

Barbara Meyerson

B. Meyerson Consulting, LLC
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PROFILE

Comprehensive consultation experience in non-profit and museum management, strategic planning, exhibit development and planning, museum education and outreach, interim management and team building.

Ten-year plus tenure as President of *B. Meyerson Consulting, LLC*.

Accomplished museum director with distinguished 25-plus year career encompassing start-up, institutional transitions, development and implementation of organizational functions, long range and strategic planning, and community engagement.

Experienced consultant skilled in interim management, professional team building, organizational transition, staff assessment, and recruitment and coaching.

Excellent organization, time management and interpersonal communication skills, including; achieving shared goals with community groups, artists, educators, elected officials, business leaders, children and families.

B. MEYERSON CONSULTING, LLC

Providing experienced consulting services to museums, botanic gardens, and other non-profit organizations in the areas of interim management and administration, comprehensive master planning, institutional strategic planning, exhibit development, education programming, team building and organizational development.

Planning Consultant: Desert Botanical Garden, Phoenix, Arizona. Development of a comprehensive plan for a brand new 3.2 acre outdoor interactive children and family garden.

Interim Deputy Director: Scottsdale Museum of Contemporary Art, Scottsdale, Arizona. Tenure included stabilization and transitional Board and staff management, recruitment process and search for new Director, American Alliance of Museums re-accreditation process/submittal.

Relocation Planning Consultant: Institute of Texas Cultures, University of Texas, San Antonio. Development of plan to relocate existing ITC Museum facility to downtown San Antonio Convention Center.

Interim Deputy Director: Desert Botanical Garden, Phoenix, Arizona. Oversaw daily operations and staff oversight.

Capital Campaign Consultant: Desert Caballeros Western Museum, Wickenburg, Arizona. Organization, coaching, coordinating successful capital campaign.

Executive Coach, Senior Staff: Desert Botanical Garden, Phoenix, Arizona. Guided transition of newly hired senior staff member into Garden's senior leadership team.

Strategic Planning Facilitator: Desert Caballeros Museum of Western Art, Wickenburg, Arizona.

Design Consultant: *Arizona Best Fest*, Arizona State Centennial.

Design Consultant/Child Advocate: The SPark, Dubai, UAE.

Design Consultant: Desert Botanical Garden, Phoenix, Arizona. Advisor, facilitator and consultant to the five-year long process to research and develop a comprehensive plan for a new, outdoor, 3.2-acre interactive garden for children and families. Oversaw three community based advisory groups, conducted focus groups with children (and families), provided research and expertise in informal learning environments, served as a spokesperson on behalf of the project as required, and co-authored *Inspire, Ignite and Discover*, a book to introduce the vision for the new *Myrna H. Berger Children and Family Garden*.

Planning and Program Consultant: Institute of Texas Cultures, University of Texas at San Antonio. Met with community and staff members to develop and present a plan to redesign and relocate the existing ITC Museum facility into the Henry B. Gonzales Convention Center in downtown San Antonio.

Focus Group Facilitator: Desert Botanical Garden, Phoenix, Arizona. Organized and developed a series of focus groups for children in order to determine direction for learning activities to be incorporated into the *Myrna H. Berger Children and Family Garden*.

Design Charrette Facilitator: Arizona Jewish Historical Society, Phoenix, Arizona. Leader, for new museum space.

Development and Design Assessment: Cardon Children's Hospital, Mesa, Arizona. Interactive learning environments throughout the new building.

Project Director/Author: Maricopa Partnership for Arts and Culture, Phoenix, Arizona. "What'll We Do...Museum or Zoo?" (c. 2008), an interactive guide to cultural institutions for children and families.

Developer and Presenter: Prescott Art Docents, Prescott, Arizona. Day-long training workshop for engaging young learners in museums.

Program Researcher and Evaluator: Desert Botanical Garden, Phoenix, Arizona. Desert Landscaper and Botanical Illustration Schools.

Researcher/Writer: Independent Development Services, Illinois. Holocaust Museum and Education Center, "Children in Museums."

Exhibition Evaluator and Guest Lecturer: Centre Pompidou and Musee du Louvre, Paris, France.

Early Learning Exhibitions Advisor: Arizona Science Center, Phoenix, Arizona.

Institutional Planning, Development, Organization and Implementation: Western Art Association, Scottsdale, Arizona.

Museum Assessment Program, Assessor: American Alliance of Museums, Organizational evaluations and recommendation for museums in Sonoma, California; Little Rock, Arkansas; Omaha, Nebraska; and San Bernadino, California.

Exhibition Interpretation, Staff Training, Family Programming, Board Planning: San Angelo Museum of Fine Arts, San Angelo, Texas.

Contributing Editor/Author: Association of Children's (Youth) Museums; Collective Vision: Starting and Sustaining a Children's Museum, c. 1997.

Contributing Editor/Author: American Alliance of Museums, Washington, DC. Professional Practices and Standards for Children's Museums.

Merger Transition and Expansion Design: Family Museum, Bettendorf, Iowa.

Expansion Design, Strategic Planning for Institutional Expansion: Children's Museum, Portland, Oregon.

MARICOPA PARTNERSHIP FOR ARTS AND CULTURE: Phoenix, Arizona. DIRECTOR OF EDUCATION

Developed and leveraged partnerships among cultural organizations; increased visibility, improved service delivery, and positioned arts education as a component in the region's emerging creative economy.

Convened work groups and distributed limited grant funds.

ARIZONA MUSEUM FOR YOUTH: Mesa, Arizona. FOUNDING EXECUTIVE DIRECTOR

Conceived, planned, staffed and built Arizona's only art museum designed especially for children and families. Coordinated and supervised three separate capital projects to create the buildings that comprise the museum's campus.

Researched, planned and implemented three 6500 square foot art exhibitions annually, combining original artworks and learning/educational activities.

Developed creative concepts and implemented programs to ensure and further maintain the organization's mission.

Conducted board training and development, long-range planning, public relations, budget development, and financial management in both the private and public sectors.

Planned and executed comprehensive, effective fund-raising campaigns via network development with national, state and local individuals and organizations.

Orchestrated City of Mesa purchasing this private entity, to operate as a public/private partnership, with an annual budget of \$1,250,000+. Managed 14 full time and 23 part time employees.

Conducted personnel reviews and orientations, managed schedules, and maintained on-going employee performance evaluations.

Established collaborative relationships with art museums and galleries nationally.

Recruited, introduced and encouraged artists' involvement in all phases of exhibit programming, planning and presentation development.

PROFESSIONAL SERVICES

American Alliance of Museums: Board member

Museum Association of Arizona: Panelist, *Future of Museums*

Maricopa Regional Arts & Culture Task Force Member: Business, Cultural and Governmental leaders charged with assessing and changing the cultural environment in the Phoenix Metropolitan area

President's Committee on the arts and Humanities: Juror – Coming Up Taller Awards

Institute of Museum and Library Services, Washington, DC: National Advisory Committee for Organizational Transition; Grant Reviewer Valley Leadership, Phoenix, Arizona: Chair, Arts Day Program for business leaders

Arizona Department of Education: Chair, Central Arizona Subcommittee for Development of Basic Goals in Elementary Education

Arizona Commission on the Arts: Grants Review Panelist

Arizona Art Education Association: Museum Education Chair

Brooklyn Museum of Art, Brooklyn, New York: International folk art buyer, retail sales, Junior Aide Volunteer

BOARD SERVICE

Chandler Cultural Foundation, City of Chandler: Board Member (Mayoral Appointee); Chair, Board Development and Long Range Planning Committees

Shemer Art Center and Museum: Board Member

Local First Arizona: Board Member

Arizona Association for Arts Education: Board Member

KAET-TV, "Ready to Learn" Advisory Group Member

East Valley Partnership, Phoenix, Arizona: Board Member

Arts Commission, City of Chandler, Arizona: Chair, Commissioner (Mayoral Appointee)

American Alliance of Museums: Board Member (elected at-large) 16,000-member organization

Mesa Arts Academy Charter School, Mesa, Arizona: Board Member

Arizonan's for Cultural Development: Vice President, Chair, Arts Education Standards Committee, Board Member

Deer Valley Rock Art Museum, Phoenix, Arizona: Board Member

American Heart Association; Halle Heart Education Center: Board Member

Mesa Arizona United Way Allocations Committee: Chair, Youth Programs

American Alliance of Museums, Museum Assessment Program

Association of Children's (Youth) Museums: President, Vice President and Councilmember.
Responsible for transition from volunteer organization to Professional association with paid staff; based in Washington, DC

Nelson Art Museum Advisory Board, Arizona State University

Tempe Arts Center, Tempe, Arizona: Board Member

Museum Association of Arizona: President, Vice President, Board Member

Central Arizona Museum Association: Vice President, Board Member

Arizona Department of Education: Chair, Central Arizona Subcommittee for Development of
Basic Goals in Elementary Art Education

Calligraphic Society of Arizona: Vice President

TEACHING EXPERIENCE

Arizona State University, Tempe, Arizona
Adjunct Faculty – Museum Administration, Graduate Level

Scottsdale Community College, Scottsdale, Arizona
Instructor – Studio Curriculum in Calligraphy and Design; accredited

Mesa Community College, Mesa, Arizona
Instructor – Calligraphy, layout and design

Booker T. Washington School, Phoenix, Arizona
Eisenhower School, Mesa, Arizona Teacher – Elementary School

Kingsborough Community College, Brooklyn, New York
Instructor – Calligraphy, layout and design

Public School 316, Brooklyn, New York
Teacher – Elementary School Art

PROFESSIONAL PRESENTATIONS

- Speaker: *“Quelles Expositions d’art pour les Enfants,”* Musee de Louvre
- Keynote Speaker: *“The Importance of Arts Learning,”* Mayor’s Art Education Breakfast, Scottsdale, Arizona
- Keynote Panelist: *“Family Learning in Museums,”* National Docent Symposium
- Program Speaker: *“Engaging Young Learners in the Art Museum,”* Phoenix Art Museum, Phoenix, Arizona
- Panelist: *“Engaging with Objects: Designing Dynamic Learning Components for Exhibitions,”* Western Museums Association Annual Meeting
- Panel Chair: *“Museums and Community Planning,”* American Alliance of Museums Annual Meeting
- Keynote Speaker: *“Engaging Children and Families in Museums,”* Texas Association of Museums Annual Meeting
- Speaker: *“ArtVille and Its Impact on the Arizona Museum for Youth,”* Hands-on! International Children’s Museum Congress, Stratford, United Kingdom
- Workshop Presenter: *“Museum Governance,”* Museum Association of Arizona
- Guest Speaker: *“Engaging Children and Families in the Art Museum,”* Nelson Art Museum, Arizona State University Museum Docents

- Speaker: *“Demystifying the Traditional Art Museum Experience for Children and Families,”* Hands-on! International Conference on Children’s Museums, Lisbon, Portugal
 - *Collective Vision: Starting and Sustaining a Children’s Museum.* Edited by Association of Children’s (Youth) Museums, c. 1997
 - Guest Editorial: *“Growing Imagination in Children,”* The Phoenix Gazette
 - Speaker: *“Do Children Belong in Art Museums?”* Hands-on! International Children’s Museum Congress, Amsterdam, Netherlands
 - *Hands-on! Kinder-und Jugendmuseum Kulturort mit Zukunft.* Edited by Weltdakada fut Kulturelle Entwicklung, c. 1993
 - Speaker: *“Interactive Exhibits in Art Museums,”* Hands-on! International Children’s Museum Congress, Berlin, Germany
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EDUCATION AND TRAINING

City University of New York at Brooklyn College, Brooklyn, New York

Master of Arts, Elementary Art Education
Bachelor of Arts, Elementary Education

Stanford University Executive Program for Non-Profit Leaders in Arts, Palo Alto, California

QM2 Museum Director’s Round Table

American Alliance of Museums: Institutional Museum Assessment and Governance; Facilitator Training; Seeking Excellence; Tools for Institutional Change

Disney Institute Seminar: Keys to Service Excellence

University of Phoenix, Introduction to Spanish

Western States Arts Management Institute; Ashland, Oregon

Art and Design classes at: Northern Arizona University, Flagstaff, Arizona; Parsons School of Design, New York City; University of Oslo, Oslo, Norway; The New York Calligraphic Institute, New York City

PROFESSIONAL AFFILIATIONS

American Alliance of Museums

Grantmakers in the Arts

National Association of Arts Education

Association of Children's Museums

Museum Association of Arizona

AWARDS

Governor's Arts Award, Arts Education Award

Mesa United Way, Outstanding Service to Children Award

Museum Association of Arizona, Distinguished Service Award

Arizona Art Education Association, Art Educator of the Year Award

Who's Who, Outstanding Elementary Education Teacher

PUBLIC RELATIONS

Numerous television and radio appearances Local, national and international keynote presentations to professional, business and civic organizations