Session Proposal Form

for

2016 Mutual Concerns of Air and Space Museums Conference

New York City, planned for Spring 2016

Please review proposal guidelines on website before completing the session proposal form.

Please type form.

Type of Session please pick ONE:

X Panel Session

☐ Individual Presentation

☐ Discussion/Roundtable

☐ Workshop/Skill Session—please select length of workshop:

☐ 2 hours

☐ Half-day

☐ Full-day

Session Title: Institutional Re-inventing an Air Museum from the ground up.

Session Description please limit to 200 words: The challenge of taking a large air museum that has been around for decades and strategically re-inventing it to become more relevant, dynamic and sustainable is to be examined. In 2014 the executive director of the New England Air Museum retired after 29 years. The board had a choice of maintaining the status quo or taking the opportunity to completely re-boot. They chose a new director who recognized the need to re-invent. This included everything from exhibits and collections strategies to the overall visitor experience and a fundamental re-evaluation of scope of mission and what the institution should be in five to ten years and beyond. This session will look at how new executive director Jerry Roberts worked with the board, staff, volunteers and colleagues in the larger museum community to re-assess and reinvigorate this institution with its collection of over 80 aircraft and a campus of six large hangars. In addition to exhibits and collections all aspects of branding, development, membership and major infrastructure were considered while constructing a new master plan. This session will include others who have taken their museums through similar re-inventions.

Session Outline: A review of NEAM’s re-boot along with two other museum similar experiences. Q & A and group discussion.

Learning Objectives:

1. To look at both the challenges and opportunities of making major operational and strategic changes.
2. To challenge participants to imagine how their own institutions might benefit from a fresh look at where they are and where they are going.
3. To share lessons learned and brainstorm how we all might become more relevant for the changing demographics and generations of visitors, board members and donors.

Subject Area please pick ONE:

☐ Museum Administration

☐ Collections Management

☐ Restoration/Conservation

☐ Exhibition Design

☐ Education and Programming

☐ Development & Marketing
Audience: Any museum professional re-evaluating what their institution is and what it should be.

For skills-based session, please check:

- Beginner
- Intermediate
- Advanced

SESSION COORDINATOR:
Name: Jerry Roberts
Title: Executive Director
Institution: New England Air Museum
Address: 36 Perimeter Road, Bradley International Airport
City/State/Zip: Windsor Locks, CT 06096
Telephone: 860 623 3305 X-312 Fax: E-mail: jroberts@neam.org

SESSION CHAIR:
Name:
Title:
Institution:
Address:
City/State/Zip:
Telephone: Fax: E-mail:

PRESENTER 1:
Name: Jerry Roberts
Title:
Institution: New England Air Museum
Address:
City/State/Zip:
Telephone: Fax: E-mail:

PRESENTER 2 (OPTIONAL):
Name: TBT
Title:
Institution:
Address:
City/State/Zip:
Telephone: Fax: E-mail:

PRESENTER 3 (OPTIONAL):
Name: TBT
Title:
Institution:
Address:
City/State/Zip:
Submission deadline is June 1, 2015
Please email completed form to nasmmutualconcerns@si.edu