

**“Up the Learning Curve:
Tips and Networking for CEOs and Senior Leaders”**

An ASTC 2019 Preconference Intensive

**Friday, September 20, 2019
Room 718A - Toronto Convention Center**

9 am - 12:30 pm

SCHEDULE

- 9:00 Welcome & Introductions
- 9:15 1-min flash-presentations by facilitators: *“If I had only known...”*
- 9:30 Session 1
- 10:15 Session 2
- 11:00 Presentation: *ASTC’s Offerings*, by Todd Happer (ASTC Staff)
- 11:10 NETWORKING BREAK
- 11:20 Session 3
- 12:00 Discussion & Summary
- 12:10 Evaluation of Workshop
- 12:20 Networking for Participants
- 12:30 Workshop Conclusion

WHAT FACILITATORS WILL DO IN SMALL GROUPS

- *Set* the stage by sharing a few thoughts about their topic
- *Ask* participants for questions and facilitate a conversation about those questions.
- *Help* participants learn from both their and others’ experiences.

EXTERNAL TOPICS

Politics 101

Moving your science center's mission forward, while paying attention to local needs, as well as the stated goals of political leaders in your region. Ways to keep your ear to the ground to mine opportunities outside the organization, becoming a more essential part of the community by helping to achieve goals while staying true to your institution's values. (Kate Bennett, #1)

Should Your Science Center Follow... or Lead?

Our models of science centers have been changing to reflect the changing needs of each individual community. But how much change is healthy, and what should this change really look like? (Jennifer Martin, #6)

Building Effective Collaborations with Other Organizations

What are the critical criteria for success when building collaborations with other organizations? Hear about what has been learned during many years working in the science center field and as co-author of "Collaborations: Critical Criteria for Success." (Dennis Schatz, #8)

How to Grow Community Support for Your Science Center

Providing an outstanding visitor experience is necessary but not sufficient for success. Learn strategies to build external support from the multiple constituencies needed to gain support for advancing your agenda and raising both private and public funds. (Dave Ucko, #10)

INTERNAL TOPICS

Strategies for life work blend

Knowing yourself, accomplishing outside-of-work goals, being in a relationship, raising kids, and helping family members as they age, while doing the work of institutional leadership. (Kate Bennett, #1 & Lesley Lewis, #4)

Project Leadership

Learn how to effectively lead and efficiently manage your organization's projects to take your team's innovative ideas from conception to completion. (Christian Greer, #2)

Creating a Top Performing Team

We'll discuss some simple and not-so-simple ways for you to develop and maintain a staff team that generates extraordinary impacts for your community (Chevy Humphrey, #3)

Maintaining Positive CEO-Board Relationships

Strategies to build on the strengths that each brings to an institution (Lesley Lewis, #4)

Ensuring Institutional Alignment

Why simply having a strategic plan is not enough. How can a CEO/senior team ensure that the plan continues to guide the work of staff across the organization. (Lesley Lewis, #4)

Creating Something from Nothing

How to start a fundraising program for your museum and build donor cultivation strategies that lead to major gifts. (Lara Litchfield-Kimber, #5)

Strategic Planning

This session will present an interactive and engaging strategic planning approach that includes the team and anchors the plan in the entire organization. (Pelle Persson, #7)

How Can a Museum Manage the Risk of a Moonshot and Succeed? "

Exploring an unknown and totally new project or program requires a careful balance: encouraging new thinking and building team confidence, while identifying and managing risk. We'll explore strategies to achieve this balance. (Gillian Thomas, #9)

How to Prepare Successful NSF Grant Proposals

Obtaining funds from NSF and other federal agencies has become increasingly difficult for science centers. Learn how to prepare grant proposals that increase the odds to be rated "highly competitive." (Dave Ucko, #10)

How Does a Science Center Organize Itself for Innovation?

And why you should care. Without innovation, a science center won't grow or even be sustainable. But how do you build a culture of innovation so that your staff can lift their heads from what is right in front of them and peer into the future? (Barry Van Deman, #11)

How Can Science Centers Increase Earned Income?

While business models differ among Science Centers, many rely on a percentage of earned income for sustainability. How does an organization deliver its mission while maximizing revenues? (Barry Van Deman, #11)

“Up The Learning Curve” List of Speakers
2019 Toronto

Kate Bennett

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Christian Greer

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Todd Happer

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Chevy Humphrey

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Lesley Lewis

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Lara Litchfield-Kimber

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Jennifer Martin

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Pelle Persson

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Dennis Schatz

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Gillian Thomas

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Charlie Trautmann (Session Convener)

CEO Emeritus, Sciencenter, Ithaca, NY
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David Ucko

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Barry Van Deman

CEO, Museum of Life & Science, Durham, NC
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2019 Up The Learning Curve Sessions

Facilitator	#	Session 1	Session 2	Session 3
<i>Kate Bennett</i>	1	Politics 101	Politics 101	Work-Life Blend
<i>Christian Greer</i>	2	Project Leadership	Project Leadership	Project Leadership
<i>Chevy Humphrey (unable to attend)</i>	3	High Performing Teams	High Performing Teams	High Performing Teams
<i>Lesley Lewis</i>	4	CEO-Board Relationship	Work-Life Blend	Institutional Alignment
<i>Lara Litchfield-Kimber</i>	5	Fundraising: Creating Something from Nothing	Fundraising: Creating Something from Nothing	Fundraising: Creating Something from Nothing
<i>Jennifer Martin</i>	6	Science Centers as Community Leaders	Science Centers as Community Leaders	Science Centers as Community Leaders
<i>Pelle Persson</i>	7	Strategic Planning	Strategic Planning	Strategic Planning
<i>Dennis Schatz</i>	8	Effective Collaborations	Effective Collaborations	Effective Collaborations
<i>Gillian Thomas</i>	9	Controlling Risk	Controlling Risk	Controlling Risk
<i>David Ucko</i>	10	Growing Community Support	Growing Community Support	Preparing NSF Proposals
<i>Barry VanDeman</i>	11	Organizing to Innovate	Organizing to Innovate	Increase Earned Income
<i>Todd Happer</i>	Plenary	ASTC Membership Products & Services		