

# SCHEDULE OVERVIEW

All events take place at Cedar Lakes unless otherwise noted. ◀

## THURSDAY, APRIL 13TH

10:00AM-12:30PM	Pre-Conference Tour 1	Meet TBD
1:30PM-5:30PM	Pre-Conference Tour 2	Meet TBD
3:00PM-5:00PM	Registration Open	TBD
3:00PM-5:30PM	Pre-Conference Workshops	Vocational 1 & 2
5:00PM-6:00PM	History Alive!	Jackson Hall
6:00PM-7:30PM	Regional Meetup	Ripley Public Library ◀

## FRIDAY, APRIL 14TH

8:00AM-4:00PM	Registration open	TBD
9:00AM-10:00AM	Morning Session 1	Various
10:15AM-11:15AM	Morning Session 2	Various
11:30AM-12:30PM	Morning Session 3	Various
12:30PM-2:00PM	Lunch Break	On Your Own
2:00PM-3:30PM	Afternoon Session 1	Various
3:45PM-5:15PM	Afternoon Session 2	Various
6:00PM-8:30PM	Reception including History Alive! at 7:00PM	Starcher Mansion ◀

## SATURDAY, APRIL 15TH

8:00AM-4:00AM	Registration open	TBD
9:00AM-10:00AM	Morning Session 1	Various
10:15AM-11:15AM	Morning Session 2	Various
11:30AM-12:30PM	Morning Session 3	Various
12:30PM-2:00PM	Lunch Break	TBD
2:00PM-3:30PM	Afternoon Session 1	Various
3:45PM-5:15PM	Afternoon Session 2	Various
6:00PM-9:00PM	Banquet and Keynote	Jackson Hall

# SESSIONS AT-A-GLANCE

## FRIDAY, APRIL 14TH

### **Morning Session 1: 9:00AM-10:00AM**

Collections Storage & Mold Mitigation  
Grant Writing F.A.Q.s  
Hidden Gem: NPS HFC Commissioned Art  
Collection

### **Morning Session 2: 10:15AM-11:15AM**

Mission Statements & Collection Policies  
Escape Rooms and You: Incorporating One  
into Historic Spaces  
Foundations for Success: Nonprofit  
Management Tools of the Trade

### **Morning Session 3: 11:30AM-12:30PM**

WVAM Annual Meeting

### **Afternoon Session 1: 2:00PM-3:30PM**

Automate to Communicate  
Fostering Community Engagement and  
Volunteerism  
S.W.O.T.: Assessing Strengths, Weaknesses,  
Opportunities, and Threats for Your Institution

### **Afternoon Session 2: 3:45PM-5:15PM**

Like, Subscribe, Follow: Next Level Strategy for  
Social Media Mastery  
Internal Advocacy for Collections Care

## SATURDAY, APRIL 15TH

### **Morning Session 1: 9:00AM-10:00AM**

Interpretation as a Foundation  
Breathing New Life into Dying Museums

### **Morning Session 2: 10:15AM-11:15AM**

Thematic Tours: Creating Narratives to Engage  
Visitors  
Collection Labeling

### **Morning Session 3: 11:30AM-12:30PM**

Maintenance is Preservation: Ensuring the  
Longevity of your Historic Building  
Object Identification

### **Afternoon Session 1: 2:00PM-3:30PM**

Museum Speed Therapy  
Removing Barriers Through Authentic  
Communication

### **Afternoon Session 2: 3:45PM-5:15PM**

Nuts, Bolts, & Brass Tacks of Exhibit Design  
Website Optimization (Without a Redesign)

# CONFERENCE SCHEDULE

FRIDAY

## MORNING SESSION 1A

9:00AM - 10:00AM

VOCATIONAL 1

### **COLLECTIONS STORAGE & MOLD MITIGATION**

JIM MITCHELL

[WEST VIRGINIA STATE MUSEUM]

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## MORNING SESSION 1B

9:00AM - 10:00AM

VOCATIONAL 2

### **GRANT WRITING F.A.Q.S**

ELIZABETH SATTERFIELD

[*Arthurdale Heritage*]

CRYSTAL WIMER

[West Virginia Association of Museums]

In the session, participants will learn practical tips on submitting a grant proposal and what attributes funding agencies and institutions look for in a successful application. Each presenter has experience writing awarded grant proposals at the private foundation, state, and federal level and are familiar with the challenges of turning in these grants with a small or volunteer staff. Additionally, participants will have the opportunity to ask specific questions to get the guidance they need to submit their upcoming proposals.

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## MORNING SESSION 1C

9:00AM - 10:00AM

JACKSON HALL

### **HIDDEN GEM: NPS HFC COMMISSIONED ART COLLECTION**

KYLE BRYNER

[*National Park Service, Harpers Ferry Center*]

The National Park Service Harpers Ferry Center Commissioned Art Collection is a free resource for anyone to use for educational and interpretive purposes. Learn how you can integrate objects from the HFC Commissioned Art Collection into your projects!

The National Park Service Harpers Ferry Center for Media Services often contracts art for interpretive projects to help visitors understand the many stories parks have to tell. A single work of art may be used for several different projects for different parks, used by external researchers, or used in educational publications and interpretive projects outside of the NPS.

10:00AM - 10:15AM: Refreshments, break, and networking time

# CONFERENCE SCHEDULE

FRIDAY

## MORNING SESSION 2A

10:15AM - 11:15AM

VOCATIONAL 1

### **MISSION STATEMENTS & COLLECTIONS POLICIES**

JIM MITCHELL

[WEST VIRGINIA STATE MUSEUM]

Mission Statements and Collections Policies—who we are, what we collect (& don't collect), necessary cataloging and storing.

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## MORNING SESSION 2B

10:15AM - 11:15AM

VOCATIONAL 2

### **ESCAPE ROOMS AND YOU: INCORPORATING ONE INTO HISTORIC SPACES**

CHRISTOPHER MIELKE

[Beverly Heritage Center]

SAMANTHA RYDER

[AFNHA AmeriCorps, Beverly Heritage Center]

This is a panel about how the Beverly Heritage Center was able to take one room in the 1841 Randolph County Jail and turn it into the first Escape Room in the County. We will go over the practical elements as well as the pros and cons of having one in this historic space.

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## MORNING SESSION 2C

10:15AM - 11:15AM

JACKSON HALL

### **FOUNDATIONS FOR SUCCESS: NONPROFIT MANAGEMENT TOOLS OF THE TRADE**

DANIELLE PARKER

[Preservation Alliance of West Virginia]

This session will be a primer in nonprofit governance, management, and fundraising with special focus on museums, heritage sites, and historical/genealogical societies. Discover ways to effectively manage your nonprofit, increase your fundraising success, and meet your mission.

11:15AM - 11:30AM: Refreshments, break, and networking time

## MORNING SESSION 3

11:30AM - 12:30PM

JACKSON HALL

### **WVAM ANNUAL MEETING**

# CONFERENCE SCHEDULE

12:30PM-2:00PM LUNCH BREAK

## AFTERNOON SESSION 1A

2:00PM - 3:30PM

VOCATIONAL 1

### **AUTOMATE TO COMMUNICATE**

CECI DADISMAN

*[The Mosaic Group]*

Having a strong understanding of your patrons' journeys is crucial to maintaining a strong relationship. The more targeted and personalized each touchpoint is, the more engaged they will be with your organization. This session will identify how to use multi channel automation to communicate more effectively and efficiently with visitors, donors, supporters, and the community.

We'll look at methodology that uses automation to save staff time while increasing relevant communications. Upon the conclusion of the sessions, you'll be able to craft a patron journey map, identify a holistic communications plan, create messaging for each channel, and understand which channels are effective for your organization.

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## AFTERNOON SESSION 1B

2:00PM - 3:30PM

VOCATIONAL 2

### **FOSTERING COMMUNITY ENGAGEMENT AND VOLUNTEERISM**

ELIZABETH SATTERFIELD

*[Arthurdale Heritage]*

CLAIRE TYRON

*[Arthurdale Heritage & WVU Graduate Student]*

As stewards of local history and culture, museums and historic sites have long been vital community institutions. But with aging volunteers and limited capacities, it is increasingly challenging for cultural organizations to remain relevant and vibrant in today's fast-paced society. Using Arthurdale Heritage in Preston County as the primary case study, this session will explore creative ideas to foster community engagement and recruit and retain volunteers. From social media to family-oriented events to local partnerships, this session offers realistic ideas that can be implemented in museums of all shapes and sizes. Attendees should come prepared to brainstorm and discuss in small groups!

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FRIDAY

# CONFERENCE SCHEDULE

FRIDAY

## AFTERNOON SESSION 1C

2:00PM - 3:30PM  
JACKSON HALL

### ***S.W.O.T.: ASSESSING STRENGTHS, WEAKNESSES, OPPORTUNITES, AND THREATS FOR YOUR INSTITUTION***

TBD  
[TBD]

A S.W.O.T. Analysis is an exercise where an organization assesses its strengths, weaknesses, opportunities, and threats in order to plan for successful strategies for future operations and growth. In this session participants will be guided through a S.W.O.T. Analysis to assess their museum, site, or organization and through discussion develop ideas for addressing their challenges.

3:30PM - 3:45PM: Refreshments, break, and networking time

## AFTERNOON SESSION 2A

3:45PM - 5:15PM  
VOCATIONAL 1

### ***LIKE, SUBSCRIBE, FOLLOW: NEXT LEVEL STRATEGY FOR SOCIAL MEDIA MASTERY***

CECI DADISMAN  
[The Mosaic Group]

Are you looking to take your social media strategy to the next level? This session will equip you with strategies and methodology on how to best utilize social media to engage current and future patrons. You'll learn how to achieve the highest return and how to track the results.

This session will focus on a tactical approach for organizations of all budget sizes and attendees will walk away with actionable knowledge about: Identifying Target Audiences, Post Structure Best Practices, Creating Compelling Messaging, and Successful Advertising Strategies.

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# CONFERENCE SCHEDULE

AFTERNOON SESSION 2B

3:45PM - 5:15PM  
VOCATIONAL 2

## INTERNAL ADVOCACY FOR COLLECTIONS CARE

DYANI FEIGE

[Conservation Center for Art & Historic Artifacts]

Advocacy is not only external – it is crucial for museum staff to be able to advocate internally as well, to co-workers, board, and administration, in order to assure that resources are best allocated. This session explores routes for both external and internal advocacy with a focus on collections care: securing time and funding for preservation initiatives and conservation treatment, and will discuss opportunities for incorporating information about preservation into all museum advocacy efforts. Museums couldn't exist without the care that happens behind the scenes; by raising awareness of its importance, staff will have greater potential to preserve collections for years to come.

The speaker will present suggestions to ensure that preservation is incorporated into all levels and considerations of institutional operation, as well as guidance on external advocacy to make the case for preservation initiatives to legislators, funders, and other external stakeholders. The lecture will be followed by a group activity in which participants use practical tips to explore crafting an advocacy message for their collections and/or institutions.

FRIDAY

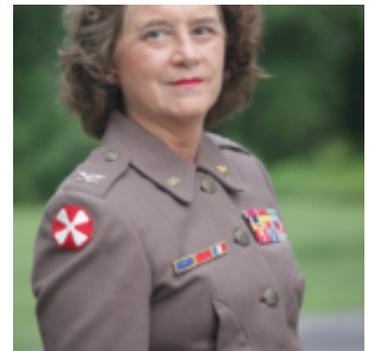
6:00 - 8:30PM RECEPTION  
7:00PM History Alive! Performance

LOCATION  
Starcher Mansion  
509 US-33, Ripley, WV 25271

## HISTORY ALIVE! COLONEL RUBY BRADLEY

Performance by Becky Park

When Bradley retired from the U.S. Army in 1963 she was the most decorated woman in American military history. A native of Spencer, West Virginia, Bradley was captured by the Japanese in the Philippines in 1941 and was a POW until 1945. She continued her work as a nurse in the prison camp. She was named Chief Nurse for the Eighth Army in 1951 and supervised over 500 nurses in Korea. Bradley attained the rank of Colonel in 1958.



Historical characterization is the vehicle for this program. Humanities scholars have carefully researched the writings, speeches, and biographies of the characters they portray and whenever possible, use their original words.



This presentation is a *History Alive!* program of the West Virginia Humanities Council.

# CONFERENCE SCHEDULE

SATURDAY

## MORNING SESSION 1A

9:00AM - 10:00AM  
VOCATIONAL 1

### **INTERPRETATION AS FOUNDATION**

JOE OBIDZINSKI  
[WVU Jacksons Mill]

The principles of thematic interpretation can offer museums and historic sites far more than simply a way to share their story with their audience. It can help that organization shape their efforts to help develop (or redefine) their focus on things such as their mission statement, collections policies, recruitment of staff, volunteers, and donors. The presentation will discuss how a knowledge of and usage of the principles of interpretation can help any organization with their goals of sustainability and growth.

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## MORNING SESSION 1B

9:00AM - 10:00AM  
VOCATIONAL 2

### **BREATHING NEW LIFE INTO DYING MUSEUMS**

FAITH WALKER  
[PAWV AmeriCorps, The Great Bend Museum]

The Jackson County Historical Society founded the Washington's Western Lands Museum in 1972 to preserve county history. However, most of its founding members who were also most active in its administration died around 2000. For the next two decades the museum limped along with a reduced capacity and an overwhelmed director who eventually passed away herself. In 2020 the Historical Society negotiated to transfer the collection and buildings to the City of Ravenswood. This new management has sought to update and revitalize all aspects of the museum (now renamed as The Great Bend Museum), incorporating current museum best practices and creating deliberate change to an institution that had gone stagnant. This presentation aims to cover some of the actions we've taken to reopen, revitalize, and rethink our once-dead museum, and provide advice and guidance for other museums navigating similar situations.

10:00AM -10:15AM: Refreshments, break, and networking time

# CONFERENCE SCHEDULE

SATURDAY

## MORNING SESSION 2A

10:15AM - 11:15AM

VOCATIONAL 1

### **THEMATIC TOURS: CREATING NARRATIVES TO ENGAGE VISITORS**

KATIE THOMPSON

*[PAWV AmeriCorps, West Virginia Association of Museums & Arthurdale Heritage]*

Tours are a staple of museum and site interpretation, but is your tour getting your information across and engaging your visitors in a meaningful experience? Unorganized or unfocused tours can be confusing or uninteresting to visitors and purely scripted tours don't often inspire repeat visitation. This session will cover creating a theme and narrative to tie your entire tour together, strategies for writing tours, dos and don'ts of tour interpretation, and tips for engaging with visitors.

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## MORNING SESSION 2B

10:15AM - 11:15AM

VOCATIONAL 2

### **COLLECTION LABELING--TAGS, SEWING, NUMBER SCHEME**

JIM MITCHELL

*[West Virginia State Museum]*

11:15AM - 11:30AM: Refreshments, break, and networking time

## MORNING SESSION 3A

11:30AM - 12:30PM

VOCATIONAL 1

### **MAINTENANCE IS PRESERVATION: ENSURING THE LONGEVITY OF YOUR HISTORIC BUILDING**

SHARON DAVID

*[PAWV AmeriCorps, Friends of Wheeling]*

DANIELLE PARKER

*[Preservation Alliance of West Virginia]*

JON SMITH

*[Smith Family of Workshops]*

Helping museums develop and implement effective maintenance plans is crucial to ensuring the long-term viability of historic structures. Learn the value of maintenance, the barriers that prevent people from doing it on time, the price tag for deferring maintenance, and the best practices for saving money and preserving history with ease.

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# CONFERENCE SCHEDULE

SATURDAY

MORNING SESSION 3B

11:30AM - 12:30PM  
VOCATIONAL 2

## **OBJECT IDENTIFICATION**

JIM MITCHELL

*[West Virginia State Museum]*

Bring an unknown object to stump the "Material Culture General"

**12:30PM-2:00PM LUNCH BREAK**  
**[LUNCH PROVIDED BY WVAM]**

AFTERNOON SESSION 1A

2:00PM-3:30PM  
VOCATIONAL 1

## **MUSEUM SPEED THERAPY**

CRYSTAL WIMER

*[West Virginia Association of Museums]*

ELIZABETH SATTERFIELD

*[Arthurdale Heritage]*

Are you currently grappling with a challenging issue at your museum or cultural site? In this laid-back and interactive session, conference attendees can pop in at any time for a quick conversation with one of the seasoned panelists. Whether you want to seek advice, brainstorm solutions, or simply vent your frustrations, your "museum therapist" is there to listen. The goal is to leave the session with a new idea, suggestion, or some takeaway that might help you manage the issue you're facing.

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# CONFERENCE SCHEDULE

SATURDAY

## AFTERNOON SESSION 1B

2:00PM-3:30PM  
VOCATIONAL 2

### **REMOVING BARRIERS THROUGH AUTHENTIC COMMUNICATION**

CECI DADISMAN  
*[The Mosaic Group]*

Are you messaging your organization's events in a way that is compelling? This session will show you how to break down silos and eliminate jargon so you can create meaningful, relevant communications that will resonate with your audience.

We'll look at case studies from the arts world and beyond as well as data that will guide you to messaging your organization and events more effectively. You'll leave this session inspired to up your storytelling game in a way that increases engagement and sales.

This session will focus on a tactical approach for organizations of all budget sizes and attendees will walk away with actionable knowledge about: the importance of authenticity in communications, what barriers audiences see in attending arts events, and methods brands are using to deepen engagement through communications.

3:30PM - 3:45PM: Refreshments, break, and networking time

## AFTERNOON SESSION 2A

3:45PM-5:15PM  
VOCATIONAL 1

### **NUTS, BOLTS, & BRASS TACKS OF EXHIBIT DESIGN**

KYLE WARMACK  
*[West Virginia Humanities Council]*

For the average small museum, creating new exhibits with engaging visuals and professional-grade content can be a huge challenge. Learn how to meet those challenges in this can-do workshop, where we'll look at specific materials, visual strategies, and essential tools for building exciting exhibits on a tight budget. The session will include material samples to touch and look at, and a robust Q&A to discuss attendees' own exhibit projects.

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# CONFERENCE SCHEDULE

AFTERNOON SESSION 2B

3:45PM-5:15PM  
VOCATIONAL 2

## WEBSITE OPTIMIZATION (WITHOUT A REDESIGN)

CECI DADISMAN  
*[The Mosaic Group]*

Optimizing your website doesn't always mean a complete redesign. This session will equip you with strategies and methodology on how you can make small changes to your website that deliver big results. You'll learn how to achieve the highest return on your efforts and how to track the results.

Topics we'll cover include: how users interact with websites, design best practices, landing page optimization, and Google Analytics training. You'll leave this session with concrete and achievable takeaways that you can implement right away on your website.



## 6:00PM - 9:00 PM BANQUET

Dinner, Keynote Address, Auction



KEYNOTE TBD

SATURDAY