION 2

**PORTLAND ART MUSEUM'S ROTHKO PAVILION:
ADVANCING EQUITY & ACCESS THROUGH DESIGN**

The Portland Art Museum is preparing to undertake a significant addition to its museum campus. The new Rothko Pavilion will connect the Museum's two buildings and provide a new 30,000 sq ft exhibition and community space in downtown Portland. Equity and universal accessibility have been key aspects of the vision for the Rothko Pavilion. This session will explore the Portland Art Museum's design approach to creating a unified, barrier-free facility and how it is striving for equity and accessibility in its marketing, programming, and exhibits.

PRESENTERS

Andrew Smith, AIA

Hennebery Eddy Architects

Becky Emmert

Portland Art Museum

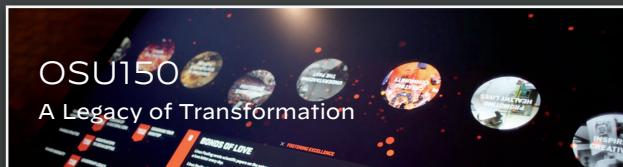
Evaluation: <https://www.surveymonkey.com/r/JXSY5T6>

Lunch break 12 - 1 PM

Stay to chat with keynote speakers Jackie Peterson and Aletheia Wittman. Don't forget to take a break before the next sessions start at 1 pm!

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Concurrent Sessions 1 – 2:15 PM

SESSION 3

NORTHWEST DIGITAL HERITAGE AS A TOOL FOR DIGITIZATION OF HERITAGE ARCHIVES

The Oregon Heritage Commission, State Library of Oregon, and Washington State Library have partnered to launch Northwest Digital Heritage, an online platform and tool for Oregon and Washington based libraries, museums, and cultural heritage organizations to digitize and make accessible cultural heritage materials. This session will inform attendees on what this tool is and what technical assistance is available to Oregon and Washington heritage organizations to help get their collections online and accessible.

PRESENTERS

Katie Henry

Oregon Heritage Commission

Ross Fuqua

State Library of Oregon

Evan Robb

Washington State Library

Evaluation: <https://www.surveymonkey.com/r/FJCD8JV>

SESSION 4

WHAT HAVE I GOTTEN MYSELF INTO? BECOMING AN EXECUTIVE DIRECTOR DURING COVID-19

This panel features the experiences of those that took directorship positions in the immediate months prior to and after COVID shut down everything. Revealing the resiliency of museum leaders when faced with crisis, the discussion will focus on the resources that these directors drew from to keep their organizations afloat as new (and sometimes unknown) leaders in their museum and community. Learn how they built trust, encouraged giving, and used innovation to deliver programming.

PRESENTERS

Brent Mason

Foss Waterway Seaport

Madeline Moore

Columbia Pacific Heritage Museum

Anna Goodwin

The History Museum of Hood River County

Sandee McGee

Umpqua Valley Arts

Moderator: Joseph Govednik

Cowlitz County Historical Museum

Evaluation: <https://www.surveymonkey.com/r/FJVS8V5>

SESSION 5

COMMUNITY VOICES: CREATING RELEVANT AND RESPONSIVE PROGRAMS

This panel includes presentations from the Highline Heritage Museum and the White Valley River Museum about programming implemented in 2020-2021. Topics include Highline's multi-platform "Our Voices: Social Justice In Times of COVID-19" project that weaves together the experiences of local communities who are impacted by the crisis and WRVM's work building cultural partnerships for more dynamic education programs and creating socially responsive virtual exhibits.

PRESENTERS

Nancy Salguero McKay
Highline Heritage Museum
Rachael McAlister
White River Valley Museum

Evaluation: <https://www.surveymonkey.com/r/FQN6TDH>

SESSION 6

INJUSTICE MURALS: SEATTLE'S STREET ART IS A SHARED EXPERIENCE

This lecture focuses on a contemporary art exhibition at the Bellevue Arts Museum that documented and shared street art that was inspired by the health, economic, and racial crises during the Seattle protests of 2020. The exhibition aimed to inspire empathetic connections between the Bellevue and Seattle communities affected by the protests. The exhibit had eight murals created by seven diverse artists that addressed the coronavirus pandemic and the BLM movement.

PRESENTER

Dawn Dailey
Henry Art Gallery and Guest Curator at the
Bellevue Arts Museum

Evaluation: <https://www.surveymonkey.com/r/FRJXSS8>

Tuesday, September 14

Concurrent Sessions 4 – 5:15 PM

SESSION 7

FUTURE APPLICABILITY OF NAGPRA FOR MUSEUMS WITH CARES ACT FUNDING

Many museums have taken advantage of CARES Act funding appropriated by congress in response to the COVID-19 pandemic. Receipt of this and other federal funding for museums who had not previously received such funding brings new responsibilities for regulatory compliance to the Native American Graves Protection and Repatriation Act (NAGPRA). This lecture will present the future applicability requirements under NAGPRA for those museums. Steps for compliance will be provided.

PRESENTER **Angela Neller**
Wanapum Heritage Center

Evaluation: <https://www.surveymonkey.com/r/FSCTS6T>

SESSION 8

BEYOND ADA: ENHANCING BLIND AND LOW VISION VISITOR EXPERIENCES

This lecture will offer tangible approaches to accessibility in the museum beyond the American Disabilities Act. Learn about creating an accessibility committee, collaborating with the blind and low vision community, and how to incorporate multi-sensory experiences into a museum visit. A stage-based approach will be presented that allows for an easy entry point with opportunities to broaden and deepen engagement, while respecting staffing and financial capacities.

PRESENTER **Kira Walters**
Museum of Glass

Evaluation: <https://www.surveymonkey.com/r/FSK65MC>

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www.projectrenate.com

Wednesday, September 15

Announcements, performance 8:30 - 9 AM

Break

9 - 9:15 AM

ANTONIO HUERTA

Antonio Huerta performs traditional *charrería* (cowboy rope work).

Concurrent Sessions 9:15 – 10:30 AM

SESSION 9

POST-PANDEMIC: CHALLENGES AND OPPORTUNITIES FACING THE HERITAGE SECTOR

This session examines how the heritage sector has been impacted by and responded to the public health, economic, and social justice crises of 2020/2021. Panelists representing museum and heritage associations across Washington and Oregon will discuss how operations, fundraising, volunteer recruitment, programs, and community partnerships have been reshaped by the pandemic and demands for racial equity. Part presentation, part roundtable discussion, this session will offer an exchange of ideas and practical strategies for rebuilding and strengthening the heritage sector.

PRESENTERS

Keni Sturgeon

Wenatchee Valley Museum and Cultural Center

Joseph Govednik

Cowlitz County Historical Museum

Alice Stenstrom

Association for King County Historical Organizations

Nancy Cuyle

Grays Harbor Museums Association

Katie Henry

Oregon Heritage Commission

Moderator: Allison Campbell

Washington State Historical Society

Evaluation: <https://www.surveymonkey.com/r/FRF3QSW>

SESSION 10

MISSION-FOCUSED FUNDRAISING IN A POST- PANDEMIC WASHINGTON STATE

For decades museums and cultural institutions have held large, extravagant fundraising dinners and events to bring in funds for operations. However, in 2020 that all changed. With limited ability to bring large numbers of supporters together, museums have turned to mission-focused fundraising. This talk will highlight strategies for fundraising in support of events, programs, and exhibits through the use of mission-related tools and leveraging digital resources.

PRESENTER

Bradley Richardson

Clark County Historical Museum

Evaluation: <https://www.surveymonkey.com/r/FQY3SYC>

Concurrent Sessions 10:45 AM – 12 PM

SESSION 11

CLAIMING AND RECLAIMING PLACE IN PORTLAND'S CHINATOWN/JAPANTOWN

This panel will examine the Japanese American Museum of Oregon and the Portland Chinatown Museum's efforts to preserve the Japanese and Chinese American histories of Portland's Old Town during the pandemic and amidst a climate of rising anti-Asian racism.

PRESENTERS

Kapiolani Lee

Portland Chinatown Museum

Chisao Hata

Japanese American Museum of Oregon

Moderator: Jennifer Fang

Japanese American Museum of Oregon

Evaluation: <https://www.surveymonkey.com/r/FTT9P89>

SESSION 12

UNPACKING EXHIBITIONS: ENGAGING STUDENTS IN PUBLIC HISTORY PROJECTS

Developing exhibits with students is a challenging process, but one with immense educational and practical value. Project managers will share the process of working with students to develop two World War II exhibitions. Student contributors will share their experiences interpreting a generational crisis, while living through their own in 2020. From object-based research to crafting biographies, take away ideas for engaging students in hands-on public history projects.

PRESENTERS

Stephanie Lile

Harbor History Museum

Larry Cebula

Eastern Washington University

Scott Davis, Harley Belisle, Haley Macgregor, Zachary Welsh

Students from Eastern Washington University and Gonzaga University

Moderator: Freya Liggett

Northwest Museum of Arts and Culture

Evaluation: <https://www.surveymonkey.com/r/FTCX8W>

Safety Has Always Been Our Business.

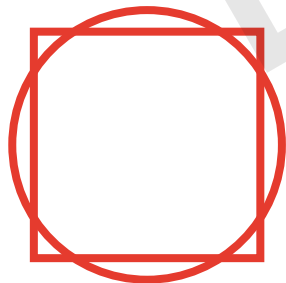
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We are working to keep the arts in the Pacific Northwest vibrant and for those employed in the arts to remain safe.

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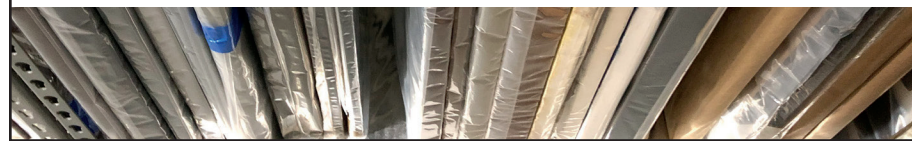
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Executive Director,
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Washington Nonprofits

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and Cultural Center

Janice Crane

Executive Director,
Friends of the Cascade Locks
Historical Museum

2021 Conference Committee

Collaboration can make us stronger, as the joint forces of OMA and WaMA have enabled us to provide an extensive virtual conference for the first time. Thank you to the expertise and dedication of the conference committee!

Eleanor Sandys, *Co-chair, OMA*
Brooke Wagner, *Co-chair, WaMA*
Jessica Rubenacker, *Co-chair, WaMA*

WaMA
Katie Buckingham
Langston Collin Wilkins
Chieko Phillips
Brad Richardson
Sarah Samson

OMA
Sarah Baylinson
Janice Crane
Pamela DeCarlo
Aurore Guiget
Timothy Hecox
Dan Ruby
Nicole Yasuhara

Schedule At A Glance

Monday, September 13

	Track 1	Track 2
10 AM – 12 PM	Workshop: Put your money where your values are!	Round table: And/also: Cultural advocacy post-COVID-19
12 – 12:30 PM	Lunch break	
12:30 – 2:30 PM	Workshop: Sharing why your museum matters	Round table: Conversations with funders
2:30 – 2:45 PM	Break	
2:45 – 3:45 PM	WaMA member meeting	OMA member meeting
4:30 – 7 PM	Regional in-person meet ups	

Tuesday, September 14

8:45 – 10:30 AM	Welcome, performance <i>The Rhapsody Project</i> Keynote: Manifesting change. Jackie Peterson, Aletheia Wittman	
10:30 – 10:45 AM	Break	
10:45 AM – 12:00 PM	Session 1: Designing digital experiences for classroom use	Session 2: Portland Art Museum's Rothko Pavilion: Advancing equity & access through design
12:00 – 1 PM	Lunch break, discussion with keynotes	
1 – 2:15 PM	Session 3: Northwest Digital Heritage as a tool for digitization of heritage archives	Session 4: What have I gotten myself into? Becoming an ED during COVID-19
2:15 – 2:30 PM	Break	
2:30 – 3:45 PM	Session 5: Community voices: Creating relevant and responsive programs	Session 6: Injustice murals: Seattle's street art is a shared experience
3:45 – 4:00 PM	Break	
4:00 – 5:15 PM	Session 7: Future applicability of NAGPRA for museums with CARES Act funding	Session 8: Beyond ADA: Enhancing blind and low vision visitor experiences

Wednesday, September 15

8:30 – 9 AM	Welcome, performance <i>Antonio Huerta</i>	
9 – 9:15 AM	Break	
9:15 – 10:30 AM	Session 9: Post-pandemic: Challenges and opportunities facing the heritage sector	Session 10: Mission-focused fundraising in a post-pandemic Washington state
10:30 – 10:45 AM	Break	
10:45 AM – 12 PM	Session 11: Claiming and reclaiming place in Portland's Chinatown/Japantown	Session 12: Unpacking exhibitions: Engaging students in public history projects