

MARIANNA MOORE ADAMS

Audience Focus Inc
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EDUCATION

Doctor of Education, Education Policy Studies, May 1999
George Washington University, Washington, D.C.
Master of Arts, Art Education/Arts Administration
University of South Florida, Tampa, Florida, 1983
Bachelor of Arts, Literature and Fine Arts
Mercer University, Macon, Georgia, 1970

PROFESSIONAL EXPERIENCE

President & Principal Evaluator

Audience Focus Inc., Annapolis, MD; 2007 to present
Providing evaluation, interpretive planning, and professional development services for museums, cultural organizations, and other informal learning environments for creative, unique, and life-enriching experiences for diverse audiences
Current and past projects include:

- Formative and Summative studies for Balboa Park Cultural Partnership Learning Institute, a park-wide professional development initiative, San Diego, CA
- Formative evaluation for J. Paul Getty Museum Education Department multiple visit program, Los Angeles, CA
- Formative and Summative studies for La Habra Children's Museum school/museum partnership; a Department of Education Arts Demonstration grant, La Habra, CA
- Impact evaluation for HeArt Project: arts program for alternative high schools, Los Angeles, CA
- Base-line study for Phoenix Museum of Art general visitors; formative evaluation for new school/museum collaboration initiative, Phoenix, AZ
- Formative and Summative studies for Phillips Collection, Washington, DC, Teach with O'Keeffe national teacher program in collaboration with the Whitney Museum of American Art, NYC, and the Georgia O'Keeffe Museum, Santa Fe, AZ
- Front-end and formative/proto-type evaluation for Cleveland Museum of Art proposed Lifelong Learning Center, interactive launch to permanent collections; evaluation study of Phase 1 Permanent Collection Re-Installation interpretive strategies with staff training component
- Formative Evaluation for National Gallery of Canada's *Artissimo* family activity kiosk; School program review and formative evaluation; Community program review and formative evaluation; Adult program review and formative evaluation with staff training component

- Applied research collaborative project on family learning in interactive art museum spaces with the Frist Center for the Visual Arts, the High Museum of Art, the Speed Art Museum, and the Institute for Learning Innovation, IMLS-funded
- Formative evaluation, staff training, and outcomes development for the Whitney Museum of American Art's Youth Insights afterschool teen program
- Summative study of visitor learning through education programs for the Museum of Fine Arts, Houston; funded in part by the Wallace Foundation; Formative evaluation of family programs, IMLS-funded
- Front-end study for University of Michigan Museum of Art high-tech DialogTable and low-tech interpretation strategies for reinstallation of collections in new facility
- Front-end and formative evaluation and staff training for Walters Art Gallery, Baltimore, "Waltee World" interactive website designed by Planit; professional development and staff training on evaluative thinking: www.walteesquest.com
- Educational consultant for Museum of Fine Arts, Boston, Learning Galleries, conceptual and schematic design process
- Final formative study for Wolfsonian-FIU interpretive strategies for new installation of permanent collection
- Formative study for Governor's Palace/New Mexico History Museum design development plans created by Gallagher & Associates
- Interpretive planning for Columbus Museum of Art reinstallation of permanent collection

Instructor, Department of Science & Mathematics Education

Oregon State University

Responsibilities:

Teach an online graduate course SED 595 Assessment & Evaluation (Free-Choice Learning Option)

Guest Instructor, Museum Education Program

Bank Street College of Education, 2008 & 2010

Responsibilities:

Design and teach Museum Evaluation Course

Focus on practitioner-driven, action research/evaluation

Adjunct Professor, Graduate School of Education and Human Development

George Washington University, 1998 to 2003(Winter/Spring Semesters) and guest instructor 2010 Summer Semester

Responsibilities:

Design and teach EDUC 227: Museum Evaluation

Focus on practitioner-driven, action research/evaluation

Senior Research Associate

Institute for Learning Innovation, Annapolis, MD; 1995 to 2007

Selected Past Projects:

- Formative study for Museum of Fine Arts, Boston, Community Arts Initiative after-school program
- Summative study of Speed Art Museum's David Macaulay exhibition interactive

- enhancements; included staff professional development training in data collection
- Development of initial conceptual plan for Museum of Fine Arts, Boston, proposed Learning Galleries in the new American Art addition
 - Development of interactive family gallery concept for the High Museum of Art, Atlanta, GA; includes research, artist interviews, and text writing
 - Three-year research study of student learning in critical thinking skills from a museum multiple visit program in partnership with the Gardner Museum, Boston, MA, funded by the U.S. Department of Education, Arts Demonstration Grant
 - Formative evaluation for Skirball Cultural Center, Los Angeles, Noah's Ark interactive family gallery
 - Formative, remedial, and summative evaluation for *Mummies, Manuscripts, and Myths*, a museum/school multiple-visit project in visual arts and literacy for Baltimore City elementary schools, Walters Art Gallery, Baltimore, MD
 - Front-end, formative, and summative evaluation and professional development in evaluation for San Diego Natural History Museum new permanent exhibitions design and re-installation process, San Diego, CA
 - Williams College Museum of Art front-end study for Gerald and Sara Murphy exhibition
 - Los Angeles County Museum of Art LACMA Lab study of family learning in participatory exhibition
 - Summative evaluation of inner-city arts project with at-risk adolescents, HEART Project, Los Angeles, CA; continued with professional development in the creation of an ongoing portfolio assessment of student learning
 - Formative and summative evaluation for *Kidspace*, a museum/school multiple visit and teacher professional development project for elementary students using process portfolios, drawing, and written analysis, Williams College Museum of Art and the Clark Art Institute, Williamstown, MA and Massachusetts Museum of Contemporary Art, North Adams, MA
 - Front-end, formative, and summative short-term and longitudinal evaluation (5 years) of *Art Around the Corner*, a museum/school multiple visit program for inner city elementary students; summative evaluation of national Extension Programs that provide art resources to teachers, libraries, and community organizations; remedial evaluation for the *MicroGallery* Interactive Computer Program, National Gallery of Art, Washington, DC
 - Front-end, formative, and summative evaluation for the *Art of Looking*, a CD-Rom interactive experience for elementary students; summative evaluation for teacher seminar, Dallas Museum of Art, Dallas, TX
 - Participatory evaluation framework for Education Department, Museum of Fine Arts, Boston, MA
 - Three-phase visitor satisfaction study for National Museum of African Art, Washington, DC
 - Front-end study, *Art in Chicago 1945-1995*, Museum of Contemporary Art, Chicago, IL
 - Remedial and Summative evaluation for *SciQuest* exhibition, Carnegie Science Center, Pittsburgh, PA
 - Remedial evaluation for *World We Create* state-wide and national traveling exhibition; front-end, formative, and summative study for new *World Within Us*

- exhibition; , Louisville Science Center, Louisville, KY
- Remedial evaluation for the *Story of Virginia* exhibition, Virginia Historical Society, Richmond, VA
- Summative reports for Interactive Videodisk, Yoruba Art, and final report for Spirit of the Motherland, Virginia Museum of Fine Arts (A Lila Wallace Collections Accessibility Grant Project). Richmond, VA; Evaluation training of Community Affairs evaluation assistant in evaluation of lecture programs
- Co-presenter of two workshops on "Making Evaluation Practical," Washington, DC (February 1999) and St. Louis, MO (October 1999)
- Policy Research on Goals 2000 and art education, Getty Education Institute for the Arts, Los Angeles, CA

Adjunct Professor, School of Arts & Sciences, Museum Studies Department

George Washington University, 2004 to 2008 (Winter/Spring Semester)

Responsibilities:

Design and teach MSTD 297.12: Visitor Perspective

Focus on practitioner-driven, action research/evaluation

Graduate Assistant, Museum Education Program

George Washington University, 1995-1998

Responsibilities:

Assist with museum education program research agenda

Assist in design and teaching of museum education masters level classes in human development and grants writing

Collaborate with staff on observation and monitoring of student internships

Coordinator, National Principal's Initiative

National Gallery of Art, Washington, DC; 1994 to 1995 (one-year contract)

Responsibilities:

Develop and monitor national marketing plan for new Principal's Initiative project at the Summer Institute for teachers

Design arts education advocacy presentation and packet for participants

Develop gallery lessons for American and Renaissance Institutes

Write collection highlights texts for African American works of art

Supervise and manage Renaissance Institute

Analyze and report data from participant evaluations

Curator of Education

Museum of Art, Fort Lauderdale, FL; 1992 to 1994

Responsibilities:

Direct supervision of all outreach, docent, school, adult, and family programs

Develop and manage departmental budget of \$62,000

Supervise paid staff of two, interns and volunteer staff of 80

Accomplishments:

- Developed Peer Coaching process for docent education; guided Docent Council restructuring process towards greater self-governance and

- responsibility
- Established Museum/School Partnership Seminars, Educators Night Preview programs, Teacher Advisory Committees for Broward County Teachers
 - Initiated pre-school outreach and adult speaker's bureau programs
 - Managed collections installation and educational program collaboration with Old Dillard Museum, an African-American museum supported by the School Board of Broward County
 - Initiated a three-level outreach program including the Old Dillard Museum project, Pre-School Museum project, and Speakers Bureau
 - Researched, wrote, designed, fabricated, and installed in-gallery Study Centers for major exhibitions: *Nineteenth-Century French Painting from the Metropolitan Museum of Art*; *Picasso Ceramics and Contemporary Glass*; *Andy Warhol*; *Kenneth Noland*; *Fernando Botero Interactive Study Center*
 - Re-designed Art Amaze Education Gallery for intergenerational interactive learning and greater community involvement: curated Art Amaze exhibitions, *The Creative Spirit*, *Transformation and Expansion*, *I Don't Know Anything About Art But I Know What I Like!*, *Silent Voices: Expressing Secrets Through the Arts*, *Holding On To the Arts*, *Beyond the Known: Exploring Boundaries Through the Arts*; *Design Broward: Creating Places As Art*;
 - Expanded Family Program to include gallery activities and guides; initiated children's exploratory classes and teen drawing courses in the galleries; designed and fabricated Family Adventure Kits for galleries
 - Implemented evaluative/assessment instruments for all education programs
 - Established Education Focus Committee of community leaders to guide education department programs and marketing
 - Organized Tri-County Regional Museum Educators group for professional development and program collaboration

Art Specialist and Director of Admissions

Palmer School (Palmer Trinity School after 1992), Miami, Florida 1988 to 1992
Responsibilities:

Developed curriculum, resources, and instruction of Middle School Art, Upper School Studio, Ceramics, Photography, and 6th grade Social Studies

Supervised yearbook (1990-91) and literary magazine production (1988-91)
Interviewed, tested, and selected qualified applicants for Middle and Upper School

Developed publications and marketing plan for admissions

Planned long-range goals and enrollment management systems

Represented school in community organizations through membership and special presentations, promoted and organized school recruitment events

Head of Education, (1986-1988); School & Family Programs Manager, (1983-1988)

The John and Mable Ringling Museum of Art, Sarasota, Florida,
Responsibilities: (Head of Education)

Management of educational programs on a local and statewide level

Planned, developed and implemented Community Programs
Direct supervision and management of Docent Program
General supervision of School and Family Programs
Developed and monitored annual departmental budget of \$130,000
Supervision of paid staff of six and docent volunteer corps of 150

Responsibilities: (School & Family Programs Manager)

Development and implementation of Community and family programs

Design and presentation of in-house and statewide interpretative programs for schools, teachers and students, K-university

Formulation and draft of grant proposals, budget management

Supervision of two assistants

Accomplishments: (Head of Education)

- Facilitated the Museum residence of the *Florida Institute for Art Education*;
- Served as Coordinator of Resource Center and Museum Services for the 1988

Institute and as Coordinator of Instructional Resources for the 1989 program

- Designed, wrote, and implemented new docent education curriculum and

system of self and peer evaluation which resulted in video tape and training manual disseminated to museums, funded by NEA grant

- Managed the *Florida Institute for Visual Education* 1987, a two-week residence

teacher-training humanities and visual literacy seminar for Florida teachers; served as

journal editor and faculty for 1985 F.I.V.E.

- Developed and managed *Sounds in the Gallery*, a series of new music concerts

held in contemporary exhibition spaces

- Designed and produced a monthly *Arts and Letters* program, a humanities-based approach for the general public

- Researched and wrote gallery guides for selected exhibitions

- Developed and produced a filmstrip for elementary and middle school students

for statewide distribution.

- Supervised annual *Children's Art Festival*

Accomplishments: (School & Family Programs Manager)

- Developed guidelines and implemented lecture series, family programs, and

Great Art Great Music, a collaborative music series with the West Coast Symphony

- Wrote school theme tours and produced pre-tour information packages and teacher/student material for traveling exhibitions, permanent collection, changing exhibitions, and special events

- Researched and wrote gallery guides for selected exhibitions

- Wrote *Florida Institute for Visual Education Journal*, served on the faculty

Mental Health Clinician

Lee County Mental Health Center, Fort Myers, Florida, 1979-1981
Children's Personal Development Center, Fort Myers, Florida

Responsibilities included:

Behavioral supervision of emotionally disturbed children
Direction of parent training groups
Collaboration with county school personnel
Development of arts enrichment/therapy program with staff psychiatrist

High School English Teacher

Riverdale High School, Fort Myers, Florida, 1972-1973

Junior High School Art Teacher

Northeast High School, Macon, Georgia, 1970-1972

AWARDS AND COMMUNITY SERVICE

2001 National Art Museum Educator, National Art Education Association

Recipient of National Art Education Foundation Research Award for research on effectiveness of multiple visit school programs in art museums (in process – completion date of March 2002)

Southeast Region Director, Museum Division, National Art Education Association, 1997-1999

Reviewer for National Art Education Association 1996 Conference proposals in Assessment

1994 Southeast Region Museum Art Educator, National Art Education Association

Florida Art Museum Educator of the Year, 1993, Florida Art Education Association

1996 National Arts Education Consensus Project (NAEP), Planning Committee Member, Washington, D.C., January 1992 - January 1993; Visual Arts Subcommittee Content Leader
Assessment Development Oversight Committee for Educational Testing Service, Princeton, N.J.
for Phase II of the Arts Assessment Project, 1994

Florida Task Development Team for NAEP Assessment , 1994

Florida Department of State, Division of Cultural Affairs, Cultural Institution Program, On-Site Evaluator, 1993

Advisory Focus Group for Broward County's involvement in pilot testing of National Board Certification Standards for High School Art Specialists as developed by the National Board for Professional Teaching Standards.

Broward Cultural Affairs Council, Ft. Lauderdale, FL

Judges panel for 1994 Broward Arts Educator of the Year awards program
Advisory Committee for Arts in Education Master Plan, 1992 -1993
Grant Review Panelist:
Tourist Related Programs, 1993 and 1994
Community Art and Education Programs, 1993

Mary Street Dance Theatre, Miami, FL, Board Member, 1992 to 1994
Advisory Board, 1994 to present

Women in Communications, Inc., Miami, FL Chapter, 1988-1990

Perrine-South Dade Chamber of Commerce, Cultural Council, 1989 - 1990,

Florida Institute for Art Education, F.S.U., Tallahassee, FL, Advisory Board, 1987 to 1988

Sarasota Youth Festival of Art, Sarasota, FL, 1984; President, 1985-1987

Women's Network, Asst. Coord. of Women's Week Creative Arts Day, Fort Myers, FL, 1980-1981

PROFESSIONAL MEMBERSHIPS

American Association of Museums
Committee on Audience Research and Evaluation
Committee on Education
American Evaluation Association/Washington Evaluators
Museum Education Roundtable
National Art Education Association
Museum Education Division
Phi Delta Kappa

RECENT PUBLICATIONS

Adams, M., Luke, J., Ancelet, J. (Spring 2010) Family Learning in Art Museum Interactive Spaces: A Literature Review. *Engage: The International Journal of Visual Art and Gallery Education*: 25, 19-30.

Koke, J. & Adams, M., eds. (Fall 2008) Institution Wide Interpretive Planning. *Journal of Museum Education*: 33, 3.

Luke, J.J., & Adams, M. (2008). What research says about learning in art museums. In P. Villeneuve (Ed.), *From periphery to center: Art museum education in the 21st century*. Reston, VA: National Association of Art Education.

Stein, J., Adams, M., & Luke, J. (2007). *Thinking evaluatively: A practical guide to integrating the visitor voice*. Nashville, TN: Association for American and State Local History;

- Adams, M., Luke, J, & Moussouri, T. (April 2004) Interactivity: Moving Beyond Terminology. *Curator: The Museum Journal*, 47, 2, 155-170.
- Adams, M., Moreno, C, Polk, M, & Buck, L. (September 2003) The Dilemma of Interactive Art Museum Spaces. *Art Education: The Journal of the National Art Education Association*, 56, 5, 42-52.
- Adams, M., Falk, J.H. & Dierking, L.D. (2003) Things Change: Museums, Learning, & Research. In: M. Xanthoudaki, L. Tickle & V. Sekules (Eds) *Researching Visual Arts Education in Museums and Galleries: An International Reader*. Amsterdam: Kluwer Academic Publishers.
- Owens-Renner, N. with Adams, M. (Spring 2003) Learning by Doing: Exhibit Evaluation at the San Diego Natural History Museum. *Visitor Studies Today!* VI(1).
- Adams, M. with Owens-Renner, N. (2002) Case studies: San Diego Natural History Museum. *Museum Practice. Museums Association of United Kingdom* (Issue 21. 7(3)).
- Adams, M. & Moussouri, T. (17 May 2002) "The Interactive Experience: Linking Research & Practice" Web publication of keynote address at the Interactive Learning in Museums of Art & Design: An International Conference, Victoria & Albert Museum, London. <www.vam.ac.uk>
- Adams, M. (April 2002). Promoting a Research Agenda. *School Arts*. 101(8): 12.
- Witmer, S., Luke, J. & Adams, M. (2000). Exploring the Potential of Museum Multiple-Visit Programs. *Art Education: The Journal of the National Art Education Association*. 53(5): 46-52.

RECENT PRESENTATIONS

American Association of Museums Annual Conference Presentations:

- 2010 "Optimize Volunteer Interpreters to Personalize Visitors Experiences"
- 2009 Museum Education Roundtable presentation on "Interpretive Planning"
CARE DIY Workshop: "Audience Panels as a Useful & Practical Tool for Practitioner-Led Evaluation"
- 2008 "How & What Visitors Learn"
- 2006 "Isn't that someone else's job?" Embedding Evaluation in Museum Practice
- 2003 "What is the Nature of Interactive Experiences? Linking Research and Practice"
"Measuring the Impact of Informal Learning Experiences "
Marketplace of Ideas: "Performance Assessment in Museum/School Programs"
Post-Conference Workshop: "Museum/School Programs: What Do Students Learn?"
- 2001 "Making Connections: The Value of the Museum in the Community"
- 2000 "The More Things Change the More They Stay the Same: Museum Education 2000"
CARE Poster Session: "Collecting Data from Children"

National Art Education Associate Annual Conference Presentation:

- 2010 "Personalize Visitors' Experience Using Volunteers and Docents"
"Optimize Volunteer Interpreters to Personalize Visitor Experience"
- 2009 "Breaking New Ground: Traveling the Rocky Road of Innovation, UMMA DialogTable"
"Generation Y & Museum Education"
- 2008 "Museums Connecting to Communities" Evaluation of After School Program at the Museum of Fine Arts, Boston

- “Learning from Learning: How Do Research Studies Inform Practice?” Issues Forum
 “The Evidence of Learning in Art Museum Interactive Spaces” Assessing Learning at
 the
 DeCordova Museum & Sculpture Park
 2007 “The Reflective Practitioner” Issues Forum
 2006 “Research Informs Practice” Issues Forum
 “Lessons Learned: Art-To-Go MFAH Teacher Website Evaluation”
 2005 The Bigger Picture: Museum Education and the Development of Critical Thinking Skills-
 Issues Forum
 2003 “Examining What We Do: Museum Educators Assess Learning at Museum Programs”
 “Breaking with Tradition: Integrating Portfolio Assessment into Museum/School Program
 Evaluation”
 2002 “Understanding Interactivity”
 “Museum/School Multiple Visit Programs” Issues Forum
 “New Concepts/Established Institutions: Kidspace Museum Collaborative”
 2001 “The What? Why? How? & Who Cares? of an Art Museum Research Agenda” Issues Forum
 2000 “Promises and Pitfalls of the Museum Educator as Researcher/Evaluator” Issues Forum

Speaker: *Museum Educators of Southern California (MESOC)* Spring Seminar, San Diego, CA
 “Action Research: Making Informed Decisions:” April 2009

Speaker: *Canadian Art Gallery Educators (CAGE)* Annual Conference, Ottawa, ON
 “How Do We Think About Audiences?: Interpretive Planning and Audience Evaluation:”
 March 2009

Speaker: *Learning in Museums* seminar, “What is the nature of interactive learning?”
 Nashville, TN: June 28-29, 2002.