The Smith Leadership Symposium is a signature event of the Balboa Park Cultural Partnership’s Learning Institute program. It is named in recognition of San Diegan Robert “Bob” Smith, an inspiring civic and business leader who provided strategic planning consulting for many Park institutions, including the San Diego Natural History Museum, Zoological Society of San Diego, and the Balboa Park Cultural Partnership.

The Balboa Park Cultural Partnership is a nonprofit collaborative of 26 diverse cultural institutions. The members’ 500 trustees, 7,000 volunteers, and 3,500 staff serve more than 6.5 million people annually. The Balboa Park Learning Institute is one of the Partnership’s key programs and offers training and educational opportunities to staff and volunteers of arts, science, and cultural institutions (in and outside of Balboa Park). The purpose is to create a learning community that strengthens individual and organizational professional practice, leading to better audience experiences and service to the community.

2010 Smith Leadership Symposium

Breakfast & Networking
8:00-8:40 A.M.

Introduction
8:40-9:15 A.M.

Paige Simpson
Director, Balboa Park Learning Institute

Dr. Mick Hager
President and CEO, San Diego Natural History Museum

Councilmember Todd Gloria
The City of San Diego Council District Three

Celeste DeWald
Executive Director, California Association of Museums

Part I: New Thinking about Audience Experience
9:15-10:30 A.M.

Dr. John Falk
Sea Grant Professor in Free-Choice Learning, Oregon State University

Nina Simon
Principal, Museum 2.0

Salvador Acevedo
Principal and President, Contemporánea

Part II: Debut of Balboa Park Audience Experience Study
10:30-11:45 A.M.

Dr. Marianna Adams
Principal, Audience Focus, Inc.

Amber Lucero-Criswell
Director of Education & Public Programs, Museum of Photographic Arts

Dr. Micah Parzen
Executive Director, San Diego Museum of Man

Jennifer Telford
Director of Marketing & Communications, Reuben H. Fleet Science Center

MORNING PROGRAM CONCLUSION
11:45 A.M.-NOON

This concludes the program for half-day attendees.

Lunch
NOON-12:45 P.M.
Lunch takes place at the first breakout session location. Please refer to your name badge for your session assignments.

Balboa Park volunteers will lead you to the session locations. Attendees will be dismissed from the Theater in groups identified by your first breakout session presenter’s name, in this order:

- Salvador Acevedo
- Nina Simon
- Dr. Marianna Adams
- Dr. John Falk

Part III: Breakout Sessions
12:45-2:00 P.M. SESSION #1 (Concurrent)

Dr. John Falk
How do identity, motivation, and experience work together?
David C. Copley Atrium
Museum of Photographic Arts (MoPA)

Nina Simon
How can cultural institutions encourage or facilitate social engagement among visitors?
Cornell Rotunda Gallery
Mingei International Museum (MIM)

Salvador Acevedo
How does understanding experience help us better reach diverse audiences?
Joan and Irwin Jacobs Theater
Museum of Photographic Arts (MoPA)

Dr. Marianna Adams
Now that we have all this data, what do we do with it?
Community Forum
Reuben H. Fleet Science Center (RHFSC)

2:00-2:15 P.M. TRAVEL BETWEEN SESSIONS

2:15-3:30 P.M. SESSION #2 (Concurrent)

(Sessions repeat from #1)

3:30-3:45 P.M. TRAVEL TO THE MUSEUM OF PHOTOGRAPHIC ARTS

Part IV: Synthesis of Day
3:45-4:30 P.M.
Joan and Irwin Jacobs Theater
Museum of Photographic Arts

2010 Symposium program partners include the Balboa Park Cultural Partnership, California Association of Museums, the California Exhibition Resources Alliance, Museum Educators of Southern California, Cultural Connections of San Francisco, Children’s Discovery Museum of San Jose, Museum of Contemporary Art Los Angeles, San Diego Natural History Museum, Reuben H. Fleet Science Center, Museum of Photographic Arts, Mingei International Museum and the Timken Museum of Art.