

**KMA 2023 Conference**

November 6-8

Hays, KS

Hilton Garden Inn, 221 West 43<sup>rd</sup> St., Hays, KS 67601

**Monday, November 6****Registration Open**

11:00 am – 4:30 pm

Prefunction South

**Workshop**

9:00 – 11:30 am

Ballroom A

**From Donor to Gallery: Creating a Culture of Curatorial Care**

Anne Jones, Curator of Collections, Johnson County Museum; Bill North, Director, Clara Hatton Center

This 2.5 hour workshop will focus on a 5-step path that begins with acquisition and culminates with exhibition. Presenters will discuss how to create a culture of care, beginning with the importance of having a board approved Collections Management Policy, and how the policy is the foundation for establishing a culture of care. The second part of the workshop will focus on behaviors that put the policy into practice.

**Tour**

9:00 – 11:30 am

Bus leaves from main hotel entrance

**Historic Churches and Volga German Heritage Tour**

Our Volga German heritage thrives in Ellis County. This tour will focus on three of the Catholic churches built over 100 years ago by these German immigrants from Russia. Traveling to the small communities that surround Hays, stops will include the church of St. Catherine in the town of Catharine, the Basilica of St. Fidelis “The Cathedral of the Plains,” located in Victoria, and Holy Cross church which towers above the valley in the village of Pfeifer. These stunning examples of family, courage, and hard work were built by the early settlers, who were new to the United States and poor. But they prioritized God and faith. If time allows, a stop may be in order for the cemeteries where the many magnificent iron crosses stand proudly on the Kansas prairie.

**Lunch for Workshop and Tour participants**

11:45 am – 12:45 pm

Prefunction West

**Workshop**

1:00 – 3:30 pm

Ballroom A

**Wire It Up!**

Josh Morris, Curator of Exhibits, Smoky Hill Museum

Do you want to add some interactive elements to your gallery but need help getting started? This workshop might be what you're looking for. Attendees will look at the materials and methods used to create audio and visual interactive elements. By course end, you will go start to finish in creating a complete interactive element and discover the world of possibilities.

**Tour**

1:00 – 3:30 pm

Bus leaves from main hotel entrance

**Experiential Old Fort Hays Tour**

Join us at Old Fort Hays State Historic Site for a formal tour of the grounds and buildings. After the tour, costumed interpreters and presenters will be on hand to interact with guests, discuss, and demonstrate different aspects of life on the plains during the late 19th century. This will be a unique and immersive experience for all!

**Traveling Reception**

5:30 – 9:00 pm

Bus leaves from main hotel entrance

- Moss Thorns Gallery at Fort Hays State University
- Sternberg Museum of Natural History
- Ellis County Historical Society

**Tuesday, November 7****Registration**

8:00 am – 4:30 pm

Prefunction South

**Coffee & Light Breakfast**

8:00 – 9:00 am

Prefunction West

**Welcome & Keynote: The Road to Nicodemus**

9:00 – 10:00 am

Ballroom D

Angela Bates, Historian, Organizer and Founder of the Nicodemus Historical Society

*Funded by Humanities Kansas, in partnership with the Kansas Museums Association*

Angela will discuss formerly enslaved pioneer settlers from Kentucky to their new home at Nicodemus in northwest Kansas 1877. The presentation will include information about how the town was established, promoted, settlers solicited, and how they made the trek by train, then by foot the last 35 miles. A clip will be included from the documentary: Ellis Trail: The End of the Journey to the Promised Land of Kansas. Angela will also discuss how Nicodemus became a National Historic Site.

**Break with refreshments**

10:00 – 10:10 am

Prefunction South

**Remaining Relevant Through a Museum Closure**

10:10 – 11:10 am

Ballroom A

Trae Johnson, Assistant Director of Education and Outreach, Kansas Museum of History; Sarah Bell, Director, Kansas Museum of History; Ashley Wunder, Evaluation and Engagement Manager, Kansas Historical Society

The Kansas Museum of History's closure in September 2022 marked the beginning of an extensive gallery renovation. Embracing the challenge, we successfully transitioned to online programming, outreach opportunities, video production, and virtual partnerships to ensure our continued relevance. Come discover our proven strategies to maintain a robust online presence, sustain educational programming, and leverage virtual platforms to engage and captivate your audience and keep them coming back for more.

**KNOW YOUR NUMBERS, KNOW YOUR DONORS®: Fundraising Best Practices**

10:10 – 11:10 am

Ballroom B

Diana V. Hoyt, Chief Strategist and Trainer, Formula for Fundraising

Utilizing a few very simple tools, every organization can understand how many donors they have, who they are, and what their interests are. Having this information will lead to better communications with donors and improve donor engagement. The goal is to create fundraising strategies based upon analytics and increase donor retention which will result in raising even more money. Together, the attendees will explore ideas to add sizzle in implementing the strategies.

**Budget-Friendly Virtual Museum Experiences**

10:10 – 11:10 am

Ballroom D

Adam Pracht, Marketing and Communications Director, Lindsborg Old Mill & Swedish Heritage Museum

Virtual Reality experiences, Augmented Reality displays, audio tours, QR codes and more... there's an overwhelming diversity of ways technology can make exhibits more immersive and a museum visit more attractive. It's also all just too expensive for a limited budget to even consider, right? Think again! For those putting in the effort, there are numerous platforms in these exciting new areas of technology that offer low or reduced costs for non-profits – or even for free!

**Break**

11:10 – 11:20 am

**Lunch Buffet**

11:20 am – 12:00 pm

Prefunction West

**KMA Business Meeting**

12:00 – 1:00 pm

Ballroom D

**Break**

1:00 – 1:10 pm

**General Session: Connecting Threads**

1:10 – 2:10 pm

Ballroom D

Sarah Jane Crespo, Engagement Marketing Director, KUMW 89.1 Wichita Public Radio and Community Engagement Consultant, StoryCorps

A primer on StoryCorps' One Small Step initiative, and an exploration of how “third places” such as museums could help reknit the fabric of our polarized society through convened conversation and facilitated discussion.

**Break**

2:10 – 2:20 pm

**Seeking, Deciding on and Exhibiting Last Half of the 20th Century Artifacts**

2:20 – 3:20 pm

Ballroom A

Ed Glenn, Director/Curator, Republic County Historical Society & Museum

We have chosen to create a Last 1/2 of the 20th Century Display as most displays ended at WW II. We will discuss how Decade themes were chosen, how we engaged the community in making these donations, how we determined artifacts to use, and how we designed and funded the new displays.

**Successful Succession Planning**

2:20 – 3:20 pm

Ballroom B

Seth Bate, Program Manager for Leadership Development and Coaching, Community Engagement Institute at Wichita State University

It's tough to think about people we like leaving and it's tough to think about organizations we rely on changing, but succession planning is necessary to maintain strong, healthy, organizations. In this highly interactive session participants will learn the what, how, why, and when of succession planning so they can make sure their organizations are prepped for the future!

**Performative Interpretation and Collaboration Between Institutions**

2:20 – 3:20 pm

Ballroom D

Ian Trevethan, Education and Outreach Director, Sternberg Museum of Natural History; Adam Conkey, Curator, Ellis County Historical Society

Collaboration between institutions better provides the general public with unique immersive education through performative interpretation and enhances the experience both for the public and institutional volunteers and staff.

**Break with Refreshments**

3:20 – 3:30 pm

Prefunction South

**Sesquicentennial Presentation**

3:30 – 3:45 pm

Ballroom D

**General Session: Critical Issues in Museums**

3:45 – 5:0 pm

Ballroom D

Kate Young, Interim Executive Director, Kansas Museums Association

What are the critical issues facing Kansas museums and how can the expertise in the room make progress on these challenges? Participants will identify critical issues and self-select working groups. This session will encourage creative thinking and networking across KMA members.

**Reception with Cash Bar**

5:45 – 6:15 pm

Prefunction South

**Annual Dinner and Live Auction**

6:15 – 8:30 pm

Ballroom D

**Wednesday, November 8****Registration**

8:00 am – 12:00 pm

Prefunction South

**Coffee & Light Breakfast**

8:00 – 8:45 am

Prefunction South

**Collaborative Costume Connections: How 12 Small Northwest Museums Redefines Collection'****Management Strategies**

8:45 – 9:45 am

Ballroom A

Jennifer Tracz, Assistant Director, Prairie Museum of Art & History and Costume and Textile Conservator, Fair Isle Preservation Services, LLC

12 NWKS museums came together to collectively share the services of Costume and Textile Conservator, Jennifer Tracz over a three-year grant period. This session will provide an overview of techniques and strategies used to help these museums rehouse their costume and textile collections with better storage conditions. I will share the techniques used to create low-cost archival storage supplies. Patterns for a small sampling of creative archival housing will be provided. This talk will also specifically address the processes used to adapt each individual museums' unique storage challenges into storage successes. We will talk about what worked and what didn't work along the way.

**Comprehensive Planning**

8:45 – 9:45 am

Ballroom B

El Dean Holthus, Advisory Board Member, The People's Heartland Foundation and Home on the Range Cabin; Jayne Humphrey Pearce, President, Fort Wallace Museum; Marjean Deines, Director, Trego County Historical Society

Planning is essential to improve any project! This session will help you get your museum board or foundation get on-board. Each will briefly share how they turned struggles with the planning process into success, what steps they took working towards their goal. Then what the process steps were to develop a comprehensive plan for building and saving historic sites.

**Developing a Traveling Exhibit for Small Museums**

8:45 – 9:45 am

Ballroom D

Kaily Carson, Curator, National Orphan Train Complex; Marla Day, Curator, K-State Historic Costume and Textile Museum; Josh Morris, Curator of Exhibits, Smoky Hill Museum; Ron Michael, Director, Birger Sandzén Memorial Gallery

Discover the ins and outs of what it takes to develop and maintain a traveling exhibit. Panelists from the National Orphan Train Complex, Smoky Hill Museum, Birger Sandzén Memorial Gallery, and K-State Historic Costume and Textile Museum will discuss things to consider when developing mobile exhibits.

**Break with refreshments**

9:45 – 10:00 am

Prefunction South

**Keynote: Interpreting History Through Art**

10:00 – 11:00 am

Ballroom D

Deb Goodrich, Author and Garvey Historian in Residence, Fort Wallace Museum

*Funded by Humanities Kansas, in partnership with the Kansas Museums Association*

Art has depicted heroic events and tragic figures for eons. But is it an accurate representation for the museum that claims to document history? Using examples from the Fort Wallace Museum, the Kansas Statehouse, and other sites around the state and beyond, Goodrich demonstrates how various artistic media can effectively educate and inspire the public.

**Creating and Deploying Multimedia Content Beyond the Walls of the Museum**

11:00 am – 12:00 pm

Ballroom A

Kara Heitz, Lecturer, Kansas City Art Institute and Owner, Clio's Scroll Productions; Trae W. Johnson, Assistant Director of Education and Outreach, Kansas Historical Society; Allana Parker, Historic Sites Manager, Riley County Historical Society

Museums and other cultural institutions are increasingly connecting with audiences outside the physical spaces of the museum, through the creation of audio and video content, and online tours and exhibits. Making multimedia content accessible beyond the walls of the museum can help interact with new audiences and better engage with existing ones. From short documentaries and streaming presentations to podcasts and virtual tours, these mediums can help breathe new life into artifacts and their stories. However, small museums and institutions with fewer resources can sometimes feel uncertain about where to start creating and sharing multimedia content. This panel brings together individuals with experience in the development and deployment of audio and video content and virtual tours, from both the museum staff and freelancer perspectives. Join our panelists as they share advice, challenges, and strategies for producing digital content tailored to the limitations and possibilities of small museum environments.

**An Update on Digital Equity and Broadband in Kansas for Museum Professionals**

11:00 am – 12:00 pm

Ballroom B

Kimberlyn Jones, Digital Equity Program Manager, Kansas Office Of Broadband Development; Morgan Barnes, Engagement and Outreach Manager, Kansas Office of Broadband Development

Communities are talking about the increased need for digital access. Kansas Office of Broadband Development is helping close the digital divide for Kansans. Learn more about Broadband and Digital Equity in our communities.

**Book Museums and Artifact Libraries: Cooperation and Collaboration Between Institutions**

11:00 am – 12:00 pm

Ballroom D

Brian Gribben, Coordinator of Government Documents and Special Collections, Fort Hays State University Library; Cyndi Landis, Instruction and Outreach Librarian, Fort Hays State University Library; Brandon Hines, Director, Hays Public Library; Jake Mishoulam, Outreach Coordinator, Hays Public Library

Museums and libraries have a lot in common. Learn about ways libraries and museums collaborate through shared values, partnering to bring educational programing to communities and promote access to collections. Take the first step toward building a mutually beneficial relationship with your local library.

**Lunch Buffet**

12:00 – 12:45 pm

Prefunction South

**Awards Lunch**

12:45 – 1:45 pm

Ballroom D

**Break**

1:45 – 2:00 pm

**Kansas Creative Arts and Industries Commission (KCAIC) Presentation**

2:00 – 2:20 pm

Ballroom D

Kate Van Steenhuyse, Assistant Director, Kansas Creative Arts and Industries Commission

Kate Van Steenhuyse, will present on KCIAC happenings, emphasizing grant opportunities

**Conference Closing and Presentation for 2024 Host City**

2:25 – 2:40 pm

Ballroom D