Wednesday, March 17

9 am-10 am
Welcome, Orientation, and TAM Business Meeting

10:15-11:15 am
Concurrent Sessions

Creating Community Partnerships During a Pandemic
With audiences staying at home for work, school and entertainment, this presented itself with new opportunities for engagement. Many museums have needed to look outside their organization for community partnerships to deliver content and reach new audiences.
Mary Skinner, Community Relations Officer, Tennessee State Museum
Paul McCoy, Program Officer, Humanities Tennessee
Erin Holcolm, Community Foundation of Middle TN, Manager, NowPlayingNashville.com
Rosemary Brunton, Community Engagement Manager and Educator, Nashville Public Television

Interpreting the Layers of History
This session will provide two case studies to demonstrate the benefits of interpretation the layers of history at historical sites. Dr. Brenden Martin will discuss interpreting the Old Stone Fort State Archaeology Park, from Native American site, Civil War, mills, and state park. James Manning will discuss the layers of history at the Oaklands Historical House Museum as the beginning of suburban Murfreesboro, recognizing preservation efforts, and rectifying the silences of the past.
Dr. Brenden Martin, Professor of History, MTSU
James Manning, Executive Director, Oaklands Mansion

12:30 pm-1:30 pm
Concurrent Sessions

A Tale of One State: Analyzing the Tennessee State Museum’s New Collection Portal
The Tennessee State Museum recently uploaded its respective public portal to allow the extensive collection to be online for the first time. Using analytics, the institution has studied the visitor data and then used the information to improve and revise the portal, as well as how the collection is organized. Understanding how the portal is used is vital now to learn about visitors with museum closures and reopenings.
Sharon Osofsky, Curatorial Assistant, Tennessee State Museum

Museums to Go: Reimagining Content
Before COVID-19, the Museum of Science and History in Memphis relied on in-person exhibits, live education programs, and traveling educational suitcases to present our content. In one month, we
revised our approach to make content accessible and relevant in a digital-only environment. Panelists will discuss the challenges and opportunities faced as Digital Content Leads. Participants will gain an understanding of the planning, time, staffing, and monetary requirements needed to launch specific digital content formats.

*Caroline Mitchell Carrico, Supervisor of Exhibits and Graphic Services, Museum of Science and History*
*Luke Ramsey, Manager of Public Programs, Museum of Science and History*
*Heather Kubitz, Manager of School and Teacher Services, Museum of Science and History*

2 pm-3 pm
**Plenary Session: Business as Unusual: How Do We Move On From 2020?**
2020 was devastating for the museum sector for many reasons. How do we move forward from a year burdened by a pandemic, museum closures, layoffs across the field, systematic racism, a historically contentious presidential race, and more? And, most important, what is our role in helping our state, country, and field recover?

*Moderator: Brigette J. Jones, Curator of Social History, Tennessee State Museum*
*LaNesha DeBardelaben, Executive Director, Northwest African American Museum, Seattle, WA*
*Dr. Learotha Williams, Jr., Professor of History, Tennessee State University*
*Tracy Lauritzen Wright, Chief of Operations, ArtsMemphis*

Thursday, March 18

9 am-10 am
**Concurrent Sessions**

**Restructuring the Educational Components**
The year 2020 was literally a game-changer for the Discovery Park of America Education team. Come learn how we revamped our programs to balance fulfilling the museum's mission at no cost to the community while meeting state standards, providing hands-on activities in a hands-off environment, and encouraging revenue-boosting visits to the park.

*Polly Brasher, Education Director, Discovery Park of America*
*Nathaniel Newlin, Assistant Education Director, Discovery Park of America*

**Revise for the Future: How Past Best Practices Translate Today**
There is a lot of best practice wisdom to be passed on to emerging professionals in an ever changing and evolving museum field. In order to "pass down" these insights, this panel session will engage experienced curators and directors in conversation on themes such as stewardship, communication and connections with community, staff/volunteer expectations, and inclusion.

*Lisa Oakley, Curator of Education, East Tennessee Historical Society*
*Linda Caldwell, Founding Executive Director, Tennessee Overhill Heritage Association*
*Dan Pomeroy, Chief Curator and Director of Collections, Tennessee State Museum*

10:30 am-11:30 am
**Keynote Address: Susie Wilkening, Susie Wilkening, Inc.**
Susie Wilkening, Susie Wilkening, Inc., will share about research conducted for the American Alliance of Museums regarding museum visitation and COVID. What do visitors need to feel safe when returning to museums? How should museums be preparing for their return?
12:30 pm-1:30 pm
Concurrent Sessions

Hands-On Learning in a Hands-Off World
In the age of virtual learning, students who learn primarily by kinesthetic means face an insurmountable challenge, making it more crucial than ever for museum educators to be cognizant of the learning techniques employed in their programs. This session will provide examples of virtual and on-site programs from museums around the world that address this need and offer insight into one education team's approach to hands-on learning in the era of social distancing.
Nathaniel Newlin, Assistant Education Director, Discovery Park of America

REVISION: CEO/Executive Directors Roundtable
A candid and confidential round table conversation for museum CEOs and Executive Directors to compare notes, benchmark, and connect with peers in an informal and candid facilitated conversation. This session will allow leaders to engage in dialog that will result in key learning from which they will be able to draw in the months to come. Open to museum CEOs and Executive Directors only.
Scott Williams, President and CEO, Discovery Park of America

2 pm-3 pm
Concurrent Sessions

Hope for the Best, Prepare for the Worst: Disaster Preparedness at Cultural Institutions
Recent years have seen flooding, fires, and tornados impact our state. It is time museum professionals reassess disaster preparedness plans to better protect human lives and the collections held in trust for the public. This session will share expertise to best prepare your site, staff, volunteers, and governing authority in case of numerous emergency situations. Attendees will gain the resources to reconsider their disaster preparedness plans, or the foundation to create one if necessary.
Sarah Williams, Museum Program Coordinator, Tennessee Agricultural Museum
Adam Alfrey, Senior Curator/Operations Manager, East Tennessee History Center
Bethany L. Hawkins, Chief of Operations and Programs, American Association for State and Local History

Hosting Museum Internships: The Integration of Virtual Programming
Technological advances and the integration of online education has made it possible, and in many cases necessary, to implement virtual internship programs. The transition of in-person to virtual can be done successfully through methods that give the intern the ability to fulfill their degree requirements while also disseminating the museum's mission. By changing the way in which we offer upper-level educational programming, virtual internships can increase accessibility to our collections and programming for everyone.
Adriana Dunn, Curator, West Tennessee Delta Heritage Center

Friday, March 19
9 am-10 am
Concurrent Sessions

Creating Collaborative Collections and Community Spaces: How State Organizations Can Create Meaningful Partnerships During Difficult Times
As budgets are smaller and staff is limited, the need to share our expertise, ideas, and resources is more
important than ever. We will show how two organizations, the Tennessee State Museum, and Tennessee State Parks envision a collaborative partnership that aids Parks in developing their own collections over time and gives the Museum physical spaces to allow for community engagement and programming across the entirety of the state.

_Amanda McCrary Smith, Curator of Textiles, Tennessee State Museum_

_Hobart Akin, Cultural Resource and Exhibits Specialist  Division of Interpretation and Education, Tennessee State Parks_

**Strategic Planning in Uncertain Times**

Does your organization have a current strategic plan? Has it become completely irrelevant due to the pandemic? Or, do you think strategic planning is impossible during this uncertain time or out of reach because your organization is small? This session will introduce you to planning using a strategic framework that is nimble, focused on your mission, and reachable for organizations of all sizes.

_Bethany L. Hawkins, Chief of Operations and Programs, American Association for State and Local History_

10:30 am-11:30 am

**Concurrent Sessions**

**A Rising Tide of History: Collaboration Between Museums, Libraries, and Municipalities**

The Bristol Public Library, the Washington County, TN Public Library, the Birthplace of Country Music Museum, Heritage Alliance of Northeast Tennessee and Southwest Virginia, and the Town of Jonesborough, TN, have collaborated to share information and support one another with complementary projects and public programs over the past two years. Presenters will explore the collaborative projects, lessons learned and positive outcomes, adaptations made to the projects during the pandemic, and original motivations behind these collaborations.

_Anne G’Fellers-Mason, Executive Director Heritage Alliance of Northeast Tennessee and Southwest Virginia_

_Dr. Rene Rodgers, Head Curator Birthplace of Country Music Museum_

_Dr. Brenda G’Fellers, Manager of Avoca Branch Avoca Public Library_

**Responsive Programming and Adaptive Fundraising: Two Sides of the Same Coin**

The speakers, Joe Spiker and Dr. Megan Cullen Tewell of the Heritage Alliance, will be discussing the importance of flexibility in the design and execution of programs and fundraisers. We will share specific examples of how flexibility allowed us to be successful in 2020 and how we can sustain that in 2021 and beyond, and discuss the basic themes and applications of flexibility.

_Joe Spiker, Head Docent, Heritage Alliance_

_Dr. Megan Cullen Tewell, Programming Coordinator, Heritage Alliance_

1 pm-2 pm

**Concurrent Sessions**

**Time for Self-Reflection: Advice on Managing Your Museum Career**

Having trouble breaking into the field? Looking for a change or just some good advice? During this question-and-answer style session, we will discuss common questions, concerns, and challenges that all museum professionals face. Topics will include: professional development, hiring practices, salary/role negotiations, workplace culture, work/life balance, and avoiding burn-out. Through an honest and engaging discussion, this session will inspire you to focus on having a successful career in museums.
Brooke Garcia, Collections & Exhibitions Manager, The Metal Museum
Adam Alfrey, Operations Manager/Senior Curator, East Tennessee History Center, Knox County Public Library
Brigette J. Jones, Curator of Social History, Tennessee State Museum
Raka Nandi, Director of Collections & Exhibitions, Stax Museum of American Soul Music

“Textiles in Context: The Basics of Materials, Care, and Handling Textile Items in Your Collection (AKA, how not to be afraid of them).

Many museums have small textile collections without a person on staff with the expertise to handle them. Through learning the basics of materials, care, packing, handling, and preventative care museums can ensure that their textile items are safe from deterioration and wear while also saving money in their conservation budget.

Amanda McCrary Smith, Curator of Textiles and Fashion, Tennessee State Museum