



**Mississippi Museums Association
2020 Conference & Annual Meeting**

**Hattiesburg, Mississippi
April 16-17, 2020**

MMA CONFERENCE PRELIMINARY SCHEDULE

WEDNESDAY, APRIL 15

6:30pm-8:00pm

Pre-Conference Meet Up

Location: Southern Prohibition Brewing Taproom
301 Mobile Street
Hattiesburg, MS 39401

If you are in town early, meet at the Southern Prohibition Brewing Taproom in Downtown Hattiesburg on Wednesday, April 15th from 6:30-8:00pm. Enjoy local beer and food by Mercury Pizza (Dutch treat).

THURSDAY, APRIL 16

9:00am-10:15am

Registration & Self-Guided Tour of the African American Military History Museum

Coffee and light breakfast provided (Sponsor: Hattiesburg Convention Commission)

Location: African American Military History Museum
305 E. 6th Street
Hattiesburg, MS 39401
(Parking available at AAMHM and Historic Eureka School.)

About the African American Military History Museum: Beginning with the Buffalo Soldiers of the post-Civil War era through the modern-day conflicts of Desert Storm and Operation Iraqi Freedom, the African American Military History Museums bears witness to the service and sacrifice of the African American soldier. The museum is located in the historic 6th Street USO Club, which opened in 1942 as a home away from home for African American soldiers stationed at Camp Shelby. This building is the only remaining USO constructed especially for African American soldiers in public use in the United States. It is listed on the National Registry of Historic Places and is a Mississippi Landmark.

10:15am-10:30am

Stroll the Sixth Street Museum District to the Historic Eureka School for conference programming following registration and tour of the African American Military History Museum

Location: Historic Eureka School
410 E. 6th Street
Hattiesburg, MS 39401

About the Historic Eureka School: The Historic Eureka School opened in 1921 as one of only two brick high schools for African Americans in the state of Mississippi. Eureka continued as a school until 1987. The building was designated as a Mississippi landmark in 2005. Restored in 2018, Eureka will serve as an African American Heritage and Cultural Museum and interpretive center for the Civil Rights Movement, particularly the activities of Freedom Summer 1964.

10:30am-11:30am

Concurrent Sessions

Location: Historic Eureka School

- **Session 1A – 4Cs of Volunteer Engagement**
Moderator/Presenter: Megan Bankston, Curator, Mississippi Governor's Mansion, Mississippi Department of Archives & History
- **Session 1B – Education Stations: Incorporating Hands-On Fun in Hands-Off Spaces**
Moderator/Presenter: Hillary Steinwinder, Curator of Education, Lauren Rogers Museum of Art
Presenter: Kelly Rosa, Outreach Coordinator, Lauren Rogers Museum of Art

11:45am-1:00pm

Luncheon

Lunch provided with full or single day registration for Thursday, April 16th (Sponsor: Hattiesburg Convention Commission)

Location: Historic Eureka School Cafeteria

Speaker – Rick Taylor, Executive Director, Hattiesburg Convention Commission

1:15pm-2:15pm

Concurrent Sessions

Location: Historic Eureka School

- **Session 2A – Creating a Home, Not a Temple**
Moderator/Presenter: Mark Tullos, President/CEO, Mississippi Arts + Entertainment Experience
Presenter: Stacey Wilson, Curator of Exhibitions, Mississippi Arts + Entertainment Experience
- **Session 2B – Old Media, New Narratives: A Postcard Campaign**
Moderator/Presenter: Clive Muir, PhD, Social Design Consultant, ThinkCraftSolve

2:30pm-3:30pm

Concurrent Sessions

Location: Historic Eureka School

- **Session 3A – Introduction to Digitization for Museums**
Moderator/Presenter: Elizabeth Le Beaud, Assistant Director of the Mississippi Digital Library
- **Session 3B – Maxie’s Juke Joint: The Act of Edutaining**
Moderator/Presenter: Stacey Wilson, Curator of Exhibitions, Mississippi Arts + Entertainment Experience;
Presenter: Ida Bea Tomlin, Director of Operations, Mississippi Arts + Entertainment Experience

5:30pm

Vans depart Hotel Indigo for the Evening Reception at the Hattiesburg Zoo

6:00pm-8:30pm

Evening Reception at the Hattiesburg Zoo

Reception provided with full or single day registration for Thursday, April 16th (Sponsor: Hattiesburg Convention Commission)

Location: Hattiesburg Zoo
107 S. 17th Avenue
Hattiesburg, MS 39401
(Parking available for those opting to take their own vehicle.)

About the Hattiesburg Zoo: Enjoy an evening at the Hattiesburg Zoo filled with food, drinks, and animals. The Hattiesburg Zoo is home to nearly 100 species of animals from around the world, including howler monkeys, a jaguar, Sumatran tiger, lemurs, zebras, wallabies, the beloved Two-Toed sloth, Chewy, and his family, Mo and Baby Maple, and more. Opening its gates in 1950, the Hattiesburg Zoo is constantly growing, with plans for a giraffe exhibit underway. The Zoo was named “Best Travel Attraction of the Year” by the Mississippi Tourism Association in 2017.

FRIDAY, APRIL 17

8:30am-9:00am

Registration

Coffee and light breakfast provided (Sponsor: Mississippi Armed Forces Museum)

Location: Mississippi Armed Forces Museum
Building 850, Forrest Avenue W.
Camp Shelby, MS 39407
(Parking available. MAFM is located at Camp Shelby, about 20 minutes from Hotel Indigo.)

9:00am-10:00am

Concurrent Sessions

Location: Mississippi Armed Forces Museum

- **Session 4A – Making the Most of your Collections Assessment: How to Prioritize and Fund Collections Care**
Moderator/Presenter: Laura Hartz Stanton, Executive Director, Conservation Center for Art & Historic Artifacts
Presenters: Mattie Codling, Director of Collections and Exhibitions, Walter Anderson Museum of Art; Anna Gospodinovich, Registrar, Mississippi Armed Forces Museum
- **Session 4B – Safety Vision is 2020: Essential Keys to the Development of a Comprehensive Safety Training Program for Small Museums**
Moderator/Presenter: Laura Hester, Staff + Volunteer Manager, Mississippi Arts + Entertainment Experience
Presenters: Ida Bea Tomlin, Director of Operations, Mississippi Arts + Entertainment Experience; Aaron Windham, Visitor Services Manager, Mississippi Arts + Entertainment Experience

10:15am-11:15am

Concurrent Sessions

Location: Mississippi Armed Forces Museum

- **Session 5A – Grant Opportunities from the Mississippi Arts Commission and Mississippi Humanities Council**
Moderator/Presenter: Maria Zeringue, Folk & Traditional Arts Director, Mississippi Arts Commission
Presenters: Kristen Brandt, Arts Industry Director, Mississippi Arts Commission; Carol Andersen, Assistant Director, Mississippi Humanities Council
- **Session 5B – What's Hiding in your Collections?**
Moderator/Presenter: Kim R. Du Boise, Photographic Materials Conservator
Presenter: Roy T. Canizaro, Time-based Media Conservator

11:15am-12:00pm

Self-Guided Tour of the Mississippi Armed Forces Museum

Location: Mississippi Armed Forces Museum

About the Mississippi Armed Forces Museum: The Mississippi Armed Forces Museum highlights Mississippi's role in the United States Armed Forces, while also sharing a comprehensive history of American military history. The museum's galleries include Early Mississippi History, First World War, Second World War, Korean War, Vietnam War, Global War on Terrorism, and a Hall of Honor that honors notable Mississippi veterans and Mississippi's 28 Medal of Honor recipients. Outdoor exhibits on the grounds of the museum include memorials and a vehicle park with aircraft, tanks, and field artillery.

12:15pm-2:00pm

Keynote Luncheon and Business Meeting

Lunch provided with full or single day registration for Friday, April 17th

Location: Mississippi Armed Forces Museum

- **JIMI Scholarship Address** – Mattie Codling, MMA Scholarship Recipient for Jekyll Island Management Institute (JIMI) Class of 2020
- **Keynote Address** – Laura Hartz Stanton, Executive Director, Conservation Center for Art & Historic Artifacts
- **MMA Business Meeting** – Lance Harris, MMA President

2:30pm-3:30pm

Post-Conference Tour of Archaeological Fieldwork Site at Camp Shelby by Cultural Resources Manager - *More details coming soon!*

Location: Camp Shelby

CONFERENCE SESSION DESCRIPTIONS

THURSDAY, APRIL 16

10:30am-11:30am

CONCURRENT SESSIONS

Location: Historic Eureka School

Session 1A – 4CS OF VOLUNTEER ENGAGEMENT

Moderator/Presenter: Megan Bankston, Curator, Mississippi Governor’s Mansion, Mississippi Department of Archives & History

The 4Cs of Volunteer Engagement will address the need for effective coordination and communication with volunteers, employees, and patrons. This presentation offers tools that will greatly improve the operations and services of your organization through volunteer management.

Session 1B – EDUCATION STATIONS: INCORPORATING HANDS-ON FUN IN HANDS-OFF SPACES

*Moderator/Presenter: Hillary Steinwinder, Curator of Education, Lauren Rogers Museum of Art
Presenter: Kelly Rosa, Outreach Coordinator, Lauren Rogers Museum of Art*

“Please Don’t Touch the Artwork” is one of the most universal rules in the Museum world and often reinforced within minutes of a guest’s arrival. With this necessary restriction, how can we inspire meaningful connections and active engagement for our younger visitors? Using the LRMA’s recent *Education Station* installations and various other activities as examples, discover ways to incorporate budget friendly and “gallery safe” art activities and interactives into your exhibitions.

1:15pm-2:15pm

CONCURRENT SESSIONS

Location: Historic Eureka School

Session 2A – CREATING A HOME, NOT A TEMPLE

Moderator/Presenter: Mark Tullos, President/CEO, Mississippi Arts + Entertainment Experience

Presenter: Stacey Wilson, Curator of Exhibitions, Mississippi Arts + Entertainment Experience

In the creation of the Mississippi Arts + Entertainment Experience (The MAX) our challenge was to create a place that wouldn’t just celebrate the arts, but the human experience that inspired the artist. The ultimate hope? Revitalize Mississippi’s culture and togetherness, and improve social justice. The proposed session will explore how The MAX was born: The Museum that didn’t want to call itself a “Museum” but instead an “Experience.” The MAX was going to be a place: - where people learn by being entertained - a place that fosters local pride, family attraction and a hub to bring the community together.

The MAX curatorial team chose to partner with Gallagher & Associates to design that experience. We sat down together and quickly came to the conclusion that we should make people feel at Home. The MAX shouldn’t be a Temple, it should be a familiar place. Somewhere you’re allowed to touch everything. Readers will discover how immersive experiences are created. Visitors do not come to view art — they’re invited into the life of the artist and the environment that inspires them. Visitors are engaged physically with the content and are given the opportunity to physically engage with the exhibits. Key learnings: Don’t just focus on the outcome, let people experience the process; Find something your audience can relate to, and build from there. Experiential learning works! Engage people physically and emotionally and most important Museum staff should reflect the people they’re trying to engage.

Session 2B – OLD MEDIA, NEW NARRATIVES: A POSTCARD CAMPAIGN

Moderator/Presenter: Clive Muir, PhD, Social Design Consultant, ThinkCraftSolve

This workshop-style presentation examines how museums can use historical texts and images to create new narratives that acknowledge the growing diversity of Mississippi and the South. Participants will use archival texts and images to create postcards and craft messages for the back of the postcards for a museum marketing campaign. Discussion will include the narrative opportunities and constraints that museums may face in outreach efforts, and also the value of postcards in an age of new media.

2:30pm-3:30pm

CONCURRENT SESSIONS

Location: Historic Eureka School

Session 3A – INTRODUCTION TO DIGITIZATION FOR MUSEUMS

Moderator/Presenter: Elizabeth Le Beaud, Assistant Director of the Mississippi Digital Library

The Mississippi Digital Library (MDL) is the collaborative digital library for the state of Mississippi. We help cultural heritage institutions across the state digitize their collections, and provide a free online platform to showcase these materials to the world. This session will be an introduction to digitization principles and special concerns for museums. From selecting items for digitization to navigating copyright concerns, from what to look for in equipment to making materials available online, this session will lay the groundwork to start digitizing at your museum.

Session 3B – MAXIE’S JUKE JOINT: THE ACT OF EDUTAINING

Moderator/Presenter: Stacey Wilson, Curator of Exhibitions, Mississippi Arts + Entertainment Experience

Presenters: Ida Bea Tomlin, Director of Operations, Mississippi Arts + Entertainment Experience

Juke Joint—almost everyone has heard of it. However, most have never visited one nor understand its importance within the African American community and to the creation of several genres of music. With only a few true juke joints still in operation today, how will this history remain relevant outside the world of academia, but to the public and to future generations? That is where we come in.

Opened in 2018, the Mississippi Arts + Entertainment Experience (The MAX) celebrates the landscape, culture, traditions, and people of Mississippi. Consisting of eight galleries, the permanent exhibition also houses our ode to this history—Maxie’s Juke Joint. In an effort to edutain (to educate and entertain), Maxie’s is an exhibition and music venue that teaches visitors about musicians and the early history of juke joints. We host a quarterly Blues series that allows blues musicians from across the state to perform at The MAX. The Director of Operations and Meridian native, Ida Bea Tomlin, is the voice of Maxie in the juke joint counter interactive and has become Maxie at these events.

FRIDAY, APRIL 17

9:00am-10:00am

CONCURRENT SESSIONS

Location: Mississippi Armed Forces Museum

Session 4B – MAKING THE MOST OF YOUR COLLECTIONS ASSESSMENT: HOW TO PRIORITIZE AND FUND COLLECTIONS CARE

Moderator/Presenter: Laura Hartz Stanton, Executive Director, Conservation Center for Art & Historic Artifacts

Presenters: Mattie Codling, Director of Collections and Exhibitions, Walter Anderson Museum of Art; Anna Gospodinovich, Registrar, Mississippi Armed Forces Museum

In this session, we will inspire collections care professionals to begin fundraising for their projects by leveraging various types of collections and preservation needs assessments. The sessions will begin by discussing the different types of assessments that cultural heritage institutions of all sizes can use to evaluate their collections care needs. The first presenter will describe many assessments, including preservation needs assessment, collections assessment for preservation (CAP) assessments, the

museum assessment program (MAP), risk assessments, and others, elaborating on each of their benefits and drawbacks, always keeping in mind funding of these projects. The presenters will then describe an onsite preservation needs assessments conducted in 2019 by CCAHA at the Mississippi Armed forces Museum and the Walter Anderson Museum of Art. Together, they will describe the process of collecting information prior to the visit, what happened during the visit, and the final report. They will then describe how that assessment will be used to inform the preservation plans and fundraising for the institutions. The presenters will discuss the collaborative process that allowed the and will discuss the role that collections assessments can play in drafting strategic and operational planning documents and how to present these initiatives as priorities to internal and external stakeholders.

Session 4A – SAFETY VISION IS 2020: ESSENTIAL KEYS TO THE DEVELOPMENT OF A COMPREHENSIVE SAFETY TRAINING PROGRAM FOR SMALL MUSEUMS

Moderator/Presenter: Laura Hester, Staff + Volunteer Manager, Mississippi Arts + Entertainment Experience

Presenters: Ida Bea Tomlin, Director of Operations, Mississippi Arts + Entertainment Experience; Aaron Windham, Visitor Services Manager, Mississippi Arts + Entertainment Experience

One of the focus areas of museums is and should be protection of artifacts, but what about the people? How do we protect or visitors, volunteers and staff? Due to limited resources, many small museums may struggle with implementation. In this session, discover how to develop a BEAP for safety compliance, how to train staff and volunteers to recognize hazards in an interactive format and utilizing community resources for cost effective training.

10:15am-11:15am

CONCURRENT SESSIONS

Location: Mississippi Armed Forces Museum

Session 5A – GRANT OPPORTUNITIES FROM THE MISSISSIPPI ARTS COMMISSION AND MISSISSIPPI HUMANITIES COUNCIL

Moderator/Presenter: Maria Zeringue, Folk & Traditional Arts Director, Mississippi Arts Commission

Presenters: Kristen Brandt, Arts Industry Director, Mississippi Arts Commission; Carol Andersen, Assistant Director, Mississippi Humanities Council

The Mississippi Arts Commission and Mississippi Humanities Council will present an overview of their grant programs, including information about the types of grants available, how to apply, eligibility requirements, and grant writing tips and best practices, as well as other public programs and services provided by each agency.

Session 5B – WHAT'S HIDING IN YOUR COLLECTIONS?

Moderator/Presenter: Kim R. Du Boise, Photographic Materials Conservator

Presenter: Roy T. Canizaro, Time-based Media Conservator

This presentation introduces the photographic and audiovisual materials often found in institutional holdings and how to identify each type from characteristics and visual examination. We will cover

photographic media from cased photographs to modern (20th C.) prints, with negatives/positives and film base supports. Reel-to-reel films and tapes as well as analog video and audiocassettes are discussed by characteristics.

Conservation and preservation issues are discussed, with proper storage environments and housing materials covered for each type of media. Life cycles, preservation, and when to seek conservation consultation and intervention will be covered.