



**“Connect, Empower, Transform:  
 a Virtual Conference for Students and Emerging Professionals in Cultural Heritage”**  
 November 11, 2021 - Pre-Program: MANOS A LA OBRA | 9:00am - 6:00 pm (USA-EST / GMT-5)  
 November 12-15, 2021 – Conference and Workshops | 9:00am - 6:30 pm (USA-EST / GMT-5)  
**Virtual Event**

## WORKSHOP SESSION DETAILS

### SCHEDULE

DAY 4 – Workshop Sessions - Monday, 15 November (time in USA-EST / GMT-5)		
START	TOPIC	WHO
9:00 – 10:00 a.m.	# 1 - Cómo publicar un artículo original en el JAIC	Julio Del Hoyo (National Museum in Krakow, Poland)
10:10 – 11:10 a.m.	# 2 – Online Outreach	Shara Grow (International Institute for Conservation of Historic and Artistic Works, UK)
11:20 – 12:20 a.m.	# 3 - Patrimonio y Comunidad	Mario Omar Fernandez (Universidad de los Andes, Colombia)
12:30 – 1:30 p.m.	# 4 - Collaborative Conservation and Collections Stewardship	Landis Smith (Museums of New Mexico Conservation Lab & Museum of Indian Arts and Culture, US)
1:40 – 2:40 p.m.	# 5 - Leadership & Advocacy	Debbie Hess Norris (University of Delaware, US)
2:50 – 3:50 p.m.	# 6 - Senior thesis (undergraduate)	Damasia Gallegos (Universidad Nacional de San Martín, Argentina)
4:00 – 5:00 p.m.	# 7 - Vision Board for your career	Danielle Victoria Stubbs (Freelance consultant, US)
5:00 p.m. - 5:20 p.m.	Wrap-up session	APOYOnline & Workshops attendees

## **WORKSHOPS DESCRIPTION (in schedule order):**

### **#1 - Cómo publicar un artículo original en el JAIC / How to publish an original article in JAIC**

Instructor: Julio del Hoyo-Meléndez, Polonia

Description: Este taller tiene como objetivo presentar y desarrollar los conocimientos necesarios para elaborar y redactar un texto científico. El seminario proporcionará a los participantes información y capacitación sobre las estrategias necesarias para publicar en revistas científicas.

Los temas que se cubrirán incluyen:

1. Planificación y desarrollo del artículo,
2. Preparación de títulos y resúmenes atractivos,
3. Material de apoyo: tablas y figuras,
4. Envío de su artículo a la redacción de una revista,
5. Manejo de las reseñas.

La comunicación académica es un tema que los programas de conservación no suelen priorizar. La publicación de resultados en revistas científicas es un componente fundamental de la investigación y es de vital importancia para el desarrollo profesional.

Keywords: Redacción, artículos, resumen, reseñas, publicación, revistas

### **#2 - Online Outreach: Building Bridges**

Instructor: Sharra Grow, United States

Description: Over the last decade, I have watched IIC's Communications Team grow from half a dozen staff and volunteers (with only one social media platform, a newsletter, and a website to manage) to what is now a vibrant team of over 15 members who run four social media platforms, manage the main website and the IIC members Community platform, send regular email campaigns, create a monthly newsletter, and produce IIC's global e-magazine "News in Conservation". This team is also deeply involved in various IIC programs and events including member and student conferences, professional development webinars, and congress blog posts. Having gone through similar growth during my involvement with this team (starting out as the first manager of IIC's LinkedIn Group, to becoming Editor in Chief of IIC's bi-monthly magazine), I am pleased to share with you what our team has learned along the way about online outreach.

From promoting your latest research or putting your museum on the map, to starting your own newsletter or strengthening your professional network, this workshop will get you started on the right foot with suggestions of tools to create content (our favorite software options, including some free programs), effective ways to promote content (social media cross-posting, coordination apps, and finding effective media), building connections (partnering with other organizations, and making sure you aren't trying to "reinvent the wheel"), and starting it all with a strong foundation and structure (branding suggestions and tackling copyright issues).

IIC is eager to help you succeed and is always looking to find new and better ways to support the global conservation community, so come ready to share your own ideas and questions as well!

Keywords: Outreach, Online Promotion, Creating Effective Media

### **#3 - Patrimonio y Comunidad**

Instructor: Mario Omar Fernández Reguera, Colombia

Description: El patrimonio cultural colombiano es tan variado como su geografía, no obstante, y a pesar de los esfuerzos realizados por el Estado Colombiano y el sector privado, en la actualidad una gran parte de este importante legado cultural de las pasadas generaciones corre peligro de perderse inexorablemente. El abandono, el desconocimiento y los insuficientes programas de investigación, inciden en una inadecuada valoración de importantes grupos de bienes y colecciones.

Las grandes falencias en el campo de la gestión que se visualizan en la insuficiente existencia de recursos materiales, humanos y técnicos y en la incapacidad de apreciar el patrimonio cultural como un recurso no renovable, y que pueden ser bienes generadores de sistemas culturales autosostenibles, representan retos enormes para la sociedad.

El patrimonio cultural al no ser reconocido, valorado y usado, no puede ser un elemento importante dentro de los grupos sociales que se tornan incapaces de su apropiación y lo vuelven vulnerables a desaparecer.

El taller Patrimonio y Comunidad propone a partir de varios casos de estudios con diferentes tipologías de patrimonio, la reflexión sobre la necesidad de acompañar a las comunidades en los procesos de apropiación y resignificación de sus patrimonios.

Keywords: Patrimonio, gestión patrimonial, comunidad, apropiación social del patrimonio

### **#4 - Collaborative Conservation and Collections Stewardship**

Instructor: Landis Smith, United States

Description: In response to a growing interest in collaborative work between museums and communities, an online English/Spanish resource for building successful collaborations can now be accessed at [www.guidelinesforcollaboration.info](http://www.guidelinesforcollaboration.info). Developed over a three-year period of critical discourse among Native and non-Native museum professionals, cultural leaders, artists and scholars, the Guidelines present principles and practical considerations for building meaningful engagement between museums and communities. Although the focus is on collaboration with Native American communities, the Guidelines can be applied to any community. Several case studies – or collaboration stories - will be presented.

Keywords: Collaborations, Stewardship, Engagement

### **#5 - From Teleprompters to TEDx: Lessons Learned in Public Outreach, Advocacy and Fundraising**

Instructor: Debra Norris, United States

Description: Photographic materials are treasured worldwide. Their commanding images connect humanity globally. As we work to preserve these and other collections held in museums, archives, libraries, historic sites and private homes, we have the capacity, and indeed the responsibility, to connect communities to our work. As we deploy our technical skills and knowledge, we must do so with quickly with confidence, passion, and an intentional commitment to engage professional and public audiences. By using assessable language and

connecting stories to facts, we will build excitement, inspiring others to support our mission and vision. From blockbuster exhibitions, to public lectures, and via social media our profession is visible and exciting, connecting the arts, humanities and sciences in powerful ways. Building on personal experiences, from TEDx to teleprompters to testimony on the Hill, we will share and identify basic lesson learned in advocacy – and given their close association, fundraising as well. This workshop aims to inspire each of us to continue to work together to deploy our communication, diplomatic, and collaborative skills to strengthen the profession of conservation, advance scholarship, and foster new development and fundraising opportunities – today and tomorrow.

Keywords: Fundraising, Cultural Heritage Preservation, Advocacy

## **#6 - Senior thesis (undergraduate) / Estrategias para escribir una tesis**

Instructor: Damasia Gallegos, Argentina

Description:

El carácter eminentemente práctico de la disciplina de la conservación y restauración conduce, en muchos casos, a la dilatación de la escritura de la tesis. El posterior devenir de las actividades vinculadas con el trabajo de campo, que exige largas horas de taller, llevan a prolongar la finalización de la carrera y en consecuencia el apremio por terminar, complica el proceso.

Keywords: Tesis, estrategias, metodología

## **#7 - Creating Your Vision for the Future**

Instructor: Danielle Stubbs, United States

Description: In this workshop, I will be lead participants through the process of creating their digital vision board for the future. A vision board is a visual inspiration board containing pictures, quotes and other visual elements to help you stay motivated and to serve as a reminder of all that you'd like to accomplish. It is unique to each person and serves as a visual aid in manifesting your dreams and goals. The aim is to reflect holistically on who you are, where you are now and where you want to go in the future, both professionally and personally. We'll be focusing not just on specific goals you'd like to accomplish (your output) but also how you want to take care of yourself in the future (your input). It is so incredibly important to not just focus on your output but also your input because you can't achieve one without the other. What are you doing to nourish yourself? Your mind, body and soul? How are you taking care of yourself? How do you want to feel? Stressed and anxious? Always comparing yourself to others? Or do you want to feel at peace, confident and ready to take on new challenges? What are you really trying to accomplish? How do you want to feel? These questions and more are what we will focus on during this workshop.

I recommend signing up for a free Canva (<https://www.canva.com/>) account, which is what you'll use during the workshop to create your digital vision board.

Keywords: Vision, future, vision board, creativity, reflection

## **Wrap-up session**

Discussions and feedback from all participants

## **INSTRUCTORS BIOS (alphabetical order)**

### **DAMASIA GALLEGOS, Argentina**

Es restauradora de pintura de caballete y pintura mural y magister en Historia del Arte Argentino y Latinoamericano. Actualmente es Directora del Centro Tarea, Escuela de Arte y Patrimonio de la UNSAM. Es investigadora y profesora adjunta en la Licenciatura de la misma institución. Fue asesora e instructora en el Programa de Rescate de Bienes Culturales organizado por la Dirección Nacional de Patrimonio y Museos de la Secretaría de Cultura de la Nación. Autora de artículos en revistas y publicaciones de conservación nacionales e internacionales.



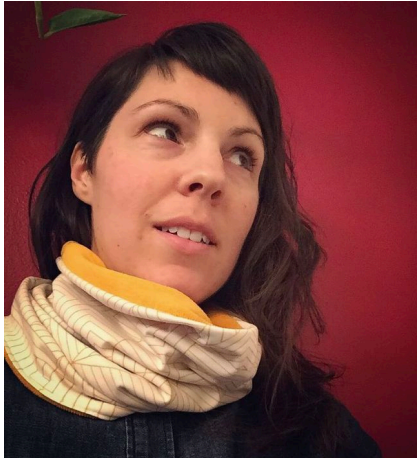
### **DANIELLE STUBBS, United States**

I'm an academic advisor at the George Washington University. I also write a blog where I talk about my experiences, both professional and personal. I have a BA in Psychology ('16) and a M.Ed. in Educational Policy, Planning and Leadership ('18) both from William & Mary.

### **DEBRA NORRIS, United States**

Chair, Department of Art Conservation and Professor of Photograph Conservation at the University of Delaware. Norris has authored more than 45 articles/ book chapters on the care of photographic materials and taught/secured support for 160+ preservation workshops and initiatives worldwide. With Jennifer Jae Gutierrez, she co-edited – Issues in the Conservation of Photographs – published by the GCI (2010). Current board service includes the Historically Black Colleges and Universities (HBCU) Library Alliance, Alliance for HBCU Museums and Galleries, Foundation for the Advancement in Conservation, Conservation Center for Art and Historic Art Materials, American Friends of the National Gallery of Denmark, ICOM-CC Fund, the University of Delaware, and advisory councils, including Our World Heritage and the External Advisory Board for NYU Abu Dhabi. Norris was the chair of Heritage Preservation (2003- 2008) and president of the AIC (1993-97) and has led many preservation initiatives worldwide. She has worked with APOYOnline to develop workshops in Colombia, Cuba, and Brazil.





### **SHARRA GROW, United States**

Sharra Grow is a WUDPAC graduate specializing in Modern and contemporary paintings conservation and is currently editor in chief of News in Conservation, IIC's e-magazine. Sharra has served on the IIC communications committee since 2012 and ran the IIC Congress Blog for the 2016, 2018, and 2020 congresses. Sharra has presented research in cities around the world including Amsterdam, Lima, New York, and Buffalo and also taught a workshop on Modern and contemporary art conservation at Yachay Wasi: Instituto Superior de Conservación y Restauración in Lima, Peru. As a bench conservator and researcher, Sharra has worked for several museums including the Brooklyn Museum, the

Museum of Modern Art, the Getty Conservation Institute, the Lunder Conservation Center (SAAM), and the Hirshhorn Museum and Sculpture Garden. She has also worked in several NYC-based private practices and continues work as a bench conservator and consultant in the San Francisco Bay (California) area.

### **JULIO DEL HOYO-MELÉNDEZ, Polonia**

Es Jefe del Laboratorio de Análisis Físico-químicos del Museo Nacional en Cracovia, Polonia. Su labor de investigación se centra en la identificación de materiales, estructura y técnica de ejecución utilizada en la producción de bienes culturales. Es Licenciado en Química y Doctor en Ciencia y Restauración de Bienes Culturales. Cuenta con más de 20 años de experiencia en el sector público y privado en tareas relacionadas con la conservación y análisis químico de bienes culturales. Desde 2014 es editor jefe del Journal of the American Institute for Conservation. Es también editor asociado de la revista Studies in Conservation.



### **LANDIS SMITH, United States**



With over 35 years of museum experience, Landis is currently Lead Projects Conservator at the Museums of New Mexico Conservation Lab and Museum of Indian Arts and Culture. She is also Coordinator and facilitator for the SAR Guidelines for Collaboration project. She was previously Anchorage Project Conservator at the Smithsonian Arctic Studies Center, and Conservator in the Department of Anthropology, American Museum of Natural History in New York. Landis has focused on developing collaborative conservation methodologies.

## **MARIO OMAR FERNÁNDEZ REGUERA, Colombia**

Profesor Asociado del Laboratorio de Estudios de Artes y Patrimonio de la Universidad de los Andes. Científico de la conservación de patrimonio cultural, ingeniero químico de formación y experto en cultura material, conservación preventiva, gestión de riesgos. Mi trayectoria profesional se enmarca en el campo de la docencia universitaria y la investigación, así como en la asistencia técnica a instituciones culturales. Experiencia en la formulación de proyectos en el campo del patrimonio cultural. Curaduría de exposiciones patrimoniales. Trabajo con patrimonio y comunidades.

