

## ANNOUNCEMENTS



## AAM Committee on Audience Research and Evaluation

*formerly Visitor Research and Evaluation Committee*

### Business

CARE is currently conducting an election for the offices of Chair and Associate Representative. Results will be announced at the annual meeting at Fort Worth.

### Issues

In an effort to create a new identity to distinguish our AAM SPC from the Visitor Studies Association, committee members voted to change our name to CARE (Committee on Audience Research and Evaluation). We have adopted a whole new look including a logo, brochure, application form, membership card and special sticker. You'll see the latter at the meetings in Fort Worth! With a renewed sense of purpose, we will be looking for ways to make visitor studies a more central and useful aspect of AAM and a resource for its members.

### AAM Annual Meeting Programs

#### Sun - May 16

7:30-8:45 a.m. Executive Committee Meeting

#### Mon - May 17

9:00-10:15 a.m. "Toward an Ethical Relationship  
Between Museums and the  
Consulting Community"

10:30-11:45 a.m. "Involving Students and Teachers  
in Design"

3:00-5:00 p.m. CARE Poster Session

#### Tues - May 18

7:30-8:45 a.m. Committee Business Meeting

9:00-10:15 a.m. "Visitor Reactions to Issues"

#### Wed - May 19

1:30-4:15 p.m. "The Exhibit Development Process"

#### Thurs - May 20

1:30-4:15 p.m. "Gender Differences in Museums"

1:30-2:45 p.m. "From Knowledge to Narrative..."

Looking forward to seeing you there.

Minda Borun  
CARE, Chair

### Message from the President (cont'd from page 20)

This is an impressive list of workshops and demonstrates the commitment of the VSA to its leadership role in professional development.

In addition to the keynote address by Dr. Alan J. Friedman (Director of the New York Hall of Science) that I mentioned in the last issue of *Visitor Behavior*, we are going to have three other special presentations by persons from the local New Mexico scene:

Thomas J. Caperton, Director, New Mexico State Monuments, *Cultural Heritage and Exploitation in the Land of Enchantment*.

Dr. Orcilia Zuniga Forbes, Vice President for Student Affairs, University of New Mexico, *Building a Diverse Community*.

Marion E. Rodee, Curator of Southwestern Ethology, Maxwell Museum of Anthropology, University of New Mexico, *What the Visitor Never Sees*.

As you can see from the preliminary program, the paper and panel presentations this year are unusually diverse and should have appeal to a wide audience. Zoos, botanical gardens, and historic/natural sites are represented as well as art, science, and history museums. Speakers from over six countries will help to give the proceedings a strong international flavor. Evening social events at local museums and the zoo will provide ample opportunities for the informal "networking" that is an integral part of these conferences. Several post-conference tours of the rich cultural heritage of the Albuquerque area are also being planned.

One-day registration fees will be available for those who cannot attend the full conference. For those who may wish to attend *only* the workshops, there will be no conference registration fee at all. Discounted airfares will be made available to those who use the conference travel agency.

It all adds up to another very special occasion for those who believe that learning more about our visitors is the surest road to personal and institutional growth. And if you don't believe that learning can be fun, then you haven't been to one of our conferences!

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## Message From the President

Harris Shettel  
Visitor Studies Association

In my last "Message" (in the Winter, 1992 issue of *Visitor Behavior*), I was able to give you some information about our upcoming VSA conference in Albuquerque, NM, July 27-31. Since then the planning process has moved further along so that we can provide additional information that should be of help to you in planning your attendance. A registration form is included with this issue, along with a preliminary program. A complete conference brochure will be mailed out very shortly that will have hotel registration forms, descriptions of the pre-conference workshops (July 27/28), evening events and post-conference tours, airline discount information, etc.

Speaking of Workshops, I can give you a brief statement about each one and the days they are scheduled (more complete descriptions will be in the conference brochure). Note that we have two new subjects added to our list for this year.

*Using Evaluation to Assess and Correct Exhibit Design Problems.* Steve Bitgood, Harris Shettel, and Chan Screven. (Tuesday and Wednesday). An overview of evaluation methods with hands-on practice using critical appraisal and remedial evaluation.

*Front-End Evaluation: A Tool for Exhibit and Program Planning.* Minda Borun. (Tuesday). Participants will conduct front-end evaluations and discuss the purpose and pitfalls of various data gathering techniques.

NEW - *Extending the Frame: The Role of Personal Imagination in Museum Experiences.* Douglas Worts.

(Tuesday). Participants will explore ways in which visitors can be provided with a more complete and fulfilling museum experience by validating their subjective responses.

*Designing Questionnaires that Produce Useful Results.* Marilyn Hood. (Tuesday). Will cover the development of effective questionnaires, including their design and application.

*Implementing Procedures in an Audience Study.* Marilyn Hood. (Wednesday). Will take up where the previous workshop leaves off. Sampling, training volunteers, pretesting, data gathering, coding, and analyzing results will be covered.

*Planning for the Visitor: Applying Visitor Research to Marketing, Public Relations, and Public Programming.* Ross Loomis. (Wednesday). Examples of visitor research will be combined with concepts from nonprofit and social marketing research to provide a basis for planning for visitors.

NEW - *Designing Effective and Appropriate Computer Interfaces, Part I.* Kristine Morrissey, John Chadwick, and Stephen Carlson. (Wednesday morning). The characteristics of effective interfaces will be examined, and the basic principles of designing interfaces will be reviewed with examples.

NEW - *Designing Effective and Appropriate Computer Interfaces, Part II.* (Wednesday afternoon). Additional design issues will be probed and interactive techniques will be illustrated using an overhead projection system. Participants will design an interface of their own.

*Label Writing.* Beverly Serrell. (Wednesday afternoon). How to write labels that are dynamic and visitor centered. Will include discussion, critiques, and writing exercises.

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### VISITOR BEHAVIOR

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