Appendix A
2016 Annual Meeting & MuseumExpo
Session Track Definitions

Program Tracks are designed to help participants find sessions that relate to their job or functional area. However, content should be designed to appeal to museum professionals across disciplines. Participants are encouraged to attend sessions in various tracks in an effort to gain new perspectives.

Track	Definition	Primary Audience
Career Management	Addresses issues across career stages (student, emerging, mid-career, senior level) including: finding a job; building self-awareness; effective communications at work; building cross-cultural competencies; addressing diversity at work; managing career transitions; mentoring; networking; working as a consultant/independent professional; and professional training programs.	All functional areas
Collections Management	Addresses collections issues including: planning, management and documentation, and care and conservation; loans; digitization and access; cultural property and repatriation/restitution; diversity sensitivity training; transportation/cargo screening issues; copyright and reproduction; international, ethical, legal and tax issues relating to collections.	Collections managers, registrars, curators, conservators, archivists, librarians and IT
Curatorial Practice	Addresses curatorial practice including: interpretive planning; content development; scholarship and research (general, object, applied);connoisseurship; acquisition and deaccession standards and ethics (analog and digital; living and non-living, international);collections planning; collections records management; access to collections; outreach and advocacy; community partnerships in research and interpretation; diversity sensitivity training regarding curatorial practice; and preservation standards and ethics.	Curators, researchers, collections managers, registrars, educators, directors, IT, students, exhibit developers
Development and Membership	Addresses fundraising and membership-related issues including: making the case; donor relations; government relations; grants; campaigns; endowments; special events; sponsorships; membership dues and structures; admissions; direct mail; and legal and tax issues (e.g., charitable giving incentives).	Development and fundraising staff, membership staff, business development and staff that participate in fundraising activities

Education, Audience Research & Evaluation	Addresses issues related to museum education, interpretation and visitor experiences, including: engaging community and audiences; diversity, inclusion and accessibility; educational programming (e.g., onsite, online and outreach programs, tours, teacher training, school partnerships and homeschooled audiences); exhibit development; scholarly research; learning theory; early childhood development; literacy; education public policy (e.g., Elementary and Secondary Education Act, Advancing Informal STEM Learning); global perspectives; and visitor studies and evaluation.	Educators, exhibit designers and fabricators, development and membership staff, researchers, evaluators, guest services and museum management.
Exhibit Planning and Design	Addresses all aspects of planning and developing real and virtual exhibitions including: audience engagement; universal design; diversity, inclusion and accessibility; diversity sensitivity training regarding exhibition planning; global perspectives cross-functional planning teams; fabricating and installing exhibits; label writing; museum theatre; exhibition-related programming; developing off-site and traveling exhibits; and transportation/cargo screening issues.	Exhibit designers and fabricators, educators and curators
Facilities Management	Addresses issues related to facilities management including: construction, renovation and expansion projects; universal design, space allocation; physical accessibility and diversity training including cross-cultural competencies; disaster planning, recovery, emergency preparedness; insurance, safety, and security; visitor amenities, site use and planning.	CEOs, security, operations, event managers, , collections staff, architects, visitor services, retail and site managers.
Forces of Change	Addresses trends in museums' external operating environment—local, regional or global—including: political, social, technological economic, demographic and ecological issues; diversity, accessibility and inclusion; and how museums are responding to these forces of change.	All functional areas

Management & Administration	Addresses issues related to the day-to-day management of people, projects, and money in museums including human resources; recruiting, orienting and training staff, volunteers and interns; workforce/workplace issues; project management; financial planning and reporting; earned income; benchmarking/Key Performance Indicators (KPI); and legal issues and compliance.	CEOs, COOs, CFOs, operations, senior administration and board members or trustees, accounting, retail, human resource and volunteer managers
Marketing and Community Engagement	Addresses issues relating to communications, marketing and external relations including: market research; marketing plans; attendance; public relations; media relations; diversity, access and inclusion; global perspectives; cross-cultural competencies; advocacy; government relations and working with public/elected officials; demonstrating public, economic and educational impact; tourism; social media; crisis communications; branding; community relations; civic/community partnerships and collaborations; and visitor services.	Marketing and public relations, media relations, community relations, social media, new media, researchers, evaluators, visitor services and IT
Media and Technology	Addresses issues related to information technology planning and implementation including: software; online security and privacy; museum websites; new media; mobile applications; and technology and augmented reality.	IT and social media