



MUSEUM EDUCATION ROUNDTABLE

ANNUAL REPORT / OCTOBER 2013 – SEPTEMBER 2014

PRESIDENT'S MESSAGE

Dear Friends,

As a member of the Museum Education Roundtable (MER), you helped make this year an unprecedented one. When we published our first annual report 3 years ago, we had 321 members. Now we have 500 people - like



you - who support the Journal of Museum Education (JME) through membership and donations. Thanks to you, MER has fostered an expanding and vibrant community of readers, contributors and supporters of the JME. And growing engagement with the JME is bringing museum education scholarship into larger field-wide conversations.

This year, MER made great progress towards our goal to extend the reach of the Journal. In partnership with our guest editors and contributing authors, we developed a series of **Reader Guides** that accompany one article in each JME issue. These Reader Guides are meant to inspire individual reflection and dialogue among colleagues as well as further expand the ideas, questions and models featured in the pages of the journal. In October, the **Summer 2014 issue**, and its guest editors, were featured in the inaugural **Virtual Book Club** sponsored by AAM's Education Committee.

Additionally, MER Board members, guest editors, contributing authors and our Editor-in-Chief Cynthia Robinson were at conferences throughout the year - **AAM**, **NEMA**, **MER's DC Forum** - presenting sessions exploring *Journal* content and hosting networking opportunities. If you plan to be at these or other conferences in 2015, find us and reach out to start a conversation! And if you yourself are presenting or exploring an idea from the JME at a program or conference, let everyone know via **Facebook** or **Twitter**. The *Journal* is a central tool in our field - let's work together to use, discuss, question and explore its content and everything it has to offer.

On behalf of the MER staff and Board of Directors, thank you for everything you do to help MER continue to serve the museum education field.

Wishing you all the best for the New Year ahead.

Beth Maloney, Board President

2013-2014 BY THE NUMBERS

501

MER members

27%

growth in membership
over 2012-2013

295

participants in MER
sponsored and co-sponsored
programs

1,142

Facebook followers

272

Twitter followers

10%

of MER's income
comes from donations

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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, advocate for the importance of our work as educators, and maintain and strengthen MER.

Our MER action team chairs submitted the following summaries of their work during 2013–14:

Editorial Action Team

Carole Krucoff & Elisabeth Nevins, Co-Chairs

A major goal of the Editorial Team in 2013-14 was to expand the reach of JME content by developing engaging, journal-based experiences for our readers. In October 2013 we created our first Reader Guide in conjunction with the Fall 2013 issue of the JME and have released one with each subsequent issue for a total of four. The Reader Guides focus on a specific article in each JME and are intended to generate discussion and encourage deeper engagement with the issues presented. They have attracted hundreds of users and an evaluation survey indicated we were meeting real needs and interests. This past year the Editorial Team also established a partnership with AAM's Education Committee (EdCom) to support their new Virtual Book Club initiative by providing JME content for online discussion. And we continued to sponsor JME-related programs at regional and national conferences and to support JME Editor-in-Chief Cynthia Robinson in vetting themes for future issues and producing the journal.

Reader Engagement Action Team

Joy Kubarek, Chair

The Reader Engagement team continued to have a strong year. As we transitioned into our second official year as a board team, Reader Engagement worked to create a structured system of communication with our members through social media, eblasts, and

the MER website. This structured system enabled us to increase our communications and better align with the content of the JME. Our social media following grew as we added 120 Twitter followers and 200 likes on Facebook. Our physical and online presence at AAM definitely expanded the reach of the JME: The EdCom reception, sessions featuring JME content (Shared Authority and Pre-service teachers), and our table at the Marketplace of Ideas resulted in a healthy number of new memberships and renewals: 29 new (or returning) members for 2014, compared to 18 for 2013.

Revenue & Resources Action Team

Brandy Vause & Lexie Waite, Co-Chairs

The Revenue and Resources team developed strategies and a plan to ensure the continued financial sustainability of the MER and the JME. We focused on expanding and retaining MER membership, surpassing goals on both fronts and reaching a record-high 500 individual membership base by the end of the fiscal year. In addition, we initiated campaigns around 1) annual giving to MER and 2) gift memberships. Finally, we are pleased to announce another year of 100% board member contributions.

AAM Council of Affiliates

Heather Johnson, Liaison

As part of the AAM Council of Affiliates (COA), MER gained momentum and increased participation in AAM-

NOMINATIONS

TASK FORCE

DeDee Ludwig-Palit, Chair

The Museum Education Roundtable Board of Directors had an unprecedented year as all of the Directors completing end of their term opted to extend their term of service. With her recent move to Japan, Vivian Kung Haga now represents MER internationally as a Director At Large, and we welcomed Jennifer Caleshu to finish her term.

This upcoming year we will be looking for a few qualified individuals to join us on the MER board. Stay tuned for nominations announcements in February 2015, or contact DeDee Ludwig-Palit directly for more information at dedee.ludwig@msichicago.org.

NEW BOARD MEMBERS



Jennifer Caleshu

University of California, Berkeley
Haas School of Business
Berkeley, CA

sponsored programs by attending COA meetings and also attending AAM's Museums Advocacy Day (MAD) on February 24-25, when more than 300 advocates gathered in Washington, D.C. to learn how to be better museum advocates and then to canvas 335 Congressional offices from all 50 states. The day allowed for maximum MER networking opportunities with influential museum professionals. In addition, MER was an Ally sponsor for MAD. Finally, MER provided a summary of our significant work over the past year, which was included as part of COA's annual report to AAM.

Support MER's Work
RENEW / JOIN / DONATE

FROM THE EDITOR-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.

— **Cynthia Robinson**
Editor-in-Chief

THE NEW JME READER GUIDES

To continue serving the field of museum education and generating conversations that link us together, the Museum Education Roundtable (MER) has begun developing Reader Guides to accompany one article in each issue of the *Journal of Museum Education* (JME). The Guides are created by members of the Editorial Team who select the articles and work with the authors to develop questions for group discussion and/or individual reflection. To date, four Reader Guides have been released and over 500 readers have downloaded them from the MER website. The two most recent Guides are available for free download, with earlier ones archived on the members-only area of the MER website. Users were surveyed in late spring and feedback was both positive and useful in shaping recent Guides. Watch for the next Guide, which will accompany a case study in the Spring 2015 JME issue on evaluation.

— **Carole Krucoff** and **Elisabeth Nevins**
Editorial Action Team Co-Chairs

READER VOICES: THE IMPACT OF THE JME

“I just finished reading the latest *Journal of Museum Education* and wanted to say it was an inspiring read that was very timely for work I’m pursuing in my current

museum. Thanks so much for the continued relevant and important publication!”

—*Mariruth Leftwich*

*Education Manager,
Senator John Heinz History Center*

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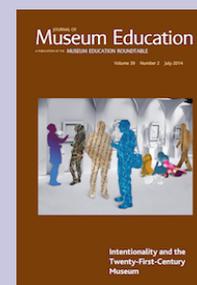


Spring 2014

*Museums,
Universities,
& Pre-Service
Teachers*

Summer 2014

*Intentionality
and the Twenty-
First-Century
Museum*



Fall 2014

*All Together
Now: Teens and
Museums*

2013–2014 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. In addition, 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, 2013–September 30, 2014

Income	Actual
Contributions	\$3,400
Membership Dues	18,500
Royalties	10,500
Total Income	\$32,400
Expenses	Actual
Staff/Contract Support	\$8,700
<i>Journal of Museum Education</i>	9,800
Program and Administrative Expenses	8,800
Total Expenses	\$27,300
End-of-Year Balance	\$5,200
Organization Assets	\$59,000

MER AT AAM

MER took full advantage of the Alliance of American Museums (AAM) Annual Meeting in Seattle this year. The *Journal of Museum Education* was center stage for two session presentations featuring guest editors, contributing authors, and practitioners talking about content from our July 2013 and March 2014 issues. We co-hosted a fun night of networking with AAM's Education Committee (EdCom) at the Pacific Science Center, and an informal happy hour with the Museum Educators of Puget Sound (MEPS). These events, plus the Marketplace of Ideas generated much interest in MER/JME and resulted in 27 new/renewed memberships! Get ready for #AAM2015 in Atlanta.

-**Alexa Fairchild**, *AAM Liaison*.



REGIONAL PROGRAMS



Attendees at the 2014 MER Annual Forum, held at ARTLAB+, Hirshhorn Museum and Sculpture Garden."

New England Museum Association Annual Conference

Shared Authority: The Key to Museum Education as Social Change

November 13-15, 2013
Newport, RI

American Alliance of Museums Annual Meeting & MuseumExpo

MER/EdCom Joint Reception

MER Happy Hour

May 18-21, 2014
Seattle, WA

MER 2014 DC Forum: Creativity and Practice

August 11, 2014
Washington, DC



Members of the MER Board having fun at the Experience Music Project with JME Editor-in-Chief, Cynthia Robinson, (center) during the AAM Annual Meeting.

2013-2014 MUSEUM EDUCATION ROUNDTABLE

Jon Carfagno

Grand Rapids Art Museum
Grand Rapids, MI

Brooke DiGiovanni Evans, Secretary

Museum of Fine Arts
Boston, Massachusetts

Alexa Fairchild

Brooklyn Museum
Brooklyn, NY

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

Heather Johnson

Association of
Children's Museums
Arlington, VA

Vivian Kung Haga

Consultant
Ninomiya, Japan

Carole Krucoff

Education Consultant
Chicago, Illinois

Annual Board Retreat,
Natural History Museum,
August 2014

Front row: Jon Carfagno,
Brooke DiGiovanni Evans,
Carole Krucoff, Jennifer
Caleshu, Anna Forgeron
Hindley, Susan Spero, Lexie
Waite, Cynthia Robinson,
DeDee Ludwig-Palit, Paige
Simpson Faulkner, Matt Hill

Back Row: Heather Johnson,
Brandy Vause, Elisabeth
Nevins, Karleen Gard-
ner, Beth Maloney, Alexa
Fairchild, Claire Smith, Joy
Kubarek



Joy Kubarek

John G. Shedd Aquarium
Chicago, Illinois

DeDee Ludwig-Palit

Museum of Science and Industry
Chicago, Illinois

Beth Maloney, President

Education Consultant
Baltimore, Maryland

Elisabeth Nevins

Seed Education Consulting
Boston, Massachusetts

Jill Orr, Past President

Denver Art Museum
Denver, Colorado

Paige Simpson Faulkner, Vice President

Independent Museum Professional
Hillsborough, North Carolina

Susan Spero

John F. Kennedy University
Berkeley, California

Lexie Waite

Exploratorium
San Francisco, CA

Brandy Vause

Bay Area Discovery Museum
Sausalito, CA

Journal of Museum Education
Editor-in-Chief

Cynthia Robinson

Tufts University
Medford, Massachusetts

MER Staff

Claire Smith

Membership & Marketing Manager

REPORT FROM THE MER BOARD RETREAT AND ANNUAL FORUM

In August, the MER Board convened at the National Museum of Natural History in Washington, DC, for our annual retreat. After reviewing our progress over the last year, we shared two energetic days shaping our vision for the next 3-5 years using the museum's collections as inspiration. We identified key goals and tasks for FY15, and aligned our financial and human resources for implementation. We also brainstormed critical issues facing the museum education field, toured Q?rius (the National Museum of Natural History's unique interactive science education space aimed at teens), and enjoyed a lively happy hour and community dinner. Afterward, MER hosted our first evening edition of the Annual DC Forum at the Hirshhorn Museum and Sculpture Garden's ARTLAB+, where we focused on the Spring 2014 Creativity and Practice edition of the JME. Featured speakers represented the Columbus Museum of Art (OH), ARTLAB+ at the Hirshhorn, Q?rius at the National Museum of Natural History, and the new National Museum of African American History and Culture. Next year, the MER Board will host its first annual retreat outside of Washington, DC. Chicago, here we come!

-Paige Simpson Faulkner, Vice President