

17th Annual History Issues Convention



ESSENTIAL STEPS FOR SECURING FUTURE FUNDING

Assessment and Audience Research
for History Organizations

When: Friday, March 26, 2010
9:30 a.m. to 3:15 p.m.

Where: Trenton War Memorial

Sponsors: Advocates for New Jersey History and
New Jersey Historical Commission, Department of State

Research and assessment are invaluable tools that can guide your organization to new audiences, new funders, and new approaches to operations and programming. Please join us for an in-depth discussion of assessment and audience research techniques that can work for organizations of all sizes.

Who should attend: staff, board members, and volunteers from nonprofit organizations; educators; archivists; librarians; historic preservationists; tourism industry employees; and anybody who wants to see history and culture survive and flourish in our state – all are welcome.

NEW JERSEY
Historical
COMMISSION

ADVOCATES FOR
NEW JERSEY HISTORY

ESSENTIAL STEPS FOR SECURING FUTURE FUNDING: ASSESSMENT AND AUDIENCE RESEARCH FOR HISTORY ORGANIZATIONS

17TH ANNUAL HISTORY ISSUES CONVENTION
FRIDAY MARCH 26, 2010
WAR MEMORIAL, TRENTON

SCHEDULE OF CONFERENCE

8:30 Registration, Exhibits, Continental Breakfast

9:30 Welcome

B. Michael Zuckerman, President, Advocates for New Jersey History
Sara Cureton, Grant Director, New Jersey Historical Commission

9:45 Keynote Address

Conny Graft, Manager, Guest Research and Evaluation, Colonial Williamsburg Foundation

“Evaluation – Learning As We Go”

Research on visitor studies in museums began in the early 1900s. While the process of evaluation and research on visitors has improved greatly over the last 80 years, the practice of integrating evaluation into the day-to-day work of museums has not progressed as much as it should. Why do so many museums still view evaluation as a dirty word? Is evaluation important? What can evaluation do for your museum, your staff, your board, your community and your funders? Case studies of visitor studies in history museums that have made an impact on their organizations and the experience of their visitors will be shared as well as tips on how to integrate evaluation into the planning process for your organization without spending huge amounts of money.

11:00 “Research into Action: Pathways to New Opportunities”

Alexis Pappas, Research Project Manager of the Greater Philadelphia Cultural Alliance

Alexis Pappas presents results from *Research into Action*, research that explores the ways in which the Philadelphia region’s diverse population engages with arts and culture. At its heart, *Research into Action* represents an evolution from passive attendance to active participation and provides strategies for all types of cultural organizations looking to grow stronger audience connections.

11:30 Annual Report of the Advocates for New Jersey History

12:30 Lunch and Awards

2:00 Concurrent Sessions

1. Building Institutional Participation

Moderator, Niquole Primiani, Program Officer - Community Arts Organizational Support,
NJ State Council on the Arts

Presenter, Pam Brant, Vice President and Public Relations, Symphony in C

2. Taking the Right StEPS to Impact Our Communities

Moderator, Sara Cureton, Director, Grants Program, NJ Historical Commission; NJ Cultural Trust
Presenter, Ellen Endslow, Director of Collections/Curator Chester County Historical Society

3. Reaching a Diverse Audience

Anna M. Aschkenes, Executive Director, Middlesex County Cultural and Heritage Commission

3:15 Adjournment

REGISTRATION FORM

Please print out and mail with your check

Name _____ Affiliation (optional) _____

Address _____ City, State, Zip _____

Phone _____ Email _____

If you are registering for others, please fill in their names and telephone numbers below:

Name _____ Phone _____

Name _____ Phone _____

Name _____ Phone _____

Name _____ Phone _____

The registration fee for the conference is \$35 for History Advocates Members (see enclosed form if you are not already a member); \$40 for Non-Members (includes all conference events, including continental breakfast, lunch, exhibits, and presentations). Please send check or purchase order payable to the Advocates for New Jersey History at the address below by Friday, March 19:

History Issues Convention
c/o Morris County Tourism Bureau
6 Court Street
Morristown, NJ 07960

Be a co-sponsor of the History Issues Convention. Co-sponsors are listed in the program, get an exhibit table, and one conference registration. The fee is \$100. Call 973-631-5151 or email lbensley@morrismorism.org

Access: The convention site is accessible to the handicapped.



Teachers: Professional development credit is available. For more information call 973-631-5151 or email lbensley@morrismorism.org

Directions: The History Issues Convention will be held at the Trenton War Memorial, 1 West Lafayette Street, near the Old Barracks Museum and the State House. Parking will be available for this event in the State House Parking Garage. For driving directions, go to www.thewarmemorial.com

ABOUT THE HISTORY ISSUES CONVENTION

Now in its 17th year, the annual History Issues Convention is designed to serve the state's history community. Over the years, the themes explored at these annual gatherings have included public advocacy; teaching history in the classroom; building healthy history organizations; and the latest developments in archives, libraries, museums, and historic sites. Everyone with an interest in the field of history in our state is invited to attend. Whether you are a teacher, museum professional, board member, historical society volunteer, archeologist, archivist, librarian, or just plain history buff, you will come away from the HIC with both practical suggestions and the latest history buzz. We hope you will take this opportunity to network with your history colleagues for an enjoyable and informative day.

ADVOCATES FOR NEW JERSEY HISTORY

MEMBERSHIP APPLICATION FORM

Membership Category (check one)

Organization Individual

Organizations - Dues Schedule by Operating Budget

- Up to \$49,000..... \$50
 \$50,000 to \$99,000.....\$75
 \$100,000 to \$249,000.....\$125
 \$250,000 to \$499,000.....\$ 200
 \$500,000 to \$999,000..... \$350
 \$1,000,000 to \$1,999,999..... \$525
 \$2,000,000 to \$2,999,999..... \$750
 \$3,000,000 & Up\$1,000
 Individual Membership.....\$25
 Student Membership.....\$10

Name of Organization or individual

Address

City State Zip

Phone

Fax

E-Mail

For organizations, please provide contact:

Please send dues to:

Advocates for New Jersey History

Leslie Bensley, Treasurer

c/o Morris County Tourism Bureau

6 Court Street, Morristown, New Jersey 07960

www.NJHistoryAdvocates.org