

MMA is considering offering the following workshops in 2017:

Visitor Experiences (MMA Core Workshop)

The MMA Visitor Experiences workshop is intended to help museum professionals, board members and volunteers look at the entire process of how visitors experience their institution. Workshop participants will come away with resources and tools to apply to their own institution and improve the experiences of visitors there.

Led by Sarah Waters from the Thunder Bay National Marine Sanctuary and Lisa Craig Brisson from the Michigan Museums Association.

What Research Says About Visitor Behavior in Museum Exhibitions and So What?

Tracking-and-timing (T&T) is one of the oldest methods of capturing empirical data on visitors' use of exhibits and their behaviors in exhibit spaces. This workshop will review a large database of T&T benchmarks and discuss the implications of the data for the design and evaluation of museum exhibitions.

Led by Beverly Serrell, Serrell and Associates, Chicago, IL

Are We Safe Yet? Identifying and Addressing Risk at Your Museum

This seminar is a lively, highly interactive presentation to introduce “risk management thinking” to participants. Together, we will identify types of risks faced by the organizations in the room, followed by a discussion that categorizes and addresses these risks. Participants will leave with a heightened awareness of the risks that confront their museum, and a path to avoid, mitigate, or transfer them.

Led by Mark Lambert, Worgess Insurance, Battle Creek, MI

Museums Leading the Way

Museums play a special role in their communities, seen as trusted, safe spaces for reflection, learning, engagement, and dialog. They are the recorders of great stories that show people the meaning of where they live. This becomes a strong basis for a site to offer leadership in training, sustainability, and networks for community action. In this way, museums play the larger role of community catalyst. In this workshop, learn strategies for putting these ideas into action by learning about building and leading community networks; strategies to position your organization in community, economic, and social issues; and engaging affinity communities.

Led by Bob Beatty, the Lyndhurst Group, LLC, Nashville, TN

Understanding Your Audience and Effective Survey Design

What do you know about your museum’s current audience? Perhaps you track ticket sales, feet through the door, zip codes, observable demographic characteristics, or the types of groups that visit. This is a great start, but is it getting you what you need to know to make decisions and move forward with confidence? This workshop will help organizations think both about how and why they are an integral part of their local community as well as how to collect data that is most relevant to understanding where there is possible disconnect between how the organization sees itself and how their community, and the portion of the community that is their audience, perceives it. The workshop will also introduce participants to the fundamentals of good survey design including strategies to choose, write, and test survey questions that are effective for their audience and evaluation purpose.

Led by Sarah Cohn and Al Onkka, Aurora Consulting, Minneapolis, MN

Development and Accounting – The Odd Couple

This workshop focuses on various fund raising technics and discusses the differences on how development tracks the revenues versus the way items are recognized in the accounting records. The various areas of fundraising reviewed include: 1) Pledges 2) Restricted Donations 3) In-Kind 4) Endowment 5) Special Events 6) Capital Campaigns 7) Planned Giving 8) Stock Donations

Led by Erica Battle, UHY, Detroit and Laurel Paterson, Detroit Institute of Art

Media Management for Cultural Institution Professionals

A 4 hour workshop designed to enable effective use of digital media through the development of workflows to secure, organize and share your content. Intended for persons with varied kinds of expertise, linked by a common goal: ‘How do I effectively telling my story—whether it is about my professional practice or my institution.’

Note: We would ask him to focus on digital collections or concrete museum uses as much as possible.

Led by Matthew Patulski, Independent Digital Media Consultant

Structuring a Capital Campaign

This workshop serves as an introduction to capital campaigns. Participants will learn how to determine when the time is right for a capital campaign, what types of organizational needs are better suited for a campaign, how to structure the campaign, and how to manage it with other fundraising activities.

Led by Matthew Downey, Johnson Center for Philanthropy