

Andrea K. Jones

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Summary of Qualifications

- 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

- 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

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

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)