



**GROUP B**  
Breakout Sessions  
Classroom 2610  
(2nd floor)

**GROUP A**  
Breakout Sessions  
Classroom 1606  
(ground floor)

**GENIAL**  
Plenary Sessions  
Kanbar Forum  
(ground floor)

**GROUP C**  
Breakout Sessions  
Classroom 2002  
(2nd floor)

Use **#GENIALsteam** to tag your posts—highlights, questions, or provocative insights—about the GENIAL Summit.

Visit our GENIAL website post-Summit to find panel recordings, articles, reports, and webinars.  
[exploratorium.edu/education/genial](http://exploratorium.edu/education/genial)



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Generating Engagement and New Initiatives for All Latinos

# GENIAL

Generando Entusiasmo y Nuevas Iniciativas para Audiencias Latinas



Welcome to the GENIAL Summit

June 5 and 6, 2017

Exploratorium, San Francisco, California

## GENIAL GOALS

- Identify needs and opportunities for Latinos in ISL environments.
- Facilitate and strengthen professional relationships.
- Identify recommendations, emerging research questions, and actionable insights with an outlook toward the future.
- Contribute to a more informed ISL field.

## COORDINATING TEAM

**Amy Oates**, Project Coordinator, Museum Experience, Exploratorium

**Isabel Hawkins**, Astronomer and Project Director, Exploratorium, GENIAL PI

**Liliana Blanco**, Administrative Director, Museum Experience, Exploratorium

**Natalie Nielsen**, NSquared Consulting, Documentation Specialist

**Veronica Garcia-Luis**, Project Director and Evaluator, Exploratorium, GENIAL Co-PI

**Wendy Meluch**, Visitor Studies, GENIAL Evaluator

## ADVISORY GROUP

**Cecilia Garibay**, Principal, Garibay Group

**Cheryl Lani Juarez**, Sr. Director of Professional Development, Frost Museum of Science

**Julie Nunn**, Director of Marketing, Communications, Frontline, and Membership, Exploratorium

**Laura Huerta Migus**, Executive Director, Association of Children's Museums

**Lorraine Yglesias**, Director of Marketing Programs, Monterey Bay Aquarium

**Paul Dusenbery**, Director, SSI National Center for Interactive Learning

**Salvador Acevedo**, VP of Strategy, Scansion

**Veronika Nunez**, Sr. Community Engagement and Partnerships Specialist, OMSI

## SCHEDULE

*All programs in the Kanbar Forum unless noted.*

**DAY 1** June 5, 2017 • 8:00 a.m.–5:45 p.m.

**8:00–8:30** Registration and Breakfast

**8:30–9:00** Welcome

Chris Flink, Executive Director, Exploratorium

Isabel Hawkins, Astronomer and Project Director, Exploratorium

Doña María O. Ávila Vera, Maya Elder

Veronica Garcia-Luis, Project Director and Evaluator, Exploratorium

**9:00–10:00** Latino Audiences

Cecilia Garibay, Principal, Garibay Group

Jose Gonzalez, Executive Director, Latino Outdoors

Patricia Lannes, Museum Consultant

**10:00–11:00** Marketing, Communication, and Media

Carolina Echeverria, Development Director, Innovate Public Schools

Jesus Chavez, Senior Vice President of Operations, mitú Inc.

Lorraine Yglesias, Director, Marketing Programs, Monterey Bay Aquarium

**11:10–12:50** Breakout Sessions

**GROUP A** • Classroom 1606 (ground floor)

**GROUP B** • Classroom 2610 (2nd floor)

**GROUP C** • Classroom 2002 (2nd floor)

**1:00–2:00** Lunch

**2:00–2:30** Report Out from Breakout Sessions

**2:30–3:30** Community Collaboration and Empowerment

Antonia O. Franco, Executive Director, SACNAS

Maddie Correa Zeigler, Education/Outreach Consultant, GWCS

Santiago Ruiz, Executive Director, Mission Neighborhood Centers, Inc.

**3:40–4:50** Breakout Sessions

**GROUP A** • Classroom 1606 (ground floor)

**GROUP B** • Classroom 2610 (2nd floor)

**GROUP C** • Classroom 2002 (2nd floor)

**5:10–5:45** Report Out from Breakout Sessions

**6:00–8:00** Bailando con STEAM Reception

East Gallery

**DAY 2** June 6, 2017 • 8:00 a.m.–3:00 p.m.

**8:00–8:30** Breakfast

**8:30–9:30** Organizational Change

Laura Huerta Migus, Executive Director, Association of Children's Museums

Marilee Jennings, Executive Director, Children's Discovery Museum of San Jose

**9:30–10:30** Relevant STEAM Experiences

Antonio Tijerino, President and CEO, Hispanic Heritage Foundation

Juliana Ospina Cano, Senior STEM Manager, National Council of la Raza

Veronika Nunez, Sr. Community Engagement and Partnerships Specialist, Oregon Museum of Science and Industry

**10:40–11:45** Breakout Sessions

**GROUP A** • Classroom 1606 (ground floor)

**GROUP B** • Classroom 2610 (2nd floor)

**GROUP C** • Classroom 2002 (2nd floor)

**Noon–1:00** Lunch

**1:00–1:30** Report Out from Breakout Sessions

**1:30–2:30** Synthesis and Reflections

**2:30–3:00** Next Steps and Closing Remarks