

## Andrea K. Jones

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### Summary of Qualifications

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- Award-winning Museum Educator known for designing immersive programming that is thought-provoking, inclusive of multiple perspectives, and encourages visitor participation and emotional connection
- Experienced leader of organizational change and shifts in interpretive strategy
- Known for creativity and ability to drive educational vision
- Thought leader pushing for paradigm shifts in museums. Regular blogging and writing about these topics.
- Content knowledge expertise in American History, especially the American Civil War, Southeastern Native American Culture, the Civil Rights Movement, U.S. Constitutional principles, Food History, and Agriculture
- Strong background in training, supervising, and evaluating educators
- Seven years experience as a well-respected high school social studies teacher

### Awards

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- American Alliance of Museums: Innovation in Museum Education Award, 2016 (Accokeek Foundation)
- American Association of State and Local History: Leadership in History Award, 2012 (Atlanta History Center)
- Sandy Spring Museum: Winner of "Extreme Exhibit Make-over" 2014
- Atlanta Public Schools Teacher of the Year Nominee (2003, 2006, 2007)
- Awarded "Who's Who Among America's Teachers" (2004, 2005)

### Relevant Work Experience

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#### **Founder.** *Peak Experience Lab, Brentwood, MD (11/2016 to present)*

- Provides consultation for museums and other education-focused organizations related to
  - Designing meaningful "peak" experiences for visitors
  - Increasing relevancy of content
  - Content development
  - Interpretive planning for new museums and existing museums
  - Designing museum experiences that promote critical thinking and foster empathy
  - Coaching front-end staff in using dialogue facilitation techniques
  - Mentoring new museum educator managers and directors.
- Clients include: Smithsonian National Museum of Natural History, Wisconsin Historical Society, The First Amendment Museum, Smithsonian Museum of the American Indian, the Greater Hudson Heritage Network and others.
- Writer and blogger (blog attracts an average of 5000 hits per post)
- Website and blog: [peakexperiencelab.com](http://peakexperiencelab.com)

#### **Director of Programs and Visitor Engagement.** *Accokeek Foundation, Accokeek, MD (12/2013 to 11/2016)*

- Developed new mission/vision and strategic plan that unifies the site's interpretive goals
- Spearheaded the development of new immersive school program, "Eco-Explorers: Colonial Time Warp," that integrates history and environmental science. School tour visitation increase of 48% in 2 years. Awarded \$19,000 to partner with teachers in expanding the program into the classroom.
- Supervise 5 managers and 6 part-time employees
- Conceptualized and supervise all family and adult event programming for the site
- Developed new first-person weekend interpretive experience ("Green History") that integrates history and current environmental issues
- Developed outdoor exhibits that illuminate current-day environmental issues
- Trained interpretive staff throughout the year
- Maintained a departmental budget
- Collaborated with community partners and stakeholders

#### **Education Specialist.** *Atlanta History Center/Margaret Mitchell House, Atlanta, Georgia (2/2011 to 6/2013)*

- Collaborated with 2 other grant-funded team members to completely reinvent all public programs at the Atlanta History Center, with the goal of creating a more immersive and thought-provoking visitor experience
- Project director and writer for three dynamic, new school programs for K-12 audiences, serving 25,000 students annually

- Boosted annual field trip attendance by 58% and annual field trip revenue by 112% in 2 years
- Designed and produced online curriculum that complements school programs, including self-produced videos, aligned with Georgia Performance Standards and Common Core Standards
- Collaborated with community leaders and academic content experts in program development
- Formed partnerships with like-minded organizations, schools, and relevant community stakeholders (e.g., the Cherokee Nation)
- Designed and led interpreter training to support new programs
- Supervised and evaluated team of 10 Museum Interpreters
- Conducted evaluations of program quality and economic use of resources

**Lead Museum Educator/Docent Trainer.** *Atlanta History Center/Margaret Mitchell House, Atlanta, Georgia (3/2009 to 2/2011)*

- Designed and coordinated summer teacher courses and workshops for Teaching American History Grant participants
- Created engaging learning activities for use with school tour groups
- Constructed traveling trunks complete with objects and curriculum for use in school outreach program
- Managed and scheduled traveling trunk program serving 10,000 teachers annually
- Designed curriculum for summer writing and history camps for children age 5-12
- Produced special events (including procuring speakers, creating activities and classes, and coordinating logistics)
- Wrote family guides designed to help children interact with traveling exhibits
- Conducted school tours of 9 exhibits
- Created a new program for docent training that teaches interactive tour skills.
- Formed partnership with High Museum of Art to create and host a bi-monthly Volunteer Managers Roundtable

**Social Studies Teacher.** *North Atlanta High School, Atlanta, Georgia (8/2003 to 7/2007)*

- Taught 9 different courses to diverse group of learners in an urban high school setting
- Professional Development/Teacher Training:
  - Trained and mentored student teacher (2006)
  - Created and facilitated several teacher workshops
  - Chaired multiple committees aimed at improving student achievement and teacher performance

**Social Studies Teacher.** *Berkmar High School, Lilburn, Georgia (8/2000 to 7/2003)*

- Taught U.S. History and Political Science in the second most diverse school in Georgia
- Awarded "Who's Who Among America's Teachers" (2003)

## Education

**Georgia State University, Atlanta, Georgia**

Master of Education, Social Science Education, August 2000

Including 36 credit-hours History and Political Science additional undergrad coursework

GPA: 4.0

**Purdue University, West Lafayette, Indiana**

Bachelor of Arts, Communication, May 1992

## Professional Organization Membership

International Museum Theater Alliance (IMTAL)

Museum Education Roundtable (MER)

American Alliance of Museums (AAM)

American Association of State and Local History (AASLH)

New England Museum Association (NEMA)