



# MUSEUM EDUCATION ROUNDTABLE

Together – Realizing Connections on the Pathways to Best Practices

## ANNUAL REPORT/OCTOBER 2012 – SEPTEMBER 2013

### PRESIDENT'S MESSAGE

Dear Friends,

Thanks to your generous support, this past year has been a landmark one for the Museum Education Roundtable (MER). Many of our new projects helped us meet our key goals to grow and strengthen the *Journal of Museum Education* (JME). At the annual American



Alliance of Museums conference in Baltimore, MER presented an interactive session featuring co-Editor in Chief Cynthia Robinson and guest editor Rainey Tisdale exploring content and themes raised in the articles from the (JME) V38.1, City Museums and Urban Learning.

Later on at the conference, we hosted our first-ever MER Happy Hour as well as a joint reception with colleagues

on the Education Committee (EdCom) at AAM, sharing resources, networking and celebrating the work of museum educators from across the country. Keep your eyes peeled for another round of MER activities at the upcoming AAM meeting in Seattle!

This year was also our first in partnership with Maney Publishing; a collaboration that has grown seamlessly thanks to the leadership of Jill Orr, out-going MER Board President. Throughout her 6 years on the Board, Jill has been instrumental in supporting MER's own organizational growth and leveraging strategic partnerships. And she has championed the Journal, advocating greater access for a widening circle of readers and contributors.

In 2014, we'll continue to build upon these new initiatives, expanding the reach of JME content and working to add further value to MER membership. We've already started with our first-ever Reader Guide, out this fall. We hope this tool will provide readers with another way to inspire discussion and take advantage of all that the JME has to offer - wherever they are and in their own professional circles.

On behalf of MER staff and the Board of Directors, I'd like to thank our members, donors, volunteers and supporters for making it possible for MER to continue to serve the museum education field, encouraging the exchange of ideas, insight and inspiration. Wishing you a Happy New Year!

*Beth Maloney*

Beth Maloney

Board President

### 2012-2013 BY THE NUMBERS

395

MER members

17%

growth in membership  
over 2010-11

295

participants in MER  
sponsored regional programs

797

Facebook followers

5.7%

of MER's income  
comes from donations

7,097

members of the MER  
LinkedIn discussion group

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## ACTION TEAM REPORTS

Board members are volunteers. They serve as officers, and on action teams and task forces to offer member services, to advocate for the importance of our work as educators, and to maintain and strengthen MER.

Our three MER action team chairs submitted the following summaries of their work during 2012–13:

### Editorial Action Team

*Dr. Victoria Ramirez, Chair*

The JME is committed to serving as the field's primary resource. This year, MER began compensating the JME's Editors-in-Chief, a key piece in ensuring the journal's professionalism and sustainability. The Editorial Team initiated plans to collaborate with relevant blogs, virtual book clubs, and discussion groups. Work continued on celebrating the JME's stellar contributors with a list of exemplary articles from past journals for our publisher's publicity campaign, and determining 2014 themes and authors.

### Reader Engagement Action Team

*Elisabeth Nevins, Chair*

The Reader Engagement team was formed during the August 2012 MER Board Retreat in response to MER's decision to make the JME and its content central to the organization's work. Reader Engagement assumed the responsibilities of the membership, marketing, and programs committees in order to streamline communication with and develop engaging experiences for readers of the JME. Our accomplishments during the 2012-13 fiscal year include: developing a JME Reader Profile to better understand and serve our audience, launching a new membership da-

tabase and online payment system, providing more consistent communication with members and readers through eblasts, website updates, and social media, and generating discussion around JME content through programs at regional and national conferences.

### Revenue & Resources Action Team

*Karleen Gardner, Chair*

As a newly formed committee in 2012, the Revenue and Resources team developed strategies and a plan to ensure the continued financial sustainability of the JME. We focused on expanding membership and launched a board member contribution campaign. Our efforts came to fruition as membership increased for the year and we had 100% board member contributions.

*Support MER's Work*  
**RENEW / JOIN / DONATE**

## NOMINATIONS TASK

The Museum Education Roundtable Board of Directors is going strong having received a record number of applicants for the 2013 term. From east coast to west, children's museums to science museums, we saw a diverse range of museum education professionals apply to join the board. Your opportunity to apply for the next term is just around the corner! Stay tuned for nominations announcements in early 2014 or contact **DeDee Ludwig** directly for more information at [dedee.ludwig@msichicago.org](mailto:dedee.ludwig@msichicago.org).

## NEW BOARD MEMBERS



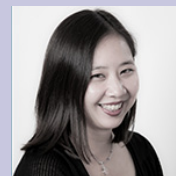
### Jon Carfagno

Grand Rapids Art Museum  
Grand Rapids, MI



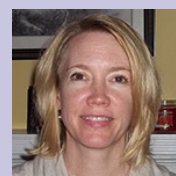
### Alexa Fairchild

Brooklyn Museum  
Brooklyn, NY



### Vivian Kung Haga

Balboa Park Online Collaborative  
San Diego, CA



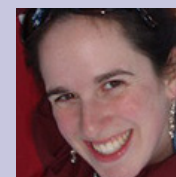
### Heather Johnson

Association of Children's Museums  
Arlington, VA



### Brandy Vause

Bay Area Discovery Museum  
Sausalito, CA



### Lexie Waite

Exploratorium  
San Francisco, CA

## FROM THE EDITORS-IN-CHIEF



We are happy to report that the redesigned *Journal of Museum Education*, which now contains a range of articles on a variety of topics along with a thematic guest edited section, has been very well received and our transition to Maney Publications has been a seamless and productive one. As we continue to build future issues and work with guest editors, we want take a moment to encourage members of the museum education field to consider contributing articles. The writing process itself has so many benefits, and sharing opinions, research, and case studies in the journal format fosters a robust culture of communication, building a rich archive for scholarship. Moreover, contributing an article to a published journal is a career-booster, putting the writer's name into circulation and demonstrating expertise and commitment to the museum field. If you are interested in submitting a single manuscript or guest editing an issue, you can find more detailed guidelines on the MER website. Please be in touch via email at [JMuseEd@gmail.com](mailto:JMuseEd@gmail.com).

— **Cynthia Robinson & Dr. Tina R. Nolan**  
*Editors-in-Chief*

## FAREWELL TO EDITOR-IN-CHIEF TINA NOLAN

For the past 4 years, Tina Nolan has served the field as one of the Editors in Chief of the *Journal of Museum Education* (JME). Under her leadership, the JME grew tremendously and experienced a complete graphic and editorial redesign to better meet the needs and interests of our readers. Her close collaboration with co-Editor in Chief Cynthia Robinson, as well as members of the MER Board, guest editors, peer reviewers and dozens of authors has ensured that the journal remains a vital resource to working practitioners – a place to publish their work, and a place for professional development and inspiration. After the Spring 2014 issue of the JME goes to print, Tina will be leaving her position to focus on her other professional pursuits. On behalf of the members of MER, the MER Board, MER staff, JME readers, authors, guest editors and peer reviewers, I'd like to thank Tina for all she has done both for the JME and the field of museum education and look forward to collaborating in other ways in the future.

— **Beth Maloney**  
*Board President*

## READER VOICES: THE IMPACT OF THE JME

“For almost 30 years, the JME has guided and continues to inform my sense of how museum educators have been at the forefront of so many of the most important issues facing museums, especially how to creatively engage with audiences

and why we should constantly document, evaluate, analyze and re-invigorate our work.”

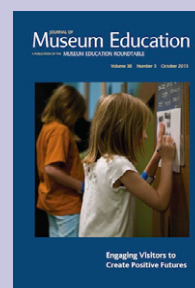
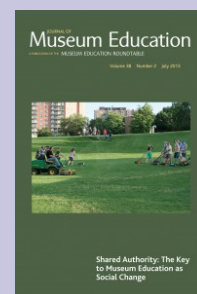
— **Marjorie Schwarzer**  
*University of San Francisco  
Museum Studies*

### JOURNAL OF MUSEUM EDUCATION VOLUME 38, NUMBERS 1–3



**Spring 2013**  
*City Museums  
and Urban  
Learning*

**Summer 2013**  
*Shared  
Authority: The  
Key to Museum  
Education as  
Social Change*



**Fall 2013**  
*Engaging  
Visitors to Create  
Positive Futures*



## 2012–2013 FINANCIAL HIGHLIGHTS

MER continued to end the fiscal year with a healthy balance sheet. The organizational assets will further the publication of the *Journal of Museum Education* and support more regional and national programming. Further, the generous contributions of our supporters have allowed for the continued growth of the David M. Ebitz Memorial Endowment.

**Matt Hill, Treasurer**

### CONDENSED BALANCE SHEET

October 1, 2012–September 30, 2013

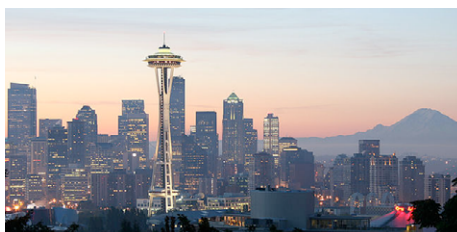
Income	Actual
Contributions	\$2,000.00
Membership Dues	12,956.12
Program Fees	672.54
Royalties	19,424.60
<b>Total Income</b>	<b>\$35,053.72</b>
Expenses	Actual
Consultant Expenses	\$4,148.12
<i>Journal of Museum Education</i>	6565.56
Program and Administrative Expenses	3,826.68
<b>Total Expenses</b>	<b>\$14,576.36</b>
<b>End-of-Year Balance</b>	<b>\$20,476.64</b>
<b>Organization Assets</b>	<b>\$50,628.72</b>

## MER AT AAM

Where can you find MER at the AAM Annual Meeting? Everywhere! At the 2014 Conference in Seattle let's celebrate and advocate for museum education together at:

- Interactive sessions focused on critical topics explored in the *Journal of Museum Education* (featuring editors and contributors)
- The Marketplace of Ideas, co-hosted by MER and EdCom
- The 2nd Annual informal MER Happy Hour
- A MER/EdCom joint reception at a Seattle hotspot

Stay tuned for more!



## REGIONAL PROGRAMS



Out-going MER President, Jill Orr, addresses attendees at the 2013 MER/EdCom Reception in Baltimore.

### Colorado-Wyoming Association of Museums Annual Meeting

*Technology Trends Affecting Museums: What Everyone Ought to Click Into*

April 27, 2013  
American Mountaineering Center  
Golden, CO

### American Alliance of Museums Annual Meeting & MuseumExpo

*MER/EdCom Joint Reception*

*MER Happy Hour*

*City History Museums: Canaries in a Coal Mine*

May 19-22, 2013  
Baltimore, MD

### MER 2013 DC Forum

*Making National Museums Relevant to Local Audiences:*

*Telling Local Stories to National Audiences*

August 6, 2013  
National Building Museum  
Washington, DC

## 2012–2013 MUSEUM EDUCATION ROUNDTABLE

### **Brooke DiGiovanni Evans**

Museum of Fine Arts  
Boston, Massachusetts

### **Anna Forgeron Hindley, DC** *Liaison*

National Museum of African  
American History and Culture,  
Smithsonian Institution  
Washington, DC

### **Karleen Gardner**

Minneapolis Institute of Arts  
Minneapolis, Minnesota

### **Matt Hill, Treasurer**

Minnesota Historical Society  
St. Paul, Minnesota

### **Jessimi Jones**

Philbrook Museum of Art  
Tulsa, Oklahoma

### **Michael Kates**

Fort Des Moines  
Des Moines, Iowa

### **Carole Krucoff, Secretary**

Education Consultant  
Chicago, Illinois

### **Joy Kubarek-Sandor**

John G. Shedd Aquarium  
Chicago, Illinois

### **DeDee Ludwig**

Museum of Science and Industry  
Chicago, Illinois

### **Beth Maloney, Vice President**

Education Consultant  
Baltimore, Maryland



### **Annual Board Retreat, Natural History Museum, August 2013**

*Last row:* Jon Carfagno, Alexa Fairchild

*Sixth row:* Brandy Vause, Matt Hill

*Fifth row:* Susan Spero, Brooke DiGiovanni Evans, Claire Smith

*Fourth row:* Karleen Gardner, Lexie Waite, Elisabeth Nevins, Heather Johnson

*Third row:* Victoria Ramirez, Jessimi Jones

*Second row:* Beth Maloney, Carole Krucoff, DeDee Ludwig, Jill Orr

*First row (left to right):* Anna Forgeron Hindley, Paige Faulkner Simpson

### **Sarah Marcotte**

Jet Propulsion Laboratory  
Pasadena, California

### **Elisabeth Nevins**

Seed Education Consulting  
Boston, Massachusetts

### **Dr. Victoria Ramirez**

The Bob Bullock Texas State History  
Museum  
Austin, Texas

### **Jill Orr, President**

Denver Art Museum  
Denver, Colorado

### **Nancy Richner**

Hofstra University Museum  
Hempstead, New York

### **Paige Simpson Faulkner**

Independent Museum Professional  
Pfafftown, North Carolina

### **Susan Spero**

John F. Kennedy University  
Berkeley, California

*Journal of Museum Education*  
*Editors-in-Chief*

### **Dr. Tina R. Nolan**

Tina Nolan Consulting  
Chicago, Illinois

### **Cynthia Robinson**

Tufts University  
Medford, Massachusetts

*MER Staff*

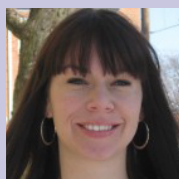
### **Claire Smith**

Membership & Marketing Manager

### **Rose Stapp**

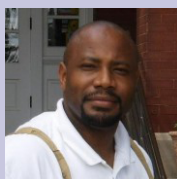
Office Manager

## OUTGOING BOARD MEMBERS: THANK YOU FOR YOUR SERVICE & DEDICATION TO MER!



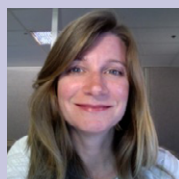
**Jessimi Jones**

*Board Member,  
2010–2013*



**Michael Kates**

*Board Member,  
2010–2013*



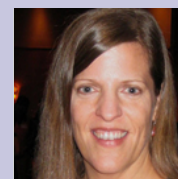
**Sarah Marcotte**

*Board Member,  
2007–2013*



**Dr. Victoria Ramirez**

*Board Member,  
2010–2013*



**Jill Orr**

*President, 2009–2013  
Board Member,  
2007–2013*



**Nancy Richner**

*Board Member,  
2007–2013*