

Veronica R. Garcia-Luis

EDUCATION

- 1997 *Master of Arts, Museum Studies (Education and Programming)*
John F. Kennedy University
Orinda, California
- 1993 *Bachelor of Arts, Art History (pre-Columbian Emphasis)*
University of California, Los Angeles
Los Angeles, California

PROFESSIONAL EXPERIENCE

- 1997- present *Exploratorium*
San Francisco, California
Research Associate
- Conduct front-end, formative, and remedial evaluation for the museum-wide projects.
 - Assist, organize and collect data for summative evaluation.
 - Assist and support on major research initiatives.
 - Work with exhibition teams and developers to establish and achieve evaluation project goals.
 - Analyze data and create written reports of studies and present findings to fellow team members or at professional conferences.
 - Supervise assistant evaluators on exhibit development projects.
 - Organize and conduct professional development evaluation workshops
 - Translate exhibit labels and wayfinding materials to Spanish.
 - Coordinate Mexican Artist-in-Residence, Hector Fernandez Piña
 - Curator/ Co-Exhibit Developer of a community-based exhibit in the temporary exhibition *Memory*.
 - Co-develop, implement and evaluate programming for new audience engagement initiatives
- 1996-1997 *The Head-Royce School*
Oakland, California
Lower School Spanish Teacher's Assistant
- Assisted in lesson development, preparation and taught directed lessons
 - Assisted in the Head-Royce After-School Program.
 - Assisted in lesson development, preparation and taught directed lessons in Art class.

- 1992-1995 *Fowler Museum of Cultural History, UCLA*
Los Angeles, California
Bilingual Museum Educator
- Developed and conducted gallery tours for children (pre-K –12) and adults.
 - Assisted in the development and implementation of teacher workshops and public programs.
 - Scheduled and corresponded with school groups and public organizations.
 - Assisted in researching and writing curriculum.
 - Translated label text, curriculum, gallery activities, and pamphlets to Spanish.
 - Conducted visitor evaluations.
- 1989-1993 *Bellagio Road Newcomer School*
Los Angeles, California
Bilingual Teacher's Assistant
- Assisted teachers in lesson development for Cinco De Mayo, Huichol yarn art, rain forest unit via mural, ESL enrichment and school programs.
 - Taught directed lessons for various grade levels (6-8th).
 - Assisted teacher in classroom preparation: bulletin board layout, gathering materials for lessons, and photocopying.
 - Translated articles, lessons, and letters to Spanish.
 - Counseled students age 11 to 13 years old.
- Aug. - Dec. 1990 *Wight Art Gallery, UCLA*
Los Angeles, California
CARA: Chicano Art Resistance and Affirmation Exhibit
Bilingual Gallery Teacher
- Conducted bilingual tours for elementary school children, campus organizations, and the general public emphasizing the art, history, and culture of the Chicano Art Movement from 1965-1985.

INTERNSHIPS

- Oakland Museum of California*
Oakland, California
Winter 1997
- Researched and recommended prospective Latino community organizations for partnerships. Created a resource binder of Latino organizations with community contacts.
- Exploratorium*
San Francisco, California
Fall 1996
- Assisted Melissa Alexander, Project Manager, in the summative evaluation process of the traveling exhibition *Turbulent Landscapes*.
 - Conducted tracking and timing studies for the *Turbulent Landscapes* exhibition for Beverly Serrell of Serrell & Associates.

INTERNSHIPS CONTINUED

*Mexican Museum
San Francisco, California
Fall 1996*

- Assisted Celia Rodriguez, Director of Education, and the education department in the development of a teachers exhibition guide and in the evaluation of Family Sunday programs.

*National Postal Museum, Smithsonian Institution
Washington, D.C.
Summer 1996*

- Assisted Wendy Aibel-weiss, Director of Education, and the education department in the development, implementation, and evaluation of summer programs.

PRESENTATIONS

- Garcia-Luis, V. (2004) Using Programmatic Activities to Inform Exhibitory. Session presented at the annual meeting of the Visitor Studies Association.
- Garcia-Luis, V. (2003) Orientation and Wayfinding in Museums. Presentation for Cultural Connections program.
- Garcia-Luis, V. (2001) Prototyping Exhibits with Visitors at the Exploratorium. Session presented at the annual meeting of the Association of Science-Technology Centers.
- Allen, S., Garcia-Luis, V., and Gutwill, J. (2000-02) Improving Your Skills at Phrasing Questions. Workshop presented at the annual meeting of the Visitor Studies Association.
- Garcia-Luis, Veronica (1998-2001) Audience Development and Evaluation. Presentation for Issue's in Museum's 1: History and Theory, John F. Kennedy University, Museum Studies Program.
- Alexander, Melissa and Garcia-Luis, V. (1999) Multiple Voices: Community-based Exhibits in Science Museums. Session presented at the annual meeting of the Association of Science-Technology Centers.
- Garcia-Luis, V. (1999) Incorporating Visitor Inquiry in an Exhibit Audio Narrative. Poster session presented at the annual conference for the Visitor Studies Association.
- Garcia-Luis, V. (1999) Where's the Bathroom? Wayfinding in Museums. Session presented at the annual meeting of Western Museums Association.
- Allen, Sue and Garcia-Luis, Veronica. (1998) Where Am I? Orientation and Wayfinding Issues. Session presented at the annual meeting of the Association of Science-Technology Centers.
- Allen, Sue and Garcia-Luis, Veronica. (1998) Specialized Techniques for Studying Visitors. Session presented at the annual meeting of Visitor Studies Association.

PUBLICATIONS

- 1994 "Ceramics of Ancient Peru" Curriculum Resource Unit
UCLA Fowler Museum of Cultural History
- 1994 "En Calavera" Curriculum Resource Unit
UCLA Fowler Museum of Cultural History
- 1997 Museums Creating Effective Partnerships with Urban Latino Families
Master's Thesis, John F. Kennedy University

GALLERY ACTIVITY DEVELOPMENT

Interactive gallery activities for pre-K through Senior High school students, hands-on segments, cooperative group discovery, guided viewing, and art making component.

1995	"Crowning Achievements: African Art of Dressing the Head"
1994-1995	"En Calavera: Papier-Mâché Art of the Linares Family"
	"Gift of the Cotton Maiden,; and "Arc of the Ancestors"
1994	"Irangeles: Iranians in Los Angeles" and "Labyrinth"
	"Santos: Household Saints of Puerto Rico"
1993-1994	"Ceramics of Ancient Peru"
	"Sleeping Beauties"
	"The Royal Tombs of Sipán"
1992-1993	"Elephant: The Animal and Its Ivory in African Culture"

PUBLIC PROGRAMMING

Public Programming including: symposia, festivals, teacher and family workshops, and affiliated museum groups.

1995	Family Workshop: "En Calavera: Papel Picado" Family Day: An Indonesian Festival of Puppetry, Art, and Music. Smithsonian Institute: Multicultural Diversity Workshop. Teacher Workshop: "Crowning Achievements" Family Workshop: "En Calavera: Alebrije Flip Book" Fall Teacher's Workshop: "En Calavera: Papier-Mâché Art"
1994	MESC Facilitator at Master Teaching Seminar. Emergency Immigrant Education Assistance Program Presentation: Presented Fowler's Commitment to ESL programs. Getty DBAE Group Presentation and gallery tour. Fall Teacher's Workshop: "En Calavera: Papier-Mâché Art" Mentor Day: Magnet Students Learning About Museums. Teacher Workshop: "Santos: Household Saints of Puerto Rico"
1993	Family Day: A Peruvian Festival of Art, Music, and Dance. LAUSD Teacher's Workshop: "Royal Tombs of Sipán" Family Day: A Celebration of African Art and Culture. Family Workshop: Clay Beyond Compare in conjunction with the Getty Museum.

FREELANCE CONTRACTS

- Evaluator, Community Resources for Science, 2003
- Latino History Project, Oakland Museum of California, 2000-2001
- Guest Speaker, John F. Kennedy University, 1998-2001
- Evaluator, Randi Korn and Associates, 1999
- Evaluator, California Academy of Sciences, 1997
- Evaluator, Serrell & Associates, 1996-1997
- Family Day Educator, Oakland Museum of California, 1996-1997

ADVISORY COMMITTEES

Latino Advisory Committee, Oakland Museum of California
Day of the Dead Advisory Committee, Oakland Museum of California
Advisory Committee, Farallones Marine Sanctuary, San Francisco
Diversity Committee, Exploratorium, San Francisco

PROFESSIONAL ASSOCIATIONS

American Association of Museums
Association of Science and Technology Centers
Cultural Connections
Visitor Studies Association
Western Museum Association