ELEVATE:
SUPPORTING
CULTURE IN
COMMUNITIES

2017 Annual Meeting
Colorado-Wyoming Association of Museums
ELEVATE: SUPPORTING CULTURE IN COMMUNITIES

WELCOME

I am a fan of context. I am the type of person who reads every single label in an exhibit. My perspective is that the more knowledge I have, the better I can perform my job, the more interesting I will be to my friends, and the more I will learn about myself. You may be the type of person who prefers to primarily look at objects, or Google additional information, or experience objects by discussing with others to gain context. Regardless, most of us have probably heard the quote attributed to Spanish philosopher George Santayana that “those who cannot remember the past are condemned to repeat it.” Learning about our collective history, science, art and culture can help us move forward in time in new and innovative ways.

There is so much movement occurring in the world today—socially, politically, economically. Now is not the time to simply remember the past. As museum people, we put remembrances and knowledge into words connected to objects to tell stories. The evolution of desert plants, information about elephant conservation, pioneers moving West, Star Wars. All of these stories are extremely compelling and all of us—marketing teams, exhibit designers, front desk staff, educators and many more—have a hand in telling them. Author James Baldwin once wrote that “history is literally present in all that we do.” We museum workers, students and lovers of museums can make history come to life to fight for what we need.

Museums are stronger when we stand together. Across the United States, museums sustain 400,000 jobs and contribute $21 billion to the economy. Colorado and Wyoming receive millions of dollars each year in federal funds from the Institute of Museum and Library Services, the National Endowment for the Arts and the National Endowment for the Humanities. On average, each dollar awarded by the National Endowment for the Arts leverages nine dollars from other sources. That’s a big impact. And people like museums. More people visit us than visit theme parks and major league sporting events combined. We are a force for our communities.

Don’t simply remember. Take action. Learn all you can at this Annual Meeting. Invite an acquaintance to an exhibit opening. Talk about your job to a new friend. Post on Facebook. Call or write to your legislators. The more people who know how amazing and useful museums are, the more ability we have to influence public policy locally and nationally. Let’s make some history.

Caitlin Lewis, CWAM President

And special thanks to the CU Art Museum and its staff for making this meeting in Boulder, Colorado possible.

Colorado-Wyoming Association of Museums
Gary Steuer joined the Bonfils-Stanton Foundation as President and CEO in 2013. Since that time he has focused on leveraging the voice and legacy of the Foundation to sustain and strengthen the arts and nonprofit leadership in our community. He is empowering the signature programs and initiatives of the Foundation to ensure they are advancing innovation, excellence, community and quality of life.

Gary has been a regular writer and speaker on topics such as cultural policy, philanthropy, creative economy and arts management. He has served on many boards and is a current director for Clyfford Still Museum and Grantmakers in the Arts. Gary also spent 12 years as President and CEO and Director of New York Programs for Arts and Business Council Inc. in New York, prior to its merger with Americans for the Arts.

#cwamannualmeeting #cwam2017
Henderson Museum is the CU Museum of Natural History (CUMNH)
CU Art Museum (CUAM)
University Memorial Center (UMC)
2017 ANNUAL MEETING

SCHEDULE

Wednesday, April 19
4 – 7pm Board Meeting (CU Art Museum Conference Room)
8 – 10pm Welcome reception (The Sink, 1165 13th St., Boulder, CO 8030)

Thank you to our sponsors, Altman Lighting and George Lacey Sales

Thursday, April 20
8 am – 4 pm Registration (CU Art Museum)

9:30 am – 12 pm Workshops
• Public Facing Track: Social Media for Museums 101
• Public Facing Track: Label Writing for Everyone: Tips, Tricks, Theory, and PRACTICE
• Professional Development Track: You’re hired! Resume Writing and Interview Tips
• Collections Track: 3d Printing & Your Collection (Please bring a laptop!)
• Collections Track: Peer Assessor Training

12 pm Lunch (on your own)

1:30 pm – 4 pm Workshops
• Public Facing Track: Social Media for Museums 102
• Public Facing Track: Measuring Your Success
• Professional Development Track: Networking Mocktail Hour
• Collections Track: Mount Making
• Collections Track: Cultural Care: Integrating Cultural Curation into Managing Collections

4:15 – 5:15 pm Professional Development Meet-ups (UMC Aspen Rooms)

Thank you to our sponsor, MBA Design & Display Products Corp.

5:30 – 8:00 pm Progressive Dinner Event on CU Campus
Enjoy a light dinner while touring CU’s Campus! Participating venues include CU Art Museum, CU Museum of Natural History, the Visual Arts Complex, and the Heritage Center.

Did you know...
Robert Redford was a janitor at The Sink, before moving on to become famous!

Colorado-Wyoming Association of Museums
Friday, April 21

8 am – 4 pm  Registration (Millennium Harvest House)

10 am – 1 pm  Keynote Speaker / Business lunch (Millennium Harvest House ballroom)

Thank you to our sponsor, Colorado Humanities

1 pm – 2 pm  Thought Café (Millennium Harvest House)

• Learn about History Colorado’s Grant Program and the Newly Enhanced State Archaeology/Paleontology Collection Initiative
• Utilizing IPM: Examples for Applying Pest Management Data
• CWAM & Greenwood Fund Grants: Everything you need to know
• Implementing Efficient Processing for Large Photo Collections without Losing your Mind
• You’re hired! Resume Writing and Interview Tips (follow up to workshop)

2 pm – 4:30 pm  Field Trips

• Campus Collections Tour
• Boulder Historic Walking Tour
• Museum of Boulder
• Louisville Museums
• Longmont Museums
• Total Eclipse 2017 (Fiske Planetarium)

6 pm – 10 pm  Silent Auction and Banquet followed by optional CWAM trivia at Hotel Boulderado

Thank you to our cocktail hour sponsor, Terry Dowd, Inc.

Progressive Dinner Sponsors:
2017 ANNUAL MEETING

SCHEDULE continued...

Saturday, April 22
8 am – 12 pm Registration (CU Art Museum)

9 am – 10:15 am Concurrent Sessions
• **Public Facing Track:** Mission & Community (UMC Room 417)
• **Admin Track:** Planning That (Large or Small) Fundraiser (UMC Room 425)
• **All Tracks:** High Impact Internships: Fact or Fiction? (CUMNH BioLounge)
• **Collections Track:** Museum Preservation Environments: Environmental Monitoring and Changing Best Practices (UMC Room 382)

10:30 am – 11:45 am Concurrent Sessions
• **Public Facing Track:** Creating a SPARK for People with Memory Loss (CUMNH BioLounge)
• **Collections Track:** Straight from the Source: Using Collections for Object Based Research (CUAM Study Center)
• **Public Facing Track:** History at the EDGE (UMC Room 386)
• **All Tracks:** SHF Partnerships to Preserve and Interpret Historic Places in Your Community (UMC Room 417)
• **Collections Track:** Integrated Pest Management 101 (UMC Room 425)
• **Public Facing Track:** How Can We Help? Crafting a Responsive Approach to Working with Underserved Youth (UMC Room 384)

12 pm Lunch (on your own)
CWAM New/Old board lunch (Millennium Harvest House)

1:30 pm – 2:45 pm Concurrent Sessions
• **All Tracks:** Reinventing the Museum – A Work in Progress (CUMNH BioLounge)
• **Collections Track:** Colorado-Wyoming DPLA Service Hub: Our Progress and your Participation (CUAM Study Center)
• **Public Facing Track:** Listening to Self: Exploring Auto-ethnography in the Art Museum (CUAM galleries)
• **Collections Track:** Space Moves (UMC Room 382)
• **Admin Track:** Steps to an Accessible Museum (UMC Room 384)
• **Public Facing Track:** Creating Relevance and Making the Museum a Community Catalyst for Inclusion (UMC Room 386)
Thursday Workshops 9:30am – 12pm

Social Media for Museums 101 – Even @yournamehere can do it. #honestlytho
Brooke Gladstone, Todd Wolfe (UMC Aspen Room 289)
Why is social media important? How can it improve your museum’s reach? We will review demographics and audience, trends, and best practices. Learn more about the value of social media to help engage community partners, connect public to your exhibits or collections, and how to become storytellers using social media. We will be offering creative exercises to develop sample social media content. This workshop will introduce major social media platforms including Facebook, Twitter, Instagram, and Snapchat.

Label Writing for Everyone: Tips, Tricks, Theory, and PRACTICE
Beth Kaminsky (UMC Aspen Room 285)
In this fast-paced workshop, participants will:
• Analyze “good” and “bad” labels based on various (often personal and subjective) criteria
• Discover the importance of considering audiences and ways to put visitors at the center of the process
• Participate in a rapid writing activity
• Discuss big ideas, main messages, and label frameworks
• Explore ways to collaborate with community advisors
• Share their own writing challenges and exercise new skills working on their own label projects or rewriting labels provided.

You’re hired! Resume Writing and Interview Tips
Katie March, Anne Amati, Caitlin Rumery (UMC Aspen Room 287)
You’re hired! Getting a job, let alone an interview, is an age-old challenge, faced by individuals entering the museum field all the way to seasoned professionals. Learn practical tips to polish your resume and cover letter to get a seat at the interview table. Then, learn important life skills for when you do hit that interview table. Bring a resume and cover letter to the conference if you would like personalized feedback.

Did you know...
The Hotel Boulderado was named by combining Boulder and Colorado so no visitor would ever forget where they had stayed.
Thursday Workshops 9:30am – 12pm continued...

3D Printing and Your Collection
Travis Schenck, Rachel English (CUAM Education Room)
3D printers in museums are moving beyond technological novelty and are able to help in conservation, restoration, and exhibitions. We’ll be sharing our experience at the Space Foundation Discovery Center as we have put 3D printers to work in restoring and preserving our collections. We’ll be discussing types of 3D printers and related tech, printer materials in relation to conservation, 3D design programs, our projects, and answering questions about how you can use 3D printing at your institution. Please bring your own laptop, if practical.

CWAM Peer Preservation Assessor Training
Heather Thorwald (CUAM Study Center)
The CWAM Peer Preservation Assessment Program matches trained peer assessors with institutions seeking advice about caring for their collections. If you have a passion for sharing your knowledge and helping the museum field, join us for this introductory training session for new peer assessors. We’ll cover the basics of the process, from conducting a productive site visit to providing an effective report. Experienced peer assessors will be on hand to answer your questions.

Did you know...
Boulder has more used bookstores per capita than any other city in the country!
Thursday Workshops 1:30am – 4pm

Social Media for Museums: Senior Seminar – Advanced Strategies #socialmedia4lyfe
Brooke Gladstone, Todd Wolfe (UMC Aspen Room 289)
You may already have at least a Facebook account for your organization, but we know you can do better. Come learn more about advanced strategies, content development, analytics, and Facebook ads. We will take a deeper dive into becoming great museum storytellers by weaving collections or exhibit materials that add value to your content. Discover ways to utilize your social media to engage your followers. Let’s make your social media more effective and efficient!

Measuring Your Success
Betsy Martinson, Laureen Trainer (CUAM Study Center)
Success can take many forms – attendance, revenue, learning objectives and participants having fun - each of these is a valid measure of success. However, the key to success is planning for it in the first place, which means defining your goals. In this workshop, participants will learn how different institutions define success and the importance of both outputs and outcomes when measuring success. Then, using their own institutional examples, participants will spend time (together and in small groups) defining outputs, writing well-crafted outcome statements and deciding which indicators they will use to measure their success.

Networking Mocktail Hour
Karen Dropps (UMC Aspen Room 287)
Come learn the art of chatting! Learn the skills needed to interact with donors, sponsors or future employers. We will have our own mock networking opportunity where all participants can learn the art of small talk and practice how to market themselves or their organization.

Mount Making
Pedro Caceres (CUAM Education Room)
Learn how to make object mounts for storage and travel in this workshop. We will focus on using best practices and archival methods to house your collection safely with limited materials and resources. The workshop will include demonstrations of making archival storage and travel mounts.

Cultural Care: Integrating Cultural Curation into Managing Collections
Christina Cain, Anne Amati, Sheila Goff, Laura Elliff Cruz, Mark Brammer (UMC Aspen Room 285)
How do we integrate cultural care practices from source communities into our work with museum collections? In this workshop, we will present real-life examples of how our institutions have incorporated tribal and other source communities’ input into collections care, exhibitions, and research. The workshop will include the opportunity to brainstorm how cultural care and collaborative work can be implemented at your own institution.
Friday Keynote Speaker / Business lunch
10am - 1pm
Sponsored by the Colorado Humanities (Millenium Harvest House ballroom)

Friday Thought Café 1pm – 2pm (Millenium Hotel)

Learn about History Colorado’s Grant Program and the Newly Enhanced State Archaeology/Paleontology Collection Initiative

Todd C. McMahon, Stefanie Baltzell, Katie Arntzen

Colorado is fortunate to have a grant program that assists public entities and non-profit organizations. Visit with staff to find out how this grant program can fund your preservation project. History Colorado also oversees the care of archaeological artifacts and paleontological specimens removed from public lands. Under a new initiative, History Colorado is adopting new state rules to enhance opportunities for approved museums holding these collections. Please come learn about these programs and how they can benefit you and your community.

Utilizing IPM: Examples for Applying Pest Management Data

Andrea Blaser

Most museums have integrated pest management procedures. However, even though museums lay out pest traps, the data that can be gathered from those monitors may not be recorded or analyzed. Tracking and utilizing the information gathered from pest traps can be done without expensive subscriptions or software, and yield useful information to collections professionals. This poster will give examples of how simple analysis of the IPM information museums already collect can be used to inform decisions about rehousing and other collections projects, strengthen grant applications and justification, and help make other collections decisions.

#cwamannualmeeting
#cwam2017
Friday Thought Café 1pm – 2pm continued...

CWAM & Greenwood Fund Grants: Everything you need to know
Brooke Rohde, Anne Amati
Do you have a great idea for a small grant? Come talk to us about possibilities for CWAM and Greenwood Fund grants. Get feedback on a project, explore ideas for a possible grant idea, and hear about past successful projects. The CWAM Grant funds projects up to $500; the Greenwood Fund Grant funds projects up to $1,500. A little bit of money can go a long way!

Implementing Efficient Processing for Large Photo Collections without Losing your Mind
Adrienne Evans
Archival practices like the “More Product, Less Process” model provide curators and archivists with a framework for processing large collections with limited time and resources. But how do such standards hold up against preservation concerns, mis- attribution issues, missing documentation, and public scrutiny inherent to large, multi-format collections by well-known photographers? This poster will address practical processing tips and strategies, as well as lessons learned from History Colorado’s NHPRC grant-funded 20th Century Photography Collections Project.

You’re hired! Resume Writing and Interview Tips
Katie March, Caitlin Rumery
You’re hired! Getting a job, let alone an interview, is an age-old challenge, faced by individuals entering the museum field all the way to seasoned professionals. Learn practical tips to polish your resume and cover letter to get a seat at the interview table. Then, learn important life skills for when you do hit that interview table. Bring a resume and cover letter to the conference if you would like some personalized feedback.
Friday Field Trips 2pm – 4:30pm
(transportation provided)

Campus Collections Tour
Learn more about the collections departments of CU Art Museum and CU Museum of Natural History with behind the scenes tours given by staff!

Boulder Historic Walking Tour
Art and nature lovers are invited for a fun-filled afternoon of exploring Boulder, Colorado’s public artworks. Walking tour participants will experience stunning architecture, murals, street art, the Haertling Sculpture Park, the Boulder Museum of Contemporary Art, and various other artworks featured on campus at the University of Colorado and in downtown Boulder. The tour will begin and end at the CU Art Museum and will require approximately three miles of walking. The tour will be led by Jeremy Blair, Public Engagement Curator, CU Art Museum.

Museum of Boulder
Learn more about the new Museum of Boulder, formerly Boulder History Museum, and their move into a new building and rebranding! The staff will lead you through the old and new museums to compare the previous iteration of the museum to the plan for the new facility.

Louisville Museums
Join a tour of the Louisville Historical Museum, which includes 3 buildings focusing on the history of Louisville, then a walking tour of Historic Downtown Louisville, where many original buildings still stand.

Longmont Museums
Art in Public Places introductory walk with Lauren Greenfield, AIPP coordinator
Choice of two options:
- Lowriders: Cars and Culture exhibit with Curator of Exhibits Jared Thompson, Front Range Rising exhibit with Curator of History Erik Mason and Curator of Education Ann Macca, & Archives and Textile Storage with Registrar Heather Thorwald
- Extended Art in Public Places walk along Lefthand Creek (weather permitting)

Total Eclipse 2017 at Fiske Planatarium
On Aug. 21, 2017 the best Total Eclipse of the Sun in 40 years will cross the U.S. Colorado will see roughly 95% of the sun covered by the moon, and lucky people in Wyoming will see an amazing TOTAL eclipse: fiery pink prominences at the sun’s edge, silver streamers of the corona crossing the sky, animals and people doing strange things! This talk will explain the tremendous excitement of eclipses, and the HUGE difference between 95% and total eclipse.

Silent Auction and Banquet at Hotel Boulderado
6pm - 10pm
(Transportation on your own)

Colorado-Wyoming Association of Museums
Saturday Sessions 9am – 10:15am

Mission & Community
*Dakota Russell* (UMC Room 417)
Your museum’s mission is the driving force behind everything you do, but does it matter to your visitors? At Heart Mountain Interpretive Center, we tell the story of Japanese American incarceration during WWII. We also work actively to remind our audience of the fragility of democracy in the present day, and the role each of us plays in protecting it. In this session, we’ll explore how you, too, can stay true to your mission while also staying relevant and engaged with your community.

Planning That (Large or Small) Fundraiser
*John Woodward, Valerie Maiers* (UMC Room 425)
Fundraising is a part of life for museums and other cultural groups. Sometimes it can be overwhelming, other times intimidating. Sometimes fundraising can burn out board members and staff. Thankfully there are ways your group can through that fundraising anxiety through planning. Learn some tips and tricks on how to plan out the who, what, when, where, and how for your (large or small) fundraiser.

High impact internships: Fact or Fiction?
*April Legg, Emily Dobish* (CUMNH BioLounge)
Ever feel like your internships take more energy and resources to supervise than they produce in meaningful work? Can interns really contribute to the success of the organization in a real way? How can we go beyond paperwork and data entry to create a mutually beneficial relationship that sustains essential functions of the museum while also providing the skills and experience interns need to gain employment? In this session, we will share knowledge we’ve gained from creating a very successful School Program Internship at History Colorado. This internship has sustained our school programs for over five years while we rebuild our volunteer base, brought us emerging museum talent, and diversified our staff. Learn how to elevate your internships to play a crucial role in reaching your mission.

Museum Preservation Environments: Environmental Monitoring and Changing Best Practices
*Christina Cain* (UMC Room 382)
How do you determine the best environmental controls for your artifacts? What do you do when your building isn’t capable of maintaining those standards? This session will explore new ways of looking at best practices for temperature and relative humidity settings as well as how to monitor your environment, interpret and use those measurements, and explore sustainable mitigation methods for less than ideal situations in your building.
Creating a SPARK for People with Memory Loss
Alison Salutz, Danielle Schulz, Kera Magarill (CUMNH BioLounge)
Over 5 million Americans live with Alzheimer’s disease and by 2050 it is estimated to affect 16 million individuals. Museums in the Denver area have been collaborating with the Alzheimer’s Association to serve affected individuals and their care-givers through specialized programs. This session will include a brief overview of the disease, ideas to create successful programs for this audience, and first-hand experience from the History Colorado Center and the Denver Art Museum programs.

Straight from the Source: Using Collections for Object Based Research
Caitlin Rumery, Britt Scholnick, Alexander Watkins (CUAM Study Center)
In 2010, the University of Colorado Art Museum opened new facilities on the Boulder campus. Within the museum is the Collection Study Center, a specially designed space with the mission to create opportunities for students, faculty, and staff to study and learn from original source material in the collection. This session is a presentation and discussion about how the institution has evolved to fulfill this role over the last six years both with and without available online collection access and only a recently added full-time curator. Additionally, an updated website and the availability of the online collections has contributed to the visibility of the collection and this service, as well as shifting how staff works with faculty.

Did you know...
The Flatirons rock formations got their name from pioneer women who said they looked like flat, metal irons used to iron their clothes.
Saturday Sessions 10:30am – 11:45am continued...

History at the EDGE
Katherine McDaniel, Holly Berg, Liz Cook (UMC 386)
Explore how interdisciplinary work can benefit cultural institutions and encourage greater audience engagement. History Colorado and the City of Greeley Museums will discuss how different history institutions use both STEM design ideas and content in their exhibitions, with a focus on the EDGE (Exhibit Design for Girls Engagement) study findings from the Exploratorium. The session will include descriptions and examples from each institution, and there will be interactive questions and problem solving with the audience.

SHF Partnerships to Preserve and Interpret Historic Places in Your Community
Stefanie Baltzell, Andrea Malcomb, Katie Arntzen (UMC 417)
Learn how History Colorado State Historical Fund (SHF) grants can help you support culture in your community. Since 1993, the SHF has awarded more than $270 million in grants to fund over 4,000 projects in all 64 counties in Colorado. Funded historic preservation projects include: preserving historic structures, education programs, survey of historic resources in communities, archaeology: survey, collections curation and exhibits. SHF staff will introduce the SHF grant program and provide brief examples of grant projects. Successful grant recipient, Molly Brown House Museum Director Andrea Malcomb will share lessons learned from their most recent SHF funded projects.

Integrated Pest Management 101
Stefani Pendergast with additional text contributions by Heather Thorwald (UMC Room 425)
“We have a pest infestation”: a statement that no one ever wants to hear, particularly in a museum. But never fear—Integrated Pest Management is here! Whether you are in a large or small institution, there are simple solutions to this dreaded scenario. This session will cover what to do in the event of a pest infestation, common pests in the Colorado/Wyoming region, and preventative measures for storage areas and throughout your museum.

How Can We Help? Crafting a Responsive Approach to Working with Underserved Youth
Steve Luebke (UMC 384)
Despite the lengthy list of challenges faced by youth in underserved communities, they are not without advocates. Youth groups, grassroots clubs, and non-profits and work tirelessly to serve those in overlooked communities. Reflecting the communities they serve, these institutions face the many of these same hardships. What can we, as museums and other cultural centers, hope to offer to those organizations facing such obstacles? Let’s ask them.
Reinventing the Museum – A Work in Progress
*Nancy Geyer, Emily Zinn, Kristen Lewis, Carolyn Booth* (CUMNH BioLounge)
The Boulder History Museum, a 73 year-old institution, is undergoing a dramatic transformation, both physically and conceptually. After years of soul searching, the Museum finally took a leap of faith by purchasing a Masonic Lodge in downtown Boulder and embarking on a major capital campaign to convert it to the Museum of Boulder. It has been an exhilarating, scary, frustrating, creative, crazy journey – and we’re not there yet. We will share our challenges of redefining our role within our community while retaining our core mission and values. Museum staff will share their experiences related to rebranding, fundraising, community engagement, exhibit development, and collections - *lessons learned, lessons still to be learned.*

Colorado-Wyoming DPLA Service Hub: Our Progress and your Participation
*Leigh Jeremias, Regan Harper* (CUAM Study Center)
Colorado and Wyoming are currently working on creating a service hub of the Digital Public Library of America. As a DPLA service hub we will provide access to collections from libraries, archives, and museums, and make them freely available to the world. Join staff from the Colorado State Library to learn about our year long progress, our future and how you can be part of this exciting vision for our states.

Listening to Self: Exploring Auto-ethnography in the Art Museum
*Jeremy Blair* (CUAM Galleries)
Participants will learn how to re-experience museums through exploring the creative self-inquiry method of auto-ethnography. Participants will learn the basics of auto-ethnography by engaging in various fun in-gallery exercises and will design their own activities that encourage empathy and understanding in the museum. The session will address how to utilize auto-ethnography in museums and how to engage various types of audiences through provocative questions, self-research, and in-gallery activities. No prior experience is necessary.

Space Moves
*Rachel English, Travis Schenck* (UMC Room 382)
How do you move large artifacts across the country? How do you restore a space station? Objects relating to space exploration require some different kinds of thinking. This session will use the acquisition, restoration, and exhibition of the Spacelab engineering module at the Space Foundation Discovery Center to talk about the different ways to approach objects relating to space exploration in a museum setting.
Saturday Sessions 1:30pm – 2:45pm continued...

**Steps to an Accessible Museum**  
*Danielle Schulz, Heather Pressman (UMC Room 384)*  
Have you considered what you could do to make your museum more accessible? Did you feel overwhelmed by where to start? Wondered how you were going to get funding? In this interactive session we will talk about at least 10 easy and low-cost ways that you can make your museum more accessible to people of all abilities and ages. We’ll even cover how you can get funding!

**Creating Relevance and Making the Museum a Community Catalyst for Inclusion**  
*Karen Lloyd-D’Onofrio, Katie March, Maura McInerny, Cathy Regan (UMC Room 386)*  
The role of the museum in our communities has become increasingly challenging. While we attempt to engage our communities with our museum and provide spaces and programming for diverse audiences, our original missions and visions can sometimes become lost or obscured forcing us to confront our relevance to the community we serve face on. This session explores how we have worked to become more involved with our community and how we have been forced to rethink the museum’s role in modern society.

*Did you know...*  
Boulder’s third flatiron towers 1,400 feet high, a few hundred feet higher than the Empire State Building.

**Colorado-Wyoming Association of Museums**
TRANSPORTATION

Walking Instructions

From Millennium Harvest House to University Memorial Center (Campus)
approximately 25 minutes, 1 mile

- Head west (476 ft)
- Turn right toward Folsom St (66 ft)
- Turn left toward Folsom St (285 ft)
- Turn left onto Folsom St (945 ft)
- Turn right onto Stadium Dr (489 ft)
- Slight left toward Stadium Dr (210 ft)
- Continue onto Stadium Dr (417 ft)
- Turn left to stay on Stadium Dr (892 ft)
- Turn left toward Central Campus Mall (243 ft)
- Turn right toward Central Campus Mall (312 ft)
- Turn left toward Central Campus Mall (128 ft)
- Turn right onto Central Campus Mall (381 ft)
- Turn left (135 ft)
- Turn left (49 ft)
- Turn right
- Destination will be on the right

Driving Instructions

From Millennium Harvest House to Euclid Parking Garage
approximately 5 minutes

- Head east (161 ft)
- Turn right toward 28th St/Denver Boulder Turnpike (308 ft)
- Turn left toward 28th St/Denver Boulder Turnpike (210 ft)
- Turn right onto 28th St/Denver Boulder Turnpike (0.604 mi)
- Take the Baseline Road exit toward CO-93 (1,037 ft)
- Turn right onto Baseline Rd, signs for CO-93/Broad Way (876 ft)
- Turn right onto Broadway (0.598 mi)
- Turn right onto Euclid Ave (312 ft)
- Turn left
- Destination will be on the left
- $36 for a full day
From Millennium Harvest House to University Memorial Center (Campus) 
approximately 20 minutes

• Walk about 8 min (0.3 mi)
• Colorado Ave & 28th St, nearside bus stop
• STAMPEDE Euclid/18th, 5 min (5 stops)
• Get off at 18th St & Euclid Ave
• Walk about 3 min (0.1 mi)
• $2.60 one-way

From Millennium Harvest House to Hotel Boulderado 
approximately 30 minutes, 1.7 miles

• Walk about 8 min (0.4 mi)
• Arapahoe Ave & 29th St
• JUMP, Downtown Boulder
• 10 min (12 stops)
• Get off at Downtown Boulder Station
• Walk about 5 min (0.3 mi)
• Destination will be on your left
• $2.60 one-way

For more information visit rtd-denver.com

Colorado-Wyoming Association of Museums
Join the social media conversation about your CWAM Annual Meeting experience! Here are some quick tips and trending etiquette

1. Hashtags
   - Hashtags help label your social media post so that they can be discovered by someone else. Think of it as an organizational tool for the millions of posts and blogs online.
   - Hashtags can be used to search for posts too. Just type your hashtag in the search bar of any major social media platform.
   - We recommend using #cwamannualmeeting and #cwam2017 to search and discover other posts about the CWAM Annual Meeting.

2. Photos
   - Instagram is your main go-to for social media photo sharing. However, Instagram tends to trend with photos that are artistic in style. Of course, there are still photos of friends or selfies too!
   - Facebook is the platform to share any and all photos!

3. Privacy
   - Make sure to be considerate of your friends before posting their photo to social media.
   - If you prefer a more private social media experience, remember your post with a trending hashtag may not be discovered if you don’t have a public profile.

4. Resources and Finding CWAM
   - Follow CWAM on Facebook at facebook.com/CoWyMuseums
   - Follow CWAM on Instagram @colowyomuseums
   - Follow CWAM on Twitter @colowyomuseums
   - E-mail us your questions or feedback at marketing@cwam-us.org

#cwamannualmeeting  #cwam2017

See you in Cheyenne, Wyoming for the 2018 annual meeting!

* all photographs by Glenn Asakawa / University of Colorado
Notes:
Realistic Figures since 1957.

Dorfman Conservation Forms created exclusively with Ethafoam® brand inert polyethylene foam.

Conservation Forms since 1996.