

We need your expertise!

The Visitor Studies Association (VSA) is requesting proposals for workshops to be held in conjunction with the 2018 annual conference. We seek workshop leaders from a broad range of fields to present half-day or full-day sessions that are lively, interactive, and offer participants the opportunity to broaden their knowledge and skills in studying or enhancing the experiences of visitors in a wide range of institutions.



Visitor Studies Association

Call for Workshop Proposals

31st Visitor Studies Association Conference

Chicago, IL • July 19-21, 2018

The 2018 VSA Conference will be held jointly with the Association of Midwest Museums (AMM) conference. With the theme of “**Fostering Transparency, Strengthening Public Trust,**” this year’s conference addresses the opportunity and need for informal learning institutions to strengthen their position of public trust by finding ways to maintain transparency, foster dialogue with the communities we serve, and ensure we respond to those communities authentically and responsibly, while also interrogating the ways our choices about collection, interpretation, and governance have earned—or jeopardized—the trust of many diverse publics.

What might you offer?

We encourage workshop proposals that explore different facets of building the capacity of professionals in the visitor studies field, specifically in relation to the **VSA Professional Competencies** and the **2018 theme**. Participants in the 2017 VSA conference workshops showed enthusiasm for workshops that were ***structured to be participatory, focused on group dialogue, and emphasized concrete skills or resources***. We try to balance more foundational workshops for emerging evaluators with workshops to develop new skills for established professionals.

Participants have shown interest in...

- Evaluation + Research Study Design
- Creative Data Collection
- Qualitative Approaches
- Best Practices in Leadership/Consulting
- Audience/Program Specific Methods
- Instrument Development
- Data Analysis + Statistics
- Data Visualization
- New Technology + Software
- Equity, Diversity, and Inclusion

Please consider offering half-day workshops, or structure full-day workshops into two half-day workshops, one with a “101” beginner focus and the other with an intermediate/advanced “301” focus. Splitting workshop topics into beginners and intermediate/advanced will widen your workshop’s appeal by allowing professionals to attend the entire day or chose the half that is most appropriate to their skill level and needs.

Deadline for Online Submission: Friday, December 8, 2017

Fill out the online form here: <https://visa.memberclicks.net/2018-vsa-call-for-workshop-presentations#/>

Questions? If you have questions or require additional information, please email visitorstudies@visitorstudies.org.

For general questions about the Visitor Studies Association Conference 2018, visit our [website](#).

Compensation

Workshop leaders will receive:

- 6-hour workshops – One complimentary conference registration.
- 3-hour workshops – 50% discount on one conference registration.
- 2-hour workshops – 50% discount on one conference registration.
- *If there are multiple workshop presenters, only one person receives a discount or you can choose to split the discount.*



Visitor Studies Association

2018 Workshop Proposal

Thank you for participating in the 2018 VSA conference. This form is for your reference only, and outlines all the information required for the workshop proposal. The application must be submitted online at

<https://visa.memberclicks.net/2018-vsa-call-for-workshop-presentations#/>

Deadline for online submission is Friday, December 8, 2017 @ 11:59 pm PST

Workshop leader	
Title	
Organization	
Email address	
Brief description of workshop leader’s experience or qualifications (100 words or less):	

Co-presenter	
Title	
Organization	
Email address	
Brief description of workshop leader’s experience or qualifications (100 words or less):	

Co-presenter	
Title	
Organization	
Email address	
Brief description of workshop leader’s experience or qualifications (100 words or less):	

- Workshop title:
- Workshop Duration (Check One)
 - Wine & Work (2 hours)
 - Half day (3 hours)
 - Full day (6 hours)
 - Flexible (Full day of instruction that can be split into two separate half-day sessions)
- Some half-day workshops will be held the last day of the conference. If you are proposing a half-day workshop, would you be interested in offering it the afternoon of Saturday, July 21?
 - Yes
 - Maybe
 - No
- Maximum number of participants: _____
- Audience experience level for your workshop (select one)
 - 101 (Beginner)
 - 301 (Advanced)

___ 101 and 301 (i.e., if a "full day" workshop will be offered in two parts, OR if the workshop is appropriate for both levels)

6. Audience type for your workshop (check all that apply)

- Evaluator
- Researcher
- Program/Exhibit Staff
- Administrator
- Other (please specify)

7. Site requirements (check all that apply)

- Classroom/meeting room
- "Museum" setting (for visitor interviews, observations, etc)
- Other (please specify)

8. Equipment: *A flip chart and an LCD projector are supplied free of charge.*

Please list additional equipment/supplies needed from VSA (costs to be absorbed by workshop leader):

9. Have you presented this workshop in the past? If YES:

Where:

When:

What feedback, if any, did you receive?

Provide a description of the following aspects of your workshop (each of these will be a separate section to fill in)

- Describe the content focus for your workshop. Why is this content area interesting and useful to potential workshop participants?
- List the learning objectives of your workshop. What knowledge and skills will participants gain?
- Describe how the workshop will address at least one of the VSA Professional Competencies (see the competencies listed on the next page)
- Describe how the workshop will be conducted. Include an approximate timeline and structure of the workshops. What activities will you use? What will participants do?
- Describe how the workshop acknowledges and addresses diverse audiences, and will be useful for professionals from a wide range of institutions.

Please provide a 150 word abstract for use in a Conference Program in the space below.

VSA reserves the right to edit descriptions for the final program.

VSA Professional Competencies

Check at least one competency that your workshop will address.

Competency A. Principles and Practices of Visitor Studies

All professionals involved in the practice of visitor research and evaluation should be familiar with the history, terminology, past and current developments, key current and historic publications, and major contributions of the field. Visitor studies professionals should also be familiar with major areas that have relevance to visitor studies, including evaluation, educational theory, environmental design, developmental psychology, communication theory, leisure studies, and marketing research.

Competency B. Principles and Practices of Informal Learning Environments

All individuals who engage in visitor research and evaluation must understand the principles and practices of learning in informal environments, the characteristics that define informal learning settings, and an understanding of how learning occurs in informal settings. An understanding of the principles, practices, and processes by which these experiences are designed or created is required in order to make intelligent study interpretations and recommendations.

Competency C: Knowledge of and Practices with Social Science Research and Evaluation Methods and Analysis

Visitor studies professionals must not only understand but also demonstrate the appropriate practice of social science research and evaluation methods and analysis. These include: Research design; Instrument/protocol design; Measurement techniques; Sampling; Data analysis; Data interpretation; Report writing and oral communication; Human subjects research ethics; and Research design, measurement, and analysis that shows sensitivity to diversity and diversity issues.

Competency D: Business Practices, Project Planning, and Resource Management

Visitor studies professionals must possess appropriate skills for designing, conducting, and reporting visitor studies and evaluation research. Professionals should demonstrate their ability to conceptualize a visitor studies or evaluation research project in a context of informal learning institution management and administration (i.e., scheduling, budgeting, personnel, contracting).

Competency E: Professional Commitment

Visitor studies professionals should commit to the pursuit, dissemination, and critical assessment of theories, studies, activities, and approaches utilized in and relevant to visitor studies. Through conference attendance and presentations, board service, journals and publications, and other formal and informal forums of communication, visitor studies professionals should support the continued development of visitor research and evaluation.

Proposal Review Process:

- Reviewers will evaluate each proposal they receive according to the criteria listed below.
- Workshop Chairs may return or reject proposals without review if the proposals do not address all required information.

Proposal reviewers will use the following criteria to provide feedback on each proposal. A summary of strengths and weaknesses and, where appropriate, suggestions for improvements will be sent with your acceptance notification.

- **Clarity of ideas:** The proposal is well-written, well-organized, and easy-to-understand.
- **Learning objectives:** The proposal outlines useful learning objectives that are realistic within the workshop format.
- **VSA Professional Development Competencies:** The proposal describes how the workshop will address one or more VSA Professional Development Competencies.
- **Relevance:** The proposal touches on issues that are important to potential VSA conference attendees and will likely attract an audience.
- **Workshop design:** The proposed workshop design/curriculum uses a variety of teaching and/or learning techniques that are engaging, educational and fun.
- **Qualifications of workshop leader(s):** The workshop leader(s) are well qualified to conduct their proposed workshop, demonstrated through their training, academic background, and/or professional experience.
- **Cultural sensitivity:** The workshop acknowledges and addresses diverse audiences, and is useful for professionals from a wide range of institutions.

Notification Process:

- Workshop proposals will receive an email notification with decision letters by March 2, 2018.