

Looking Forward
from the
Bicentennial



MAINE ARCHIVES & MUSEUMS ANNUAL CONFERENCE: ONLINE!



Keynote Address

Active Collections for Complicated Times

Rainey Tisdale, our speaker, is a museum consultant specializing in interpretive & strategic planning, content & collections curation, institutional capacity building, and igniting the creative process. Her holistic approach to museum work has been called slow food, divining, poetry, and a secret weapon. Her work on #BostonBetter and the exhibition *Dear Boston: Messages from the Marathon Memorial* won awards from the New England Museum Association and the American Association for State and Local History.

PRESENTING SPONSOR:



HOST SPONSORS:

ANR TRANSPORT | PERCH DESIGN STUDIO | OSHER MAP LIBRARY
& SMITH CENTER FOR CARTOGRAPHIC EDUCATION

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Additional funding has been provided by The Maine Humanities Council and the National Endowment for the Humanities (NEH) as part of the Coronavirus Aid, Relief and Economic Security (CARES) Act economic stabilization plan of 2020.

Things to Know



ATTENDING THIS CONFERENCE

To participate in this online conference you will need access to a computer or mobile device with an internet connection. We will be using Zoom videoconferencing to host the plenary presentations, keynote address, concurrent sessions, and networking activities. Before the event you will receive instructions via email for logging in.

If you do not have access to a computer or mobile device with an internet connection, you will still be able to call in to the sessions on a telephone, but you will be unable to see visual content.

It is recommended that you download Zoom prior to the conference to ensure smooth entry into the sessions. You may be asked to download a file to access Zoom. All participants will be muted upon entry into sessions.

During certain sessions, participants will have the opportunity to speak, sharing ideas and asking questions. All presentations will have a chat feature available.

Headphones are recommended for the best experience.

A support-focused video link and phone number will be available throughout the conference for attendee questions and technical issues.

Perch is a multidisciplinary design studio that specializes in combining high quality design work with cutting-edge interactive technologies. We help museums, visitor centers, and nonprofits bring stories and experiences to life.

ANR Transport has over 120 years of combined experience in transporting and handling art, antiquities, and valuable objects of all kinds.

The Osher Map Library and Smith Center for Cartographic Education at the University of Southern Maine enables free public access to and engagement with five centuries of cartographic materials via University, K-12, and public educational outreach.

Join MAM and Be in the Network

Not only will you receive valuable benefits, but you'll also join a powerful network. By working together, we strengthen our collective resources and realize our shared purpose.

Maine Archives & Museums is the *only* professional association representing museums, archives, historical societies, and other collecting institutions in the state of Maine. We develop and foster a network of citizens and institutions in Maine who identify, collect, interpret, and/or provide access to materials relating to history, living collections, and culture.

DROP BY THE WEBSITE & JOIN TODAY!

Join online at mainemuseums.org! Rates are affordable and vary based on type.

BENEFITS OF MEMBERSHIP

All members receive:

- Quarterly newsletter, print & online
- Reduced rate for MAM events
- Member rate for ads in MAM's newsletter
- Discounts at a variety of vendors
- Free event and job listings (print & web)
- Regular e-mail updates
- Research & advocacy

INSTITUTIONAL MEMBERS ALSO RECEIVE

- Member rate for all staff and volunteers to attend MAM events
- One free listing on "Find a Museum/Archive" feature on MAM's website
- E-mail updates for up to 4 contacts

INDIVIDUALS ALSO RECEIVE

- Member rate to attend MAM events (one reduced rate with Basic membership, unlimited for Patron and Benefactor)

BUSINESS MEMBERS ALSO RECEIVE

- Member rate for all staff at MAM events
- One highlighted listing on "Service Provider" feature on MAM's website
- E-mail updates for up to 4 contacts





THURSDAY, OCTOBER 8

TIME

DESCRIPTION

1:30 - 2:15 PM

Opening Plenary Presentation
Hosted by ANR Transport

2:30 - 3:30 PM

Toward a Maine Union Manuscript Catalog: Examples of Online Access to Manuscript Collections

Creating a Virtual Online Tour--Free--Using MS PowerPoint

Behind the Scenes: How to Build a School Program

Decolonizing Methodologies and Collaborative Practices

4 - 5 PM

Purposely Popular: Developing Practical Social Media Guidelines

No Budget Preservation Tips

Building Community COVID-19 Archives

Build a Mobile App for Your Collection (Note: *This session has pre-work! See the description.*)

5:30 - 7 PM

Maine Trivia Happy Hour!

HistoryIT offers a comprehensive set of services that enable your organization to transform archival materials, from whatever state they are in, into a 21st Century digital collection. HistoryIT is dedicated to supporting your efforts to save your history.

FRIDAY, OCTOBER 9

TIME

DESCRIPTION

9 - 10 AM

Keynote Address by Rainey Tisdale
Hosted by Perch Design Studio

10:30 - 11:30 AM

Wiwānikan: Partnering on New Models for Exhibition and Engagement

Creating a Virtual History Tour for Your Town

Telling the Bigger Story: Utilizing Statewide Collaborations in Your Exhibitions

It's Not About You: Mission vs. Relationships in COVID Era Fundraising

11:45 - 12:15 PM

Closing Plenary Presentation
Hosted by Osher Map Library & Smith Center for Cartographic Education

Join MAM for Our Annual Meeting

[Register now](#) for the free, members-only [Annual Meeting of MAM membership](#) on Thursday, October 15 at noon!



OPENING PLENARY

A Collective Historical Recovery Project for New England

Presented by Meadow Dibble and Kate McMahon of Atlantic Black Box

If New England's merchant vessels had been equipped with black boxes to record the nature of their trade throughout the age of sail, we would be in a far better position today to determine the causes of the crash we are experiencing as a nation, as well as the origins of persistent racial injustice in this region. Atlantic Black Box is a broad-based coalition devoted to researching and reckoning with New England's role in the slave trade and the economy of enslavement, actively looking to partner with museums, archives, and historic sites in unearthing this repressed racial history.

CLOSING PLENARY

Public History During a Pandemic Bicentennial

Presented by Libby Bischoff of Osher Map Library

In her closing address, Libby Bischoff, Executive Director of the Osher Map Library and Smith Center for Cartographic Education, and Professor of History at the University of Southern Maine, will reflect upon the continued importance of public history, collection development, education and outreach as the land we now call Maine moves into the third century of statehood. Pulling together various themes from the conference, Bischoff will stress the central role of collaboration, partnerships, community work, and decolonization for Maine's museums, archives, and libraries as we look forward to 2021 and beyond.

STQRY is the leading digital storyteller for cultural destinations and other visitor attractions. The STQRY Builder allows you to share your content in new and engaging ways with your visitors by creating interactive experiences.

The Maine Office of Tourism is a division of the State Department of Economic and Community Development. MOT promotes Maine as a tourism destination through branded marketing and supports the growth of Maine's tourism industry with direct and technical assistance.

The History Department at University of Maine offers undergraduate, MA, and PhD programs that prepare students for many professional careers. Our courses and research range from medieval history and the Holocaust to popular culture and environmental history.

The Maine Historic Preservation Commission needs your ideas in the next [Maine Preservation Plan](#). Weigh in on the future of historic places and preservation by joining an online [listening session](#) – Oct 15 for non-profit groups or Oct 20 for the general public – or by taking our [survey](#). Share your thoughts today!

The Biddeford Cultural and Heritage Center celebrates, preserves, shares, and teaches the culture, heritage, diversity, and history of Biddeford, its people, and surrounding communities.



THURSDAY, OCTOBER 8

PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS

BLOCK A: 2:30 - 3:30 PM

Creating a Virtual Online Tour--Free--Using MS PowerPoint

Presented by Kimberly Smith, Secretary/Treasurer at Presque Isle Historical Society

In this ever-changing world of social distancing and technology, having a relevant online presence is mandatory. Learn quickly and easily to use MS PowerPoint to create an online video tour at no cost. Session includes step-by-step handouts and demonstrations. Learn to create an online virtual tour; have take-away step-by-step instructions for future use; learn how to create or re-familiarize yourself with creating narration on MS PowerPoint; learn to convert PowerPoint to an MP4 file; and learn how to upload MP4 files to YouTube.

Toward a Maine Union Manuscript Catalog: Examples of Online Access to Manuscript Collections

Presented by Susie R. Bock, Coordinator of Special Collections at University of Southern Maine and Director of the Jean Byers Sampson Center for Diversity in Maine; Jacob Albert, Program Manager at University of Maine Franco American Programs, Adam Fisher, Director of Collections Development at the Maine State Library; and Anastasia Weigle, Assistant Professor of Information and Library Science at University of Maine Augusta

Can Maine create one-stop-shopping for users of Maine's manuscript resources? We can learn from current efforts to create online access to multiple manuscript repositories. The speakers will present on their projects, commenting on what makes their system work and what they learned during implementation. This session will promote existing efforts to create access to multiple repositories; create interest/support for harvesting information from existing online archival management systems to establish a Maine union manuscript catalog; and introduce an institutional survey to gather data for a union manuscript catalog.

History Live! North East is a 501(c)(3) educational nonprofit organization focusing on experiential and interactive history lessons for K-12 grade levels. Bringing history to life in New England classrooms.

Behind the Scenes: How to Build a School Program

Presented by Julia Einstein, Coordinator of School Programs for Maine at Historic New England

An illustrated talk about how education programs for historic house museums are developed, piloted, and evaluated. Talk will be followed by a question and answer period and complemented by a virtual resource table. In a career from classroom to museum educator, Julia Einstein views learning as a way to experiment, enjoy, and challenge one's perspective. At Historic New England she creates school programs for the six historic house museums throughout Maine. Participants will gain the educator's perspective of museum collections, understand the creative process in developing school programs, and learn about establishing strong and collaborative partnerships with teachers and school departments.

Decolonizing Methodologies and Collaborative Practices

Presented by Starr Kelly, Curator of Education at Abbe Museum and Angela Raup, Manager of Education and Outreach at Abbe Museum

Decolonizing is a process that enriches museum spaces, and all museums can participate. This introduction to decolonization uses the Abbe Museum's decolonizing framework as a case study. Meet the Abbe's Education Team and learn how your museum can prioritize Indigenous voice, commit to truth-telling, and deconstruct the harmful legacies of museums as colonizing entities. Attendees will learn the difficult histories of museum work, and how they contribute to inequity and discomfort in contemporary museum spaces. They will learn strategies for incorporating Indigenous perspectives into organizational practices. They will receive direct guidance from educators at a decolonizing museum, and see examples from the Abbe Museum's past decade of decolonizing work. Attendees will leave the presentation understanding what decolonizing means, why it is important, and how it is possible (and necessary) for any organization.

The Colby College Museum of Art is a collecting and teaching museum dedicated to the preservation, display, and interpretation of the visual arts, with a focus on American art, and a commitment to collecting and exhibiting contemporary art.



THURSDAY, OCTOBER 8

PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS

BLOCK B: 4 - 5 PM

Purposely Popular: Developing Practical Social Media Guidelines

Presented by Sophie D. Gabrion, Communications Manager at Owls Head Transportation Museum

Social media is exhausting. For nonprofits, it can be a Pandora's box of reviews, trends, filters, #hashtags, and, most of all, competition. Figuring out how to effectively integrate social media strategies into your organization's routine can be a daunting challenge. For social media managers, learning to overcome that challenge is often driven by how well you know your team and how well you know yourself. In this session, we will wander through hands-on activities that help you take an honest inventory of your organization's internal strengths and weaknesses when it comes to social media, and you will get the tools and resources to take your channels to the next level. Fair warning – this session is not about what to post. Most of the time, that's the easy part. This session is all about tackling the other stuff that seems to get in the way, like the how, when, who, and why. Participants will see templates for a social media policy, playbook, and production schedule to customize for their nonprofit organization; learn how to read analytics from popular platforms and what the numbers mean for your next steps; understand the impact of leaning into failing fads and harmful habits through real-life case studies; and identify roles of responsibility that work for your organization and the balance of a team approach versus a sole proprietorship.

No-Budget Preservation Tips

Presented by Becky Geller, Preservation Specialist at Northeast Document Conservation Center

Preservation is an underlying responsibility of any collections caretaker, whether you are an archivist, a curator, a family collector, or anyone in between. Preservation has a lot to do with knowing your collections and prioritizing the materials that need the most help to survive. This session will discuss methods and projects that require no additional funding or supplies, including collection management, storage environment assessment, care and handling practices, and emergency preparedness. Participants will learn fundamentals of preservation of collections, strategies for collections care that require no funding, and benefits of a programmatic approach to preservation.

Building Community COVID-19 Archives

Presented by Matthew Revitt, Special Collections and Maine Shared Collections Librarian at University of Maine; Tilly Laskey, Curator at Maine Historical Society; Greta Schroeder, Director of Thompson Free Library; Jill Piekut Roy, Archivist and Special Collections Librarian at Patten Free Library; and Renée DesRoberts, Archivist at McArthur Library

In this session you will hear from four presenters who have built digital archives to document the experiences of their communities to share COVID-19 experiences with current and future researchers. You will learn more about their collections and the strategies they've adopted, including how they went about building collaborations/partnerships; the platforms they chose for collecting and sharing; ways they promoted the projects and facilitated contributions; issues faced along the way around description, access, privacy, and copyright; and a look ahead to what the presenters intend to do with these collections in the future.

Build a Mobile App for Your Collection

Presented by Jon Ippolito, Professor of Media and Director of Digital Curation at University of Maine

Create a cross-platform smartphone app in the form of a scavenger hunt that prompts visitors to find artifacts on display. The app will be based on the free React Native framework used by prominent social media companies. Learn the basics of React Native's HTML-like tags, customize them to fit collections, and test-drive the new app on a smart phone. Participants will use Expo Snack, an online code editor that allows users to access apps via QR code. Some coding experience, preferably in HTML, CSS, and/or JavaScript is recommended to get the most of your time.

Although everyone is welcome to attend, participants wishing to make the app should have the following in advance of the session:

- A computer or tablet connected to the Internet, with a keyboard. This can be the same computer you use to Zoom in to the webinar.
- A smart phone connected to the Internet. This should not be the device you use to Zoom in to the webinar.
- The "Expo Client" app (<https://expo.io/tools>) installed on your phone.
- A text caption or description for each of 3-5 objects from a collection and the URL to an image for each object. These must be online already—they can't be files on your computer.



FRIDAY, OCTOBER 9

PROFESSIONAL DEVELOPMENT CONCURRENT SESSIONS

BLOCK C: 10:30 - 11:30 AM

Wiwānikan: Partnering on New Models for Exhibition and Engagement

Presented by Diana Tuite, Curator of Modern and Contemporary Art, Colby College Museum of Art; Theresa Secord, Curatorial Advisor and Member of the Colby Museum Board of Governance; Jordia Benjamin, Senior Coordinator of Programs and Audience Engagement for the Colby College Museum of Art; Miriam Valle-Mancilla, Linde Family Foundation Coordinator of Academic Access for Colby College Museum of Art; and Abby Newkirk, Senior Coordinator of School and Teacher Programs for the Linde Family Foundation

Guest-curated by Jennifer Neptune (Penobscot) and Kathleen Mundell, *Wiwānikan...the beauty we carry* represented the first exhibition of contemporary Wabanaki art mounted in an art museum. During its run from July 2019 to January 2020, as part of the Maine bicentennial year, *Wiwānikan* attracted a significant number of first-time visitors and became a cornerstone of unprecedented outreach and engagement at Colby. In this session we will examine the development of this exhibition and its academic and public programs. We will share strategies for facilitating collaborative processes and open dialogues that do not reproduce structural inequalities; reflect upon the challenges this project sometimes posed to institutional culture, infrastructure, and operations; and frame a vision for continued community-building.

Creating a Virtual History Tour for Your Town

Presented by Brittany Goetting, Project Coordinator for Castine History Partners, and Jeanmarie Reed, Committee Member at Wilson Museum

In late 2017, representatives from Castine's four nonprofits consisting of the town library, historical society, college, and museum, began meeting to plan a virtual history tour of Castine. The goal was to create an accurate and engaging history tour that could be accessed by visitors at all times of the year, from any location, and using the latest technologies. This session will outline how the committee successfully researched tour company options, created a successful committee structure with shared responsibilities, wrote and received two grants to assist with funding, and researched and wrote a tour called *Explore Historic Castine*. Participants will learn how to research options for an app, questions and steps to consider when one begins to create an app, lessons learned by the committee while curating content, and the effectiveness of sharing work and costs cooperatively among the committee.

Telling the Bigger Story: Utilizing Statewide Collaborations in Your Exhibitions

Presented by Emma Sieh, Curator at Museum L-A

Have you ever wanted to install an exhibition about an important topic but realized your own collections did not provide enough content? Even if the topic is highly requested by educators and is of great interest to the general public, you still have to find a way to fill your galleries with enough content to keep the public's attention. When stuck in this difficult position while developing their recent exhibition on child labor in the State of Maine, Museum L-A worked with organizations throughout the state to create reproductions of their photograph collections. This session will reveal the benefits of working with other organizations and telling stories that expand past their local communities for small museums with small budgets. Attendees will learn about how best to utilize resources such as the Maine Memory Network to expand the reach of their new exhibitions, explore how including collections from organizations throughout the state in new exhibitions can benefit their own organization, and learn how offering their collections to other organizations might benefit their own organization and the Maine museum community.

It's Not About You: Mission vs. Relationships in COVID Era Fundraising

Presented by Sam Heck, Director of Development at Milestone Recovery and former Director of Development at Victoria Mansion, and Katie Worthing, Executive Director of Yarmouth Historical Society

Conventional wisdom has long placed donor experience and personal relationships at the center of fundraising strategy. As the COVID-19 pandemic forces changes in how we navigate and cultivate personal and professional relationships, this facilitated discussion examines strategies for placing our organizations' core missions back at the center of donor communications. Participants will compare key tenets of donor-centered and mission-centered fundraising models, explore and evaluate effectiveness of examples of differing fundraising models, discuss challenges to relationship cultivation in an environment of remote communication, and troubleshoot application of principles to attendees' organizations.

Not To Be Missed

MAINE TRIVIA HAPPY HOUR!

Show your knowledge and win a free membership!

All conference attendees are invited to gather Thursday evening for a fun social event to connect with others across Maine. Bring your own drinks and snacks, and join MAM Executive Director Dugan Murphy for a test of all of those Maine facts hiding in your head! Participants will be grouped randomly, working together to convince each other which multiple choice answers they think are correct as they are tested with a slew of Maine specific trivia questions.

The person with the most correct answers will win a free membership (institution, individual, or business) or membership renewal!

THANKS AGAIN TO
PRESENTING SPONSOR!



ANNUAL MEETING

Join MAM Thursday, October 15

The Annual Meeting of MAM membership is everyone's opportunity to discuss and be a part of potential changes to the bylaws, election of officers and other members to the Board of Directors, and to hear addresses on the state of the organization from the Board President and the Executive Director. We'll host on Zoom this year--and you're invited to join us!

[Click here](#) to view the agenda! We will be electing board officers, electing one new board member, and debriefing the health of the organization. There are no proposed bylaws changes this year.

Online registration is free and unlimited to all members. Once you register you will be emailed information on how to attend online.

One member in attendance will be selected to receive free conference registration next year!

[Register now for the free, members-only Annual Meeting of MAM membership on Thursday, October 15 at noon!](#)



THANKS TO OUR HOST COMMITTEE:

Larissa Vigue Picard, Chair - Pejepscot Historical Society
Cipperly Good - Penobscot Marine Museum
Renée DesRoberts - McArthur Library
Erin Rhodes - Colby College Special Collections
Tim Garrity - Mount Desert Island Historical Society
Kate Herbert - Maine State Archives
Katie Donahue - Colby College Libraries & Special Collections
Deborah Staber - LC Bates Museum at Good Will-Hinckley
Dugan Murphy, Executive Director, Maine Archives & Museums