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- Send a text message to **22333**, prefix your message with BPCP, leave a space, enter your comment and hit send!
- Send a tweet! Prefix your message with **@polIBPCP** and then enter your comment.

**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.



Balboa Park Cultural Partnership  
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The Balboa Park Cultural Partnership's  
third annual

**Smith Leadership Symposium**  
**Motivations, Interactions, and Impact:**  
**Understanding Audience Experience**

Monday, November 8, 2010

8:00 a.m. to 4:30 p.m.

Charmaine and Maurice Kaplan Theater  
San Diego Natural History Museum

*plus satellite sites*

*Museum of Contemporary Art, Los Angeles  
Children's Discovery Museum, San Jose  
and an online audience*

*Thank you to our support partners, including the Institute of Museum and Library Services, The Balboa Park Online Collaborative, San Diego Councilmember Todd Gloria, Robert F. Smith, Jr. Leadership Symposium Endowment, The San Diego Foundation, San Diego Emerging Leaders of Arts and Culture Network, The Cohn Restaurant Group and The Prado at Balboa Park, The Phoenix Philanthropy Group, San Diego Gas & Electric, the Balboa Park Sustainability Program, San Diego Zoo Global and Maurice Kawashima.*

## 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*

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*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.*