

	<p><b>Education Committee Meeting</b></p> <p><b>MINUTES</b>  <b>May 22, 2025</b></p> <p><a href="#">YouTube Video</a></p>
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### Attendees:

Lisa Robbins (HA Manager, CCHA),  
 Becky Brenner (Goshen Farm Preservation Society)  
 Dana Connett (Historic Annapolis),  
 Katie Turner (Historic Annapolis)  
 Don Bailey (Coord Council and Ann Arundel Free School)  
 Lisa Hart (Hancock's Resolution)  
 Abiola Akintola (BTD Museum)  
 Emily Oland Squires (MD Sate Archives)

Ramocille Johnson (NAACPS)  
 Lori Fowler (AACPS)  
 Debbie Wood (Ches Children's Museum)  
 Rob Malone (Ches Children's Museum)  
 Dianne Feeney (Hancock's Resolution)

Dee Dee Strum (Blacks of the Chesapeake via AI transcribing service)

Lisa Robbins called the meeting to order at 9:34 am

## Introduction and Attendance

- The meeting begins with greetings and introductions, and it is mentioned that Jane has left for a week-long vacation in southern England, with Lisa taking charge in her absence
- Diane Feeney announces that she will be moving to Naperville, Illinois, in the fall and will be leaving the committee, with Lisa Hart from [Hancock's Resolution](#) set to replace her, and expresses her gratitude for the experience and knowledge gained from being part of the committee.

## Chesapeake Crossroads Update

- Lisa Robbins apologizes for the flood of emails attendees received with meeting invites; they experienced technical difficulties, but everything has now been resolved.
- Chesapeake Crossroads Heritage Area is excited to announce that two interns have been hired for the summer. During their interviews, we were thoroughly impressed by two highly qualified graduate-level interns, Katie and Anna, who will be working on

the [Annapolis 250](#). Katie will focus on the 250th program, and Anna will concentrate on women's history, specifically creating a dossier of notable women from Annapolis and Anne Arundel County. The interns' research will be used in various ways over the next year and a half, and their findings will be shared with partners, making it a valuable addition to [Chesapeake Crossroads](#) and its partners

## Annapolis 250

- Lisa Robbins and Abiola Akintola
- The [Annapolis 250](#) and [Maryland 250](#) commemorations are part of the march toward the 250th celebration of the American Revolution. Websites for [Annapolis 250 and Maryland 250](#) are now live, providing platforms for sharing events and information. These websites enable users to share their events and broadcast them to a wider audience. The Annapolis 250 logo can be used alongside the logos of partner sites to promote cross-branding and raise awareness about the commemoration.
- The Annapolis 250 commemoration kicked off with Paul Revere's Ride, which took place before Easter. Both the Annapolis and Maryland 250 Commissions feature themes such as unfinished revolutions and the untold stories of the Revolution, aiming to commemorate everyone who fought and lived through the Revolutionary War and beyond.
- The Annapolis 250 celebration is an ongoing event that encompasses the past 250 years of history, including the War of 1812, and partnerships are being sought for events that fit within its scope, such as the recent virtual discussion about Charity Folks, an emancipated black woman who owned significant real estate in downtown Annapolis, hosted by the Banneker–Tubman-Douglass Museum,
- The Annapolis 250 committee is open to collaborations and welcomes inquiries about potential partnerships for one-off events or ongoing projects, to promote the city's rich history and cultural significance.
- A question was raised about the inclusion of the War of 1812 in the Annapolis 250 celebration, and it was confirmed that the event does indeed encompass the past 250 years, including the War of 1812

## Evaluating Impact and Effectiveness

- Lisa Robbins
- She worked in the Museum field for over twenty years, first at Historic London Town and Gardens, then at Historic Annapolis, and most recently as a contractor.
- A common theme emerged from the review of meeting notes, which is the need to measure the impact and evaluate the effectiveness of various initiatives, such as advertising, new exhibits, and children's programs, to determine whether they are achieving their intended goals.

- The speaker proposed discussing the importance of measuring impact and evaluation, using a brief presentation of eight slides, mainly consisting of pictures, to encourage the committee to consider this aspect in their future endeavors
- Evaluating the effectiveness of various elements, such as advertising, program goals, staff and volunteer programs, and social impact on the community, is crucial, and this can be done through different methods, including front-end, formative, remedial, and summative evaluations
- The social impact on the community is an ongoing evaluative tool that needs to be continuously monitored to determine if the programming is meeting the community's needs and creating a positive change
- A recommended resource for evaluation is the book ["The Practical Evaluation Guide"](#), which provides a comprehensive guide to evaluation, particularly for museums and the heritage sector
- **Front-end evaluation** informs program development and can involve methods such as focus groups and surveys to gather feedback during the creation of a new program
- **Formative evaluation** takes place while a program is being developed, and can involve testing prototypes and gathering feedback from focus groups or volunteers
- **Remedial evaluation** is a standard evaluation method used once a program is up and running, and can include paper evaluations, emails, or other methods to gather feedback and identify areas for improvement
- **Summative evaluations** are used for one-time programs, such as special events or lectures, to determine their effectiveness and whether they were worth the effort and expense
- Various evaluation methods are available, including interviews, post-it notes, emails, and mystery shopping, which can be used to gather feedback and evaluate the effectiveness of programs and exhibits. Understanding what visitors are naturally drawn to, such as reading text boxes or looking at pictures, is important for evaluation, and this can be achieved by listening to staff and volunteer feedback, as well as having mentors or peers from other places visit the site and provide feedback.
- Evaluating the effectiveness of methods, such as sorting cards with pictures or circling happy faces, which work well with young children, is crucial. There are many resources available, including links and templates, to help with this process.
- Evaluation should be an ongoing process, starting from the very beginning, to assess the effectiveness of advertising dollars and to understand what works best with different age groups, and simple methods like having someone greet visitors and ask how they heard about the site can be effective
- Evaluation is a way of measuring the effect and performance of an activity, and it requires being open to feedback and change, and the results can be used for grant proposals, showing that the organization is testing and evaluating itself, and is open to listening to the audience and community needs

- When conducting surveys, it's essential to have realistic expectations, with a good return rate being around 30%, and different methods, such as in-person, mail, email, online, phone, or in-app surveys, having varying response rates
- Offering incentives can increase the likelihood of a response by about 30%, which is an important consideration when planning surveys or events
- When conducting surveys, it is important to explain the purpose, keep it concise, and limit the number of surveys sent to avoid overwhelming participants, and an engaging intro can help encourage people to participate.

## Member Updates and Events

- Lori Fowler from Anna County Public Schools mentioned that the public schools are having changes to the curriculum, including modifications to GCC to better connect to community service learning, and a summer camp is being hosted the week of July 21st to 24th
- Over 8,500 high school students are using the service portal to find volunteer opportunities, and a partner portal review will be hosted in June for those who are interested.
- Hancock's Resolution site hosted a successful herb talk and walk event, but only 7 out of 16 registered attendees showed up, prompting discussion about the potential benefits of charging a nominal fee to increase attendance.
- Some sites, like Goshen's Farm, have found that charging a small fee can increase the likelihood of attendees showing up, as it creates a sense of obligation and investment in the event.
- Becky Brenner- Goshen's Farm's events, including the popular "Wine Down at the Farm" in August, often have good attendance, possibly due to the nominal fee charged and the engaging nature of the events.
- The farmhouse is currently experiencing foundation issues and has been closed. An open house event that was scheduled for April 12th was cancelled due to rain, but it has been rescheduled for June.
- A concert series is set to begin on June 20th, featuring alternate Friday nights with two bands, and attendees can bring their dinners, beverages, and kids, who can enjoy the nature play space.
- The nature play space, designed for children aged 2 to 10 or 12, offers various attractions. Meanwhile, the concert series allows parents to keep an eye on their kids while they have the freedom to run around.
- After the concert series, a rescheduled open house will take place on June 21st, followed by the "Wind Down at the Farm" event in August, which requires paid attendance and features large quantities of food and wine.
- The "Wind Down at the Farm" event has been fortunate to have good weather for the past three years, and the organizers are hoping this trend will continue, with the chef suggesting wine pairings for the various food options.
- In October, a fall harvest pasta dinner will take place at Gloria Dei Church, where all the marinara sauce is prepared by the sharing gardeners using tomatoes and herbs

from their gardens, with tickets priced at \$10 per person and \$5 for children aged 6 to 10

- Dana Connett- Historic Annapolis is wrapping up its field trips for the season and has a busy spring with school tours, and is sponsoring the Annapolis Juneteenth event, where they will have a presence at both the parade and the festival
- The annual naturalization ceremony will be held on July 4th at the Pagan House, followed by a living history program featuring Nathan Richardson as Frederick Douglass, with multiple presentations at the Museum of Historic Annapolis, and the event will be free for everyone.
- The Hogs Head site, located at 43 Pinkney Street, will be open on Fridays and Saturdays from 11 to 3 during the summer, featuring living history programs and special events, with a focus on the middling sort and tradespeople of Annapolis
- Dianne Feeney- There will be a Lavender Appreciation Day at [Hancock's Resolution](#) on the second Sunday in June, and a community college class will visit later in the year, with more activities planned for the fall.
- Ramocille Johnson- The Northern Arundel Cultural Preservation Society is currently regrouping after the loss of Theodore Mack, and is working to increase volunteer and member activity, as well as undergoing internal administrative adjustments
- The organization is planning to team up with other groups, such as the Hancock's Resolution, for events like the fall harvest festival and the War of 1812 event.
- Emily Oland Squire- The Archives is preparing for the arrival of summer interns on June 3rd, and is also getting ready for the changeover with the second cohort of service year members, who will be graduating on June 20th. The service year number program has been highly recommended, providing a 10-month internship experience that allows for mentorship and introduction to the field. However, it requires a significant amount of work and dedication from the host site. The program has been participated in for two years and is planned to continue for a third year.
- The archives are working on two major projects for the 250th celebrations, including publishing a book about the Maryland 400, The number of individual soldiers from the [Maryland](#) line who fought in the Revolution is over 900, and research has been conducted into their social history and what happened to them after the war.
- A new statue of a Black Revolutionary Patriot will be installed on the state house grounds, and the [Maryland State Archives](#) is helping to manage the project, aiming for an unveiling next summer.
- Don Bailey- The Free School will be hosting themed open houses, starting with an event on June 8th focused on indigenous people, featuring activities, displays, and a guest speaker with a PhD in American History.
- Debbie Wood- The Chesapeake Children's Museum will hold its 25th annual Kids in Kaboodle event on Sunday, June 1st, at the Bates Athletic Complex fields from 12:00 to 4:00 p.m., featuring free activities, including pony rides, live music, and food, with support from Wegman's and Trader Joe's
- Orientation meetings for the event will be held on Zoom at 2:00 and 7:00 p.m., and individuals interested in participating can contact the organizer via email,

- The museum typically hires summer interns from South River High School, who must complete 135 hours of work. Those interested in the program should look into the AACPS summer intern program. The success of the intern program can vary, as some interns may be highly motivated and helpful. In contrast, others may require more supervision and guidance, and it is essential to find the right balance to ensure their success.
- The Dale Area Historical Society will hold its annual Memorial Day Remembrance on Monday, May 26th, at 10:00 a.m. at the Cedar Grove Church parking lot to honor fallen and present military service members.

## Conclusion and Next Steps

- Katie is identified as the other intern,
- Debbie Woods asked if anyone else is experiencing issues/ changes with federal grants, particularly IMLS grants.
- The Association of State and Local History Museums, also known as [AASLH](#), is holding virtual solidarity happy hours for people who are going through the challenges of IMLS funding, and the events are specifically designed for people to share their experiences and talk through what they are going through
- The AASLH website, [aaslh.org](#), has more information about the solidarity happy hours and other funding-related events, and an email with more details will be sent out to those who are interested.
- The discussion concludes with a reminder that planning can be difficult when circumstances are uncertain, and it is agreed that further conversations can take place offline when Jane returns.
- The meeting is adjourned, and the minutes will be sent out to attendees, with a final greeting and a wish for a great Memorial Day weekend.