



E-NEWS BULLETIN



Stepping Up

Jessica Luke has taken on a major role at ILI as Director of Research and Evaluation, assuming responsibility for the full coordination of the Institute's core internal operations. In this position, Jessica will use her experience, expertise, and demonstrated commitment to excellence to supervise all project staff engaged in the Institute's central mission of researching and evaluating effective free-choice learning. According to Beverly Sheppard, President of ILI, "It's a joy working with someone as competent as Jessica, whose efforts will position ILI to assume increasing leadership in our field."

Understanding Visitors



Eastern State Penitentiary Historic Site (Philadelphia, PA), in collaboration with ILI, has just completed a yearlong visitor study to better understand the motivations, interests, and visitor experience for three key audiences: 1) general walk-in visitors; 2) school groups from elementary through university level; and 3) pre-arranged adult tour groups. ILI researchers conducted in-depth interviews, timing and tracking, and focus groups to answer key questions about how visitors make use of the site. The findings from the study will be used to inform Eastern State's master and interpretive planning efforts. For more information about this project, contact [Jill Stein](#).

Making Connections Through Art



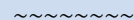
In 2005, The Phillips Collection (Washington, DC) was awarded a three-year grant from the National Endowment for the Arts (NEA) to support the development of a traveling exhibition focused on Jacob Lawrence's *Migration Series*. This grant enabled the museum to support teachers and museum educators at each of the five host communities with onsite coaching and award-winning educational materials*. ILI is supporting the efforts of The Phillips Collection through a summative evaluation that seeks to understand the impacts of *The Migration Series* and its accompanying program on the educators, students, visitors, and communities who experienced this important work; and to inform The Phillips Collection's future educational programming efforts. For more information, contact [Jessica Luke](#) or [Angie Ong](#).

* American Association of Museum's 2008 Best Published Educational Resource for *Jacob Lawrence and The Migration Series* Teaching Kit.

New Faces @ ILI

Join us in welcoming **Jes Koepfler** to the ILI staff. Jes is a recent graduate of the University of Toronto's Museum Studies program and brings to ILI her interest in the use, value, and impact of technology as applied to visitor experiences in informal learning institutions.

Jes joins ILI as a Research Associate and is currently working on a variety of projects, including a visitor research study at Eastern State Penitentiary Historic Site and a collaborative research study on student learning with the Museum of Modern Art. Her upcoming outreach work involves presenting a workshop titled 'Using Wikis for Project Management' at VSA and developing an AAM proposal with fellow research associate Angie Ong on museums and the economy.



ILI will be well represented at this year’s annual meeting of the Visitor Studies Association (July 15– July 19, 2008). Details of our workshops and presentations are listed below. A full VSA schedule is available on their [website](#).

ILI Staffer	Name of Event	Date/Time of Event
Kerry Bronnenkant Jessica Luke	How to Design Evaluation Studies <i>[Pre-Conference Workshop—Basic]</i>	Tuesday, July 15 9:00 a.m. to 4:00 p.m.
Joe Heimlich	Delving into the Mechanics of Measuring: With a Focus on Attitude <i>[Pre-Conference Workshop—Intermediate/Advanced]</i>	Tuesday, July 15 9:00 a.m. to 4:00 p.m.
Jes Koepfler	Using Wikis for Project Management <i>[Pre-Conference Workshop—All Levels]</i>	Tuesday, July 15 9:00 a.m. to 12:00 p.m.
Joe Heimlich Kate Haley Goldman	Sidebars on Facilitating Logic Model Workshops with Stakeholders <i>[Pre-Conference Workshop—Basic/Intermediate]</i>	Wednesday, July 16 9:00 a.m. to 4:00 p.m.
Steve Yalowitz Claudia Figueiredo	Taking Control of Your Quantitative Data <i>[Pre-Conference Workshop—Basic/Intermediate]</i>	Wednesday, July 16 9:00 a.m. to 4:00 p.m.
Jessica Sickler John Fraser	Defining Enjoyment in Zoos: A Review of Findings and Methods in a Q-Methodology Study <i>[Poster Session]</i>	Thursday, July 17 11:00 a.m. to 12:30 p.m.
Erin Johnson Jessica Sickler	Using Games as Data Collection Tools <i>[Poster Session]</i>	Thursday, July 17 11:00 a.m. to 12:30 p.m.
Martin Storksdieck	“Conversations Across Disciplines: From Theory to Practice—The Spiral Model”	Thursday, July 17 3:15 to 4:45 p.m.
Kate Haley Goldman	“Developing, Validating, and Implementing Standardized Evaluation Instruments: A Conversation”	Thursday, July 17 3:15 to 4:45 p.m.
Jessica Luke	“Innovative Evaluation Plans: Means to Facilitate Partnerships between Museums and Schools”	Friday, July 18 10:30 a.m. to 12:00 p.m.
Martin Storksdieck	“What’s Really Going on Here? Using Triangulation to Investigate Questions of Interest”	Friday, July 18 2:15 to 3:15 p.m.
Steve Yalowitz	“Using Multiple Measures to Define Success for a Special Exhibition” <i>[Roundtable Session]</i>	Friday, July 18 3:30 to 4:50 p.m.
John Fraser	“Examining Media, Politicians, and Brandscapes as Influencers on Visitor Entry Narratives”	Friday, July 18 3:30 to 4:50 p.m.
Joe Heimlich	“Practicing Interpretive Planning: Intentions vs. Action”	Friday, July 18 3:30 to 4:50 p.m.
Kate Haley Goldman	“Front-End, Formative and Longitudinal Research from Liberty Science Center’s <i>Science Now, Science Everywhere</i> Project”	Saturday, July 19 9:00 to 10:00 a.m.
Joe Heimlich	“Talk Amongst Yourselves: A Study of Meditation and Activity”	Saturday, July 19 9:00 to 10:00 a.m.
Joe Heimlich	“Visitation by Gays and Lesbians: Findings from a Pilot Study”	Saturday, July 19 10:20 to 11:50 a.m.
Jessica Sickler	“Finding Common Ground within Communities: Value Connections between Zoos and Communities of Faith”	Saturday, July 19 10:20 to 11:50 a.m.

RECENTLY PUBLISHED



Nine to Nineteen: Youth in Museums and Libraries, A Practitioner’s Guide is the result of research conducted by ILI staff for a three-year IMLS-funded project entitled *Museum and Libraries Engaging America’s Youth*. As part of this study, ILI researchers explored the outcomes and impacts of youth programs provided by these institutions. The guide is ideal for museum and library practitioners who are building, or wish to build, strong programs to reach and engage youth, and contains a variety of resources and references to critical works that have been gathered from the fields of youth and community development, education, and informal learning. Click on the link for a PDF copy of this new guide: <http://www.ims.gov/pdf/YouthGuide.pdf>.

