

23rd Annual Visitor Studies Association Conference

July 27-31, 2010
Phoenix, Arizona

*Building Shared Agendas: Conversations on the Public Value
of Visitor Studies*



VSA

VSA
Visitor Studies Association

The Visitor Studies Association is today's premier professional organization focusing on all facets of the visitor experience in museums, zoos, nature centers, visitor centers, historic sites, parks, and other informal learning environments. For more than two decades our conferences have been at the forefront of the field, providing the tools and inspiration you need to better understand, attract, educate, and serve your visitors.

Building Shared Agendas: Conversations on the Public Value of Visitor Studies

What are the hot issues facing our museums today? Fulfilling a museum's mission? Making an impact on museum operations? Building interdepartmental collaboration? Visitor studies can be instrumental in helping us bring solutions to these critical issues. Here are the highlights of our 2010 VSA Conference.

- **What Continues.** Our public value theme picks up on the conversation that was started at the 2009 VSA Conference in St. Louis. This year, we will be exploring shared research and evaluation agendas as well as working to define, measure, and communicate public value.
- **What's New.** At the 2010 VSA Conference, we will continue our tested offerings by way of individual sessions and panel and roundtable discussions. What is new will be the presence of discussants at each session. These experts, selected from inside and outside museums, will have expertise on policy, research, and practice. Their task is to integrate and highlight key themes across presentations.
- **Pièce de Résistance.** Town hall sessions, led by discussants, will give all attendees the opportunity to voice ideas on larger issues that emerge from individual sessions. Together, we will begin to build our shared agendas on the public value of visitor studies and identify tools to help achieve museum mission and visitor relevancy.
- **What Lives On.** Our hope is that participants will take away ideas from the individual and town hall sessions to their respective museums and publics and continually develop, expand, and seek answers and solutions to the conversations initiated at the 2010 VSA Conference.

Be cool and join us in Phoenix at the 2010 VSA Conference!

The venue is hot and the topics will be hot, too! We want everyone's thoughts and insights to fire our conversation at this first VSA Conference of the new decade. Our local hosts, the discussants, and the Visitor Studies Association look forward to engaging with you in an ideal location (both historically and culturally) for the continuation of our ongoing discussion of visitor studies in informal settings.

Discussants

At the 2010 VSA Conference, you will have daily opportunities for intimate conversations with outstanding discussants currently working in a range of positions across the museum field. Discussants will be responsible for commenting on key ideas and issues raised about the conference theme during individual sessions, at two town halls, and during the closing plenary session. The selected discussants have outstanding facilitation skills as well as the ability to identify key themes that emerge from presentations and think in both detailed and holistic ways.



Gail Anderson, President of Gail Anderson & Associates (GA&A), a museum management consultant, helps museum leaders position their institutions for greater relevancy and success in today's complex world. With more than thirty years of experience in the

museum field, Anderson brings an extensive knowledge and understanding of museums, current issues, creative solutions, and diverse strategies for institutional success. The role of museums as central to community life, facilitators of dialogue, and places for meaningful visitor experiences is central to her thinking and the work she undertakes with institutions.



Terry Davis, President & CEO, has been with the American Association for State and Local History since 1994. She is responsible for the overall management of AASLH; represents AASLH on a number of national boards; presents at numerous state, regional, and

national meetings; is a faculty member of the Seminar for Historical Administration; and has served as adjunct faculty for the Cooperstown Graduate Program and David Lipscomb University. In addition, Davis has published articles for such journals as *The Public Historian*.



Deborah Gilpin has been a museum director in children's and science museums for nearly two decades. Gilpin believes that a museum's relationship with its visitors is vital to its ability to fulfill the mission and sustain the organization. She is currently **President & CEO** of the

Children's Museum of Phoenix, which opened mid-2008 and has served 400,000 visitors. She serves on the national board of the Association of Children's Museums.



Chevy Humphrey is President & CEO of the Arizona Science Center and oversees the \$8 million operation of the 164,000-square foot facility with more than 330 employees and volunteers. The Science Center employs a range of methods based on research about

how people learn and collaborates with like-minded organizations to maximize the benefit to the public. Humphrey continues to lead the Arizona Science Center as a vital contributor to the state's science education infrastructure with a proven track record for interpreting science that serves teachers, families, children, and distant communities.



Carlos Manjarrez, the Associate Deputy Director for Research and Statistics at the Institute for Museum and Library Services, has over 15 years of experience in social policy research and the evaluation of publicly funded programs. At IMLS, he identifies

issues of interest to the agency and implements research and program evaluation plans that speak to the administration's policy priorities. A focus of Manjarrez' work is identifying ways in which museum public value research could articulate with the research and information needs in other fields, including education policy, youth development, public health, and local economic development.



Marsha L. Semmel is the Acting Director of the Institute of Museum and Library Services. She has worked in museums and federal funding agencies for more than thirty years. As a museum professional, Marsha has led organizations through

strategic planning that focuses on aligning the competencies of the museum with the needs of the community. As a federal funder, she has developed programs and partnerships that support building the capacity of museums to more effectively address community learning needs and demonstrate their public value.



Patterson Williams, Head of the School and Teacher Programs and a museum educator since 1966, is committed to "structured listening" as a way to integrate visitors into decision-making about installations in art museums. She has been a part

of long-term efforts to change art museums and help them understand the visitor experience, especially the experience of art works. Collaboration with professional evaluators has led to changes in her practice and to changes in her definition of what a museum educator is.



Dave Ucko is Acting Division Director for the Division of Research on Learning in Formal and Informal Settings at the National Science Foundation. At NSF, he has led efforts to build knowledge and advance practice through such initiatives as the *Framework for*

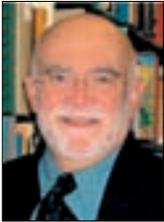
Evaluating Impacts of Informal Science Education Projects, the Center for Advancement of Informal Science Education, and the National Research Council report *Learning Science in Informal Environment*. Ucko also brings experience as a museum president, Presidential appointee to the National Museum Services Board, and museum consultant.

Featured Presentation

Similar to the discussants for the 2010 VSA Conference, this year's Keynote Speaker will comment on key ideas and issues related to the theme of the conference. The presenter is a dynamic, charismatic, thoughtful person who is able to involve and engage participants, draw on experiences with museum visitors and communities, and inspire with stories that help to explore an issue in-depth.

Keynote Speaker: David Carr Valuable Thinking: Variable Knowing

Thursday, July 29



Our challenge is to understand the museum, its users, and what happens between them without contradicting the nature and purpose of the collection. We are all – inquirers, educators, users – challenged to embrace the complexities of observation and reflection, to reject the facile, and to assure the generative experience. The value is this: Different experiences for different minds. Our best work is to look for the wide variations among human beings in behavior and motive. When we are able to address the diversity of individual responses, and to demonstrate the power and richness of museum experiences, we have begun to grasp both the instrumental relevance of the museum and its provocative engagement among the most lives. Our work is not to reduce, but to expand, attention. Our work is not to concentrate, but to diffuse, ideas. The empirical work we will most value will assume fluidity in living experiences, explore incidents of complexity and ambiguity, and document the moment of insight, and what changes in it.

David Carr, Keynote Prospectus, February 19, 2010

Now a writer and consultant, David Carr has observed cultural institutions for four decades and has assisted programs and professionals in an array of settings, such as the Children's Museum of Indianapolis, Strong Museum, Brooklyn Museum, Museum of Jewish Heritage, Rhode Island School of Design Museum of Art, and the Queens Museum of Art. Carr has published two collections of essays, *The Promise of Cultural Institutions* and *A Place Not a Place: Reflection and Possibility in Museums and Libraries*. His most recent essays have appeared in *Curator, The Museum Journal* ("Confluence" in v. 51, n. 3, and "An Aspect of the Infinite: New Zealand Talks" in v. 53, n. 1). His next book will be titled *Possibilities of Public Learning*. He has delivered 30 keynote addresses to museum and library professionals.

General Information

- **Pre-Conference Workshops** July 27 and 28
- **Conference Sessions** July 29, 30, and 31
- **Opening Event (included in conference registration)** July 28
- **Optional Evening Events** July 29 and 30
- **Members and New Attendees Welcome Breakfast** July 29
- **Marketplace** July 29
- **VSA Business Meeting** July 30
- **April Award Luncheon** July 30
- **Closing Luncheon** July 31
- **Post-Conference Trip** July 31

Please note: Check www.visitorstudies.org for the most up-to-date information and schedule.



JOIN US IN PHOENIX!

Phoenix, Arizona, America's fifth largest city, is a modern city that has risen over the ruins of the ancient Native American Hohokam civilization (300 – 1400 AD). As for summer? Hey, it's sunny and it's hot! But it's a dry heat.

The metro Phoenix population of a cool 3.4 million people is young, educated, multi-cultural, and upwardly mobile. The people of Phoenix are culturally and artistically minded and share an appreciation of the unique desert they call home. The Central Arizona Museum Association (CAMA) boasts 54 member museums in the metropolitan area that include the Phoenix Art Museum, the internationally acclaimed Heard Museum of Native American Art, the Desert Botanical Garden, Arizona Museum of Natural History, and the Phoenix Zoo, to mention a few. (www.azcama.com)

Things are different in the Sonoran Desert! The sky is bigger. The stars are brighter. The sunsets stop you in your tracks. This Valley of the Sun is surrounded by rugged mountains and the kind of cactus most people see only in cartoons. Contrast that with a panorama of urban sophistication: elegant resorts and spas, stadiums and arenas worthy of the world's biggest spectacles, restaurants with inspired cuisine and inspiring views, golf courses that beckon year-round, and shopping centers that are stylish and eclectic. This is Greater Phoenix — Arizona's urban heart and America's sunniest metropolis.

For more information about Phoenix, please visit: www.visitphoenix.com
www.arizonaguide.com

HOTEL

The conference will be held at the Hotel Wyndham Phoenix, located at 50 East Adams Street, Phoenix, Arizona, 85004. Uniquely Phoenix, the Wyndham Phoenix is within walking distance to numerous local cultural events. Hop the Valley Metro light rail just outside the hotel's doors and head to the museum district. Phoenix has great restaurants and pubs that are sure to satisfy. Check out the great downtown theater or the thriving arts scene.

Special Conference room rates start at \$109.

Call (602) 333-5000 and mention you are attending the Visitor Studies Association Conference to receive the special conference rate. Or, register on-line using the link in the conference section of VSA's website www.visitorstudies.org

For special conference rates, Hotel reservations must be made by July 2, 2010. Please make your reservation early!

GETTING TO PHOENIX

The Phoenix Sky Harbor International Airport (PHX) is located just 4 miles from Hotel Wyndham Phoenix. Two taxi services are available:

Apache Taxi: (480) 557-7000 Approx. **\$10**
AAA/Yellow Cab: (480) 888-8888 Approx. **\$15**

Hotel Wyndham Phoenix Airport Shuttle service is available for **\$10**.

To take **Valley Metro Light Rail** to and from the Airport, catch the free PHX Airport Shuttle that runs between each terminal and the **44th Street and Washington Metro Light Rail station**. From there, take the Metro Light Rail west to the Central and Van Buren stop. Walk two blocks south and one block west to the Hotel Wyndham Phoenix. The PHX Airport Shuttle buses are designed specifically for travelers, with luggage areas and running on the same schedule as the light rail seven days a week. **Light Rail one-trip fare is \$1.75. An all day pass is \$3.50**

The **SuperShuttle** operates 24 hours on a scheduled basis, with vans departing every 15 minutes from 9 a.m. to 9 p.m. Call (602) 244-9000 for more information. For the telecommunications device for the deaf (TDD), please call (602) 243-7786. **\$12**

HOTEL PARKING

Valet parking is available for \$23 per night.



Conference Sessions – Highlights

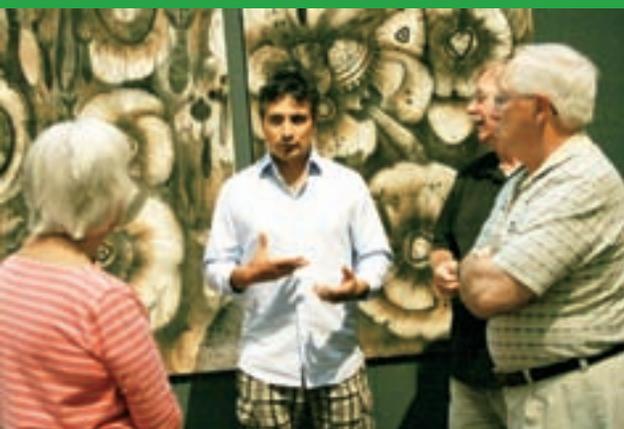
Defining Public Value

- *Creating Cultures of Reflection: Integrating Practitioners into the Evaluation Process*
- *Designers as Brokers: The Development of Museum Field Trip Programs*
- *Measuring Ethnicity*



Measuring Public Value

- *Citizen Scientists, Engagement, Learning Networks, and Research Agendas*
- *Evolving Public Face, Evolving Evaluation Practice*
- *Using Off-the-Shelf GPS Technology for Visitor Tracking Studies*



Communicating Public Value

- *Communicating Current Science: Lessons Learned about Engaging the Public*
- *Internal Evaluation Departments: Clarifying the Public Value of Museums*
- *Learning from the Edges, Moving to the Middle*

For more information and updated presentation listings,
please visit www.visitorstudies.org

Pre-Conference Workshops

July 27 and 28

Registration is required

Full Day Workshops — \$125 Members, \$155 non-Members

Half Day Workshops — \$65 Members, \$80 non-Members

Tuesday, July 27

Half Day Workshops, 9 a.m. – 12 noon

Got Data? Creating “SMART” Databases

Claudia Figuerido, Research Associate, Institute for Learning Innovation

Angelina Ong, Research Associate, Institute for Learning Innovation

Informal learning environments, especially museums, often have the need to collect information from visitors. It is important that this information be organized in such a way that it can be efficiently used. This workshop is an introduction to those who find themselves with data but unclear on how to get it organized. In this workshop, participants will learn about creating “SMART” databases, as well as have opportunities to create one.

Experience Level: Basic, Intermediate

Literature Review in the Evaluation of Informal Learning Projects

Carey Tisdal, Director, Tisdal Consulting

Literature reviews provide useful information for both evaluation and research studies. Yet, frameworks for standard research literature reviews have a poor fit to the practical design problems and ongoing stages of evaluation across the life of an informal learning project evaluation. In this workshop, participants will use a conceptual framework specifically focused on evaluation, increase awareness of accessible sources, practice the process of identifying important concepts to explore, define a search, develop search strategies to identify key references, and consider organizational structure to present their synthesis.

Experience Level: Basic, Intermediate, Advanced

Tuesday, July 27

Half Day Workshop, 1 – 4 p.m.

Studying Visitors Virtually

Saul Rockman, President, Rockman Et Al

Jennifer Borland, Research Associate, Rockman Et Al

Monnette Fung, Resarch Associate, Rockman Et Al

In this lively and interactive workshop, participants will be introduced to a wide variety of methods for studying web-based visitors in various settings and virtual venues and will discuss unique implications

for studying visitors online, as opposed to in-person. The session would be appropriate for museum professionals who do not have extensive evaluation experience as well as those who are more familiar with evaluation practices that might be looking for new ideas or a quick refresher course on opportunities that exist for studying visitors online.

Experience Level: Basic, Intermediate, Advanced

Tuesday, July 27

Full Day Workshops, 9 a.m. – 4 p.m.

Evaluating Visitor Studies Programs: Designing Data Collection Instruments and Analyzing Results

Amy Germuth, President, EvalWorks, LLC

Increasingly, agencies are being asked to collect information about their activities and results as well as about the projects and agencies they fund. Because these data often are used to make crucial budgeting and planning decisions, the need for high-quality data is critical. This workshop will introduce participants to the basics of developing data collection instruments that provide measurable evidence of intended outcomes. This course will cover the following topics, with an emphasis on surveying and survey data: types of data (quantitative and qualitative), types of data collection instruments, question development, instrument development, sampling, analysis, and reporting.

Experience Level: Basic, Intermediate

Experienceology: 8 Steps to Better Visitor Experiences

Stephanie Weaver, Principal, Experienceology

This lively, full-day, hands-on workshop will provide participants with an 8-step process they can use to analyze any informal learning site’s visitor experience and see where visitor studies could help improve it. Throughout the day, participants will work on an individual progressive exercise, discussing how each step applies to sites where they have worked. In the afternoon, participants will work in small groups to analyze the host museum’s experience and then debrief it together. The instructor will provide worksheets, handouts, and a reading list. Examples from a variety of experience-based businesses, as well as great libraries and museums, will be featured throughout the day.

Experience Level: Basic, Intermediate

Tuesday, July 27

Full Day Workshops, 9 a.m. – 4 p.m.

So You Want to Try Video?

James Kisiel, Associate Professor, California State University, Long Beach

Shawn Rowe, Assistant Professor and Learning Specialist, Oregon State University

More and more, researchers and evaluators are turning to naturalistic or qualitative approaches to examine and assess learning in informal learning environments. Video recording is often pointed to as an effective way of documenting just what visitors are doing—yet video recording is also met with concerns and even trepidation. For this day-long workshop, participants will take a closer look at the use of video recording as a method for gathering and analyzing visitor data. This workshop will discuss rationale for using video, as well as the challenges and benefits of the resulting data. Participants will also have an opportunity to shoot video and begin some basic analysis of that video as a way to familiarize participants with this approach.

Experience Level: Basic, Intermediate

Assessing Impacts of Education Programs: Getting Started

Jennifer Heim, Senior Research & Evaluation Associate, Saint Louis Science Center

Elisa Israel, Research & Evaluation Manager, Saint Louis Science Center

How can museums know what impacts educational programs have on their audiences? Can systems be developed to assess the impacts of multiple, ongoing programs? These questions are crucial to museum evaluators as the informal learning institutions they serve seek to secure funding, inform stakeholders, make decisions, and improve program experiences for their audiences. Through a combination of small-group activities and guided discussion, participants will engage in the process of developing an institution-wide approach to measuring the impact of educational programs. Participants will explore key issues in developing a comprehensive system for assessing impact, as well as gain hands-on experience in creating instruments and procedures to better capture, analyze, and present the experiences of participants in museum programs.

Experience Level: Basic, Intermediate

Audience-Based Inquiry through Focus Groups

Elizabeth Wood, Assistant Professor of Museum Studies and Teacher Education, Indiana University Purdue University Indianapolis

This full-day workshop will provide an introduction and overview on using focus groups as an audience-generated inquiry technique. Using hands-on and interactive strategies, participants will review basic concepts and theoretical principles behind the technique, develop skills through practice session with peers, and leave with an action plan to implement the technique into an existing or future evaluation plan.

Experience Level: Basic, Intermediate

Wednesday, July 28

Half Day Workshops, 1 – 4 p.m.

Using Data to Improve Practice

ACE Everett, Managing Director, Randi Korn & Associates, Inc.

Visitor study data can have value to staff across the institution, informing what a museum does and how practitioners do their work. Visitor data can inform a museum's planning of exhibitions, programs, and events and aid in departmental planning in marketing, development, and operations. Visitor study data can also guide decision-making and help staff throughout the museum establish priorities, for example in gallery improvements and budgeting. Through presentations, a large group discussion, and small break out groups, participants will learn the organizational factors and strategies to successfully use visitor study data, as well as ways to overcome potential challenges. Workshop participants will gain practical, actionable knowledge that enables participants to thoughtfully implement the process of using visitor study data across the museum.

Experience Level: Basic, Intermediate, Advanced

Wednesday, July 28

Full Day Workshops, 9 a.m. – 4 p.m.

Taking Control of Your Quantitative Data

Steve Yalowitz, Senior Research Associate, Institute for Learning Innovation

Claudia Figuerido, Research Associate, Institute for Learning Innovation

In many museums, there is a need to justify the existence of programs and exhibitions, and quantitative data provide a very effective way in which to do this. However, it is not always the case that museum staff or evaluators have a background in statistics and quantitative analysis. This workshop is for museum staff, internal and external evaluators, and others who want to actively lead or participate in decision-making and/or conduct the actual quantitative analysis. Using data from various program and exhibit evaluations (including your own if you like), participants will gain knowledge and skills related to frequently used quantitative data analysis techniques appropriate for a variety of types of evaluation questions.

Experience Level: Basic, Intermediate



Participatory Evaluation: Using Interactive Techniques to Involve Stakeholders in the Evaluation Process

Amy Grack Nelson, Evaluation & Research Associate, Science Museum of Minnesota

Have you ever wanted stakeholders to be more engaged in the evaluation process? Was there ever a time when you wished evaluation data had been put to better use to improve a program or exhibit? Participatory evaluation is an evaluation approach that involves stakeholders in the evaluation process (from designing the evaluation to interpreting results), builds their evaluation capacity, and, as a result, increases evaluation use. The workshop will introduce participants to participatory evaluation and the benefits and challenges of this approach. Participants will participate in a mock participatory evaluation process and learn a variety of techniques to work collaboratively with stakeholders to carry out various stages of the evaluation process. Participants will leave the workshop with a plan to integrate participatory techniques into their own evaluation practice.

Experience Level: Intermediate, Advanced

Timing and Tracking 101

Kerry Bronnenkant, Research Associate, Museum of Science, Boston

Susan Foutz, Research Associate, Institute for Learning Innovation

Timing and Tracking 101 will expose museum professionals to the art and skill of timing and tracking within an exhibition or an entire museum visit. Participants will learn the history of timing and tracking as well as the variety of ways to conduct timing and tracking within their institution. They will gain hands-on experience of constructing tracking instruments and collecting and analyzing data. Participants will also learn about the ways to visualize and present timing and tracking data to their audience. After participating in this workshop, participants will feel comfortable about employing this methodology in their museum (small or large) and should feel confident about collecting, entering, analyzing, and reporting this data.

Experience Level: Basic, Intermediate

Visitor Feedback Surveys: Developing Useful Tools for Educators

Johanna Jones, Managing Director, Randi Korn & Associates, Inc.

Museum educators are often charged with evaluating their own programs with little to no experience in developing and implementing an evaluation and no budget to support the effort. This type of program evaluation—with teachers or drop-in visitors—usually takes the form of a simple, standardized survey that is administered after the program. For many institutions, these kinds of surveys, developed and implemented by educators, are the only types of

evaluation taking place. Therefore, such surveys should be as high-quality and informative as possible. This workshop will provide an overview of the evaluation process and its role in the life-cycle of a program. Topics to be covered include the essential step of crafting measurable objectives prior to assessing a program; an introduction to survey design and systematic data collection; and an overview of analyzing and using the data collected.

Experience Level: Basic, Intermediate

Developing Rubrics: Authentic Measures of Informal Learning

Stephanie Downey, Managing Director, Randi Korn & Associates, Inc.

In visitor studies, we are often required to provide measurable, reliable findings to demonstrate impact. Yet, measuring learning that takes place in an informal setting is extremely challenging. The impact an exhibition or program can have on one visitor may vary considerably from its impact on another visitor, and these often subtle differences in impact are difficult to measure through conventional means of evaluation. Through large and small group work, workshop participants will learn to develop and use rubrics, which provide an authentic way to measure the impact of informal educational programs and exhibitions, and abide by rigorous evaluation standards. Participants will leave with a draft of a rubric tailored to their program or exhibition as well as the skills to continue using rubrics in the future. Participants should bring to the workshop a description of a program or exhibition, including the goals and objectives.

Experience Level: Basic, Intermediate, Advanced

Integrating Visitor Studies into Interpretive Planning

Barbara H. Butler, Retired ISE Program Director, National Science Foundation

Marcella Wells, Consultant, Wells Resources, Inc.

This workshop will offer an opportunity for collaboration among educators, planners, evaluators, and administrators to integrate educational/interpretive planning and evaluation. This workshop will examine the interpretive planning process and demonstrate the integration of visitor studies using the Visitor Centered Evaluation Hierarchy. Participants are encouraged to bring an interpretive or informal learning project that is in the planning stage for the afternoon case studies exercise. The workshop will also explore the potential of the Visitor Centered Evaluation Hierarchy as a diagnostic tool, a management tool, a teaching tool, a research tool, and a communication tool for informal learning institutions.

Experience Level: Basic, Intermediate, Advanced

Conference Events

(Pre-registration is **REQUIRED** for ALL events unless otherwise noted)



Welcome to Phoenix: A Fantastic Evening at the Heard Museum

*Wednesday, July 28, 6:00 – 10:00 p.m.
FREE with FULL conference registration*

Explore the exquisite exhibits of this world-renowned Native American art museum, observe an artist demonstrate traditional Indian art, and visit the magnificent museum shop. Be amazed watching a Native Hoop Dancer using as few as 4 or as many as 50 hoops to create a variety of designs including animals, butterflies, and globes. After enjoying dinner, featuring southwest American Indian foods, leave the museum with the rhythms of an American Indian drum group ringing in your ears.

Event hosted by the Heard Museum: the evening includes dinner, entertainment, and tickets for transportation on the Valley Metro Light Rail. Cash bar will be available.



A Flashlight Tour of the Surprising Sonoran Desert at the Desert Botanical Garden

*Thursday, July 29, 6:00 – 9:00 p.m.
\$45*

Join colleagues and friends for a sensational summer evening at the Desert Botanical Garden. Take a leisurely stroll through the Garden to historic Webster Auditorium where you will be treated to a delightful meal of southwestern fare. Then embark on the very popular educational and entertaining flashlight tour. As you saunter along the trails, you will engage with highly trained docents sharing the summer secrets of the local flora and fauna and wonder at the beauty of the sunset silhouetted with desert flora. It is an unforgettable evening you will not want to miss. Wear comfortable walking shoes and summer clothing; bring a flashlight if you can.

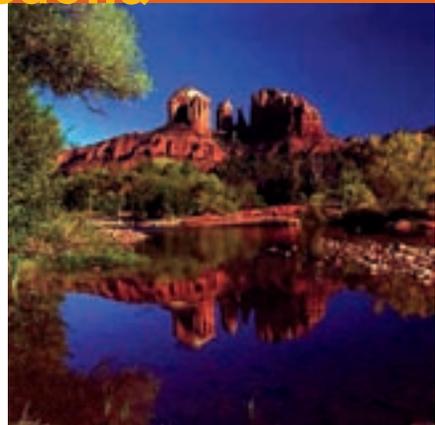
Event hosted by the Desert Botanical Garden: the evening includes dinner, transportation, and the flashlight tour. Cash bar will be available.

Post-Conference Trip to Sedona

*Saturday, July 31 1:00 – 10:00 p.m.
\$120*

During the tour, travelers will see some incredible terrain as they ascend into the high country of central Arizona. The first glimpse of "Red Rock Country" is spectacular and only gets better as the drive continues through this magnificent countryside. The guides, a Hopi/Paiute and an Arizona Cowboy, will identify the many famous "landmark" rock formations in the towering cliffs and red rock throughout the Oak Creek Canyon. Plenty of time will be made available for shopping Tlaquepaque, a Spanish style Arts & Crafts market place.

Pre-registration is required by July 1, 2010. Space is limited. Trip includes transportation and tour guides. Participants will be responsible for purchasing their own dinner in Sedona.





A “Grande Finale” at the Arizona Science Center

Friday, July 30, 6:00 – 9:00 p.m.
\$45

Saddle up for a fun-filled adventure of science and discovery in the engaging exhibits at the Arizona Science Center, and feast on dinner with a western flair. In Dorrance Planetarium, travel on animated journeys through cells, earth, space and time, and the astronomical marvels of the big skies of the southwest. We are proud to be the first science center in the WORLD to showcase the state-of-the-art NanoSeam dome!

Event hosted by the Arizona Science Center. The evening includes dinner, exhibit exploration, demonstrations, and a planetarium show. No transportation is provided. The Arizona Science Center is a 4 block walk from the hotel. Cash bar will be available.

4th Annual Membership and New Attendees Breakfast

Thursday, July 29, 8:00 – 9:00 a.m.
Free

VSA’s Membership Committee invites new attendees and all members for a coffee chat! This is an informal way to meet and chat with other members and VSA leaders and to learn about VSA committees and how you might get more involved. We hope to see you there!

Pre-registration is not required for this event.

14th Annual April Award Luncheon

Friday, July 30, 11:30 a.m. – 1:00 p.m.
\$40, a portion of the ticket price is a tax-deductible donation to the April Award Fund.

The April Award Luncheon celebrates the history, evolution, and eminence of visitor studies, as practitioners come together to welcome and honor an outstanding new professional to the field. This award was generously established by Dr. Marilyn Hood to honor the memory of her longtime research assistant, April Lahm. The tradition continues today, with an April Award recipient selected each spring and introduced at the annual luncheon. Steve Yalowitz is the luncheon’s featured speaker and will build upon this year’s conference theme by facilitating a conversation about the value of visitor studies, specifically through the history and lens of the April Award. Dr. Yalowitz is an applied social psychologist and, as a Senior Research Associate at the Institute for Learning Innovation, works on a variety of projects that address the key issues in this year’s conference theme about the public value of visitor studies. Before becoming a consultant, Steve spent seven years as the Audience Research Manager at the Monterey Bay Aquarium; he will bring his experiences and views as both an in-house evaluator and consultant to the table as he encourages attendees to address and discuss what the field needs to move forward.

Closing Luncheon

Saturday, July 31, 11:30 a.m. – 12:45 p.m.
\$5

Join discussants and colleagues for a final, in-person conversation about the public value of visitor studies, and contribute to an action plan that will ensure continued, meaningful dialogue beyond the 2010 VSA Conference.

Pre-registration is required for all evening events and luncheons. Tickets WILL NOT be available on-site.

To register for the 2010 Visitor Studies Association Conference, please fill out the enclosed registration form or download one from our website: www.visitorstudies.org.

Mail or fax it to: Visitor Studies Association, P.O. Box 02411, Saint Paul, MN 55102-0411, USA, (fax: 651.774.0316).

Or register on-line at www.visitorstudies.org

Questions?

Contact us at info@visitorstudies.org or call 651.774.3225



VSA

Visitor Studies Association

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USA

VSA's vision is a world where lifelong learning is embraced, and where learning in informal settings benefits individuals, communities, and society at large.

VSA