

ANNOUNCEMENTS

News about the AAM Evaluation and Research Committee

There are several items worthy of note regarding the Evaluation and Research Committee. First and foremost, the committee was unanimously approved by the AAM Council to be a Standing Professional Committee (SPC), joining the nine existing SPC's. This is an important step in the recognition that visitor studies is a legitimate area of professional concern in the museum community, and should renew our resolve to play an ever more active role in that community. It is also a tribute to all those, past and present, who remained firm in their conviction that visitor studies can enhance the effectiveness of public access learning environments. We should all congratulate ourselves!

The AAM program in New Orleans this June has a number of activities that relate to the committee. First, there will be something new this year - a reception! On Sunday evening, we will be joined by our friends from the Education Committee to jointly host an informal gathering that will include a presentation by Eleanor Duckworth, Professor at the Harvard Graduate School of Education and author of the book, The Having of Good Ideas. If you have not sent in your registration form yet, sign up for this important event. (It is event #4 on the registration form.) Otherwise, you can get tickets at the convention (\$6.00 per ticket). We need to make a good showing - we don't want to be outnumbered!

Our business meeting this year is on Wednesday at 7:30 a.m., and is in the Shadows Room of the Doubletree Hotel, which is only two blocks from the Hilton. We have a number of important issues to discuss this year, including a change in the name of the committee. Try to be there. Non-members are welcome!

Several panel sessions are sponsored by the committee this year and should be circled on your program:

The Role of Three Federal Agencies in Supporting Exhibit and Program Evaluation.

Chair: Harris Shettel

Current Trends in Museum Evaluation and Research, '89.

Chair: Mary Ellen Munley (posters)

Understanding Museum Audiences: A Theoretical Framework for the Nineties.

Chair: Nina Jensen

Evaluating Museum Programs.

Chairs: Ross Loomis and Patterson Williams

The Role of Evaluation and Evaluators in the Team Approach to Exhibit Design.

Chair: Jeff Bonner

Several committee members are also on panels of other sessions. We are well represented. Hope to see you in New Orleans!

Harris Shettel

Chair, Evaluation and Research Committee

P.S. If you would like to join the committee for 89/90 and will not be at the business meeting, drop me a line at 14102 Arctic Ave, Rockville, Maryland 20853.

AAM Public Relations Committee

For information on joining the P. R. Committee contact: Sondra Thorson, Adler Planetarium, 1300 S. Lakeshore Drive, Chicago, IL 60605.

National Association for Museum Exhibition (NAME)

For information on joining NAME: Louise L. DeMars, Head of Exhibit & Graphic Design, Yale Peabody Museum, 170 Whitney Ave., Box 6666, New Haven, CT 06511.

PUBLICATIONS AVAILABLE:

The Association of Science-Technology Centers (ASTC) has a number of publications of interest to the readers of Visitor Behavior. For example: Measuring the Immeasurable: A Pilot Study of Museum Effectiveness (by Minda Borun); Museums, Magic, and Children: Youth Education in Museums (by Bonnie Pitman-Gelles); and What's In a Name: A Study of the Effectiveness of Explanatory Labels in a Science Museum (by Minda Borun & Maryanne Miller).

ASTC also publishes an annual Member Staff Directory that includes world-wide membership.

For a free publications catalog write: Association of Science-Technology Centers, 1413 K Street, NW, 10th Floor, Washington, DC 20005-3405.

UPCOMING CONFERENCES

May 10-13: 1989 Visitor Studies Conference in Dearborn, Michigan. Inquire: Center for Social Design, P. O. Box 1111, Jacksonville, AL 36265. (205)231-5640.

June 18-22: American Association of Museums in New Orleans, LA. American Association of Museums, 1225 Eye Street, NW, Suite 200, Washington, DC 20005. (202) 289-1818.