

Minda Borun

PROFESSIONAL EXPERIENCE

Director of Research and Evaluation (October, 1993-present)

The Franklin Institute Science Museum, Philadelphia, PA

Design and conduct exhibit and program evaluation and research studies on museum-based learning. Have obtained federal (NSF, IMS, NEA, NEH), corporate (Exxon), and foundation grants (Pew, Carnegie, Barra) exceeding \$4M to support research and program activities.

Lead developer for KidScience, an interactive exhibit for parents and children, which deals with basic science phenomena and skills on the themes of earth, air, water, and light. Also a Project Director for Philadelphia/Camden Informal Science Education Collaborative (PISEC), a collaborative involving The Academy of Natural Sciences, the Franklin Institute Science Museum, the Thomas H. Kean New Jersey State Aquarium at Camden, and The Philadelphia Zoo. PISEC has conducted three grant-based projects: FEST (Families Exploring Science Together) an NSF-funded outreach partnership with 12 community agencies, "Community Connections", funded by the Pew Charitable Trusts, to encourage museum-based learning by families from underrepresented populations; and "The Family Learning Research Project", (NSF) to conduct research aimed at improving family learning in informal science settings.

Director of Education (January, 1992 - October, 1993)

Director of Museum Programs (1990 - 1991)

Assistant Director of Museum Programs (1983 - 1989)

The Franklin Institute Science Museum

Responsible for administration of programs for 290,000 annual school visitors, Science Workshops program for children and adults, overnight Camp-Ins for scouts, summer camps program, 250 member Junior Academy of Science for teens, 160 member Teachers Advisory Committee, PACTS enrichment program for African/American high school students.

Associate Professor (Sept. 1992-May, 1996)

University of the Arts, Philadelphia, PA

Taught graduate courses: The Museum Audience and Interactive Multimedia for the Exhibition Planning and Design and Museum Education programs. Thesis advisor.

Consultant—Exhibit and Program Evaluation (1977-present)

Clients include: Smithsonian Institution, National Endowment for the Humanities, National Science Foundation, National Fish and Wildlife Foundation, Association of Science-Technology Centers, Monterey Bay Aquarium, Manhattan Children's Museum, Philadelphia Zoo, Philadelphia Zoo, Boston Museum of Science, Lawrence Hall of Science, Adler Planetarium, and WHYY Public Radio.

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Editor—Research Series (1992-3)

Editor of second series of IMS-funded "What Research Says about Learning in Science Museums", Association of Science-Technology Centers, Washington DC.

Editorial board of ILVS Review--a Journal of Visitor Behavior

Proposal Reviewer—National Science Foundation (1981-present)

Review proposals for Informal Science Education and Research in Teaching and Learning Programs.

Director of Research and Development (1979-1983)

The Franklin Institute Science Museum

Responsible for the funding, design, and implementation of public access computer-based learning systems in the museum including: "Select-A-Visit," personalized museum tours; "Flying Facts," database on aviation; "Poor Richard's Computers," museum information and quiz network. Developed facility and curriculum for computer classes and workshops. Experience with DEC PDP 11/34, Apple II series, IBM PC, Macintosh.

Director of Research and Evaluation (1977 -1979)

Research Associate (1975-1977)

The Franklin Institute Science Museum

Evaluated museum exhibits and programs and conducted field studies of museum learning to assess the educational value of exhibits. Published findings and applied research results to development projects in the museum.

Instructor—Department of Anthropology (1972-1973)

Columbia University, New York, NY.

Developed and taught graduate and undergraduate courses in Physical Anthropology, Medical Anthropology, and Human Ecology.

Director—Field Research

National Institute of General Medical Science Research Project, Mysore, India.

Designed and coordinated a multi-disciplinary research study of health and social status in a village in South India.

Curatorial Assistant (1966)

American Museum of Natural History, New York, NY.

Member of design team for Hall of Plains Indians.

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EDUCATION

Barnard College, Anthropology Department, New York, NY
BA in Anthropology
Emphasis on Anthropological Theory, South Asia.

Columbia University, Anthropology Department, New York, NY
Completed all course work and examinations for Ph.D.
Emphasis on Medical and Nutritional Anthropology, Human Ecology.

Temple University, Center for Continuing Professional Development,
Philadelphia, PA
Computer Courses in FORTRAN, Basic, COBOL, Data Base Management.

HONORS

National Institutes of General Medical Science Fellowship
Columbia University President's Fellowship
Anthropology Department Teaching Assistantship.

PROFESSIONAL ACTIVITIES

American Association of Museums

Board of Directors (1991-1995)
Council of Standing Professional Committees (1994-1997)
Program Committee (1993,1995)
Committee on Audience Research and Evaluation, Chair May 1991-April, 1997
Vice Chair May 1990-1991, Founding member and Chair 1981-1983
Association of Science-Technology Centers, Publications Committee (1988-1994)
Visitor Studies Association, Board Member
ILVS Review, Editorial Board
International Laboratory for Visitor Studies, Steering Committee
International Council on Museums, Committee for Education and Cultural Action
National Association for Research in Science Teaching
National Science Teachers Association
Panelist, Science Panel, Massachusetts Cultural Council (1992) Panel Chair (1993)

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PAPERS AND PUBLICATIONS

Borun, Minda. "Testing Visitor Response," paper presented at the semi-annual meeting of the Association of Science-Technology Centers, Los Angeles, CA, June, 1975.

Borun, Minda. "Museum Effectiveness Study—A Bibliographic Review," The Franklin Institute, Philadelphia, PA, June, 1975.

Borun, Minda. "Models of Evaluation: A Comparative Approach," paper presented at the semi-annual meeting of the Association of Science-Technology Centers, Baltimore, MD, June, 1975.

Borun, Minda. Measuring the Immeasurable: A Pilot Study of Museum Effectiveness, The Association of Science-Technology Centers, Washington DC., April, 1977.

Borun, Minda. "Exhibit Evaluation: An Introduction" in The Visitor and the Museum, Museum Educators of the American Association of Museums, Seattle, May, 1977, 45-49.

Borun, Minda and Maryanne Miller. "To Label or Not to Label" in Museum News, Vol. 58, No. 4, March/April 1980, 64-67.

Borun, Minda and Maryanne Miller. What's In A Name? A Study of The Effectiveness of Explanatory Labels in a Science Museum, The Association of Science-Technology Centers, Washington DC., May, 1980.

Borun, Minda. "Museum Evaluation and Research," presented at the annual meeting of the American Association of Museums, Boston, June, 1980.

Borun, Minda. "The Case for Formal Evaluation of Exhibits," presented at the annual meeting of the American Association of Museums, Indianapolis, June, 1981.

Borun, Minda. "Formative Evaluation of Exhibits at the Franklin Institute," presented at the Museum Educators' Meeting, International Council of Museums, Washington, DC., November, 1982.

Borun, Minda. "Participatory Exhibits in Science Museums: Research Results," presented at the annual meeting of the American Association of Museums, Philadelphia, June, 1982.

Borun, Minda. "The Electronic Revolution," presented at the annual meeting of the American Association of Museums, Philadelphia, June, 1982.

Borun, Minda, Barbara K. Flexer, Alice F. Casey and Lynn R. Baum. Planets and Pulleys: Studies of Class Visits to Science Museums, The Association of Science-Technology Centers, Washington, DC., March, 1983.

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Borun, Minda. "Evaluation for Management and Museum Planning," presented at the annual meeting of the American Association of Museums, San Diego, June, 1983.

Borun, Minda. "Enhancing Museum Education Through Computers," Roundtable Reports: The Journal of Museum Education, Vol. 8, No. 5, Fall, 1983, 5-7.

Borun, Minda and Barbara K. Flexer. "The Impact of a Class Visit to a Participatory Science Museum Exhibit and a Classroom Science Lesson," Journal of Research in Science Teaching, Vol. 21, No. 9, December, 1984, 863-73.

Borun, Minda. "Educational Public Access Computer Stations at the Franklin Institute Science Museum," presented at the annual meeting of the American Association of Museums, June, 1984.

Borun, Minda, Alan Friedman, Roger Miles, Chandler Screven, and Harris Shettel. "An Artful Science: A Conversation about Exhibit Evaluation," Ellen Cochran Hicks (ed.), Museum News, Vol. 64, No. 3, February, 1986, 32-39.

Borun, Minda. "Check it Out First: Formative Evaluation in Exhibit Design," presented at the annual meeting of the American Association of Museums, New York, NY, June, 1986.

Borun, Minda, Joanna Jarrett, and Roger Miles. "Introduction to Evaluation Procedures," presented at the Informal Learning Conference, The Children's Museum, London, England, September, 1986.

Borun, Minda. "Museum Learning and the Casual Visitor," presented at a symposium of the International Laboratory for Visitor Studies, Toronto, Ontario, November, 1987.

Borun, Minda. "A Glimpse of Visitors' Naive Theories of Science," Proceedings of the First Annual Visitor Studies Conference, Anniston, AL, April, 1988.

Borun, Minda. "Market Research: Strategies and Payoffs," presented at the annual meeting of the Association of Science-Technology Centers, Boston, MA, October, 1988.

Borun, Minda. "Naive Theories and the Design of Science Museum Exhibits," presented at the conference on "Supporting the Visits of Children and Young People to Science Centres," University of Liverpool, England, March, 1989.

Borun, Minda. "Assessing the Impact," Museum News, Vol. 68, 3, May/June 1989.

Borun, Minda. "Naive Notions and the Design of Science Museum Exhibits," Proceedings of the 1989 Visitor Studies Conference, Center for Social Design, Anniston, AL, 1989.

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Borun, Minda. "Naive Knowledge and Exhibit Design," Seminar at National Museum of American History, New York, NY, August, 1989.

Borun, Minda, Frederick Goldberg, Christine Massey, Patricia McNamara, and William Walton. "Naive Theories of Science: Finding Out What They Are and Doing Something About Them," workshop presented at the annual meeting of the Association of Science-Technology Centers, Baltimore, MD, October, 1989.

Borun, Minda and Christine Massey. "Naive Theories Project--An Update", Proceedings of the 1990 Visitor Studies Conference, Center for Social Design, Anniston, AL, 1990.

Borun, Minda. "Confronting Naive Notions with Interactive Exhibits", Colston Symposium on Understanding Science, Bristol, England, March, 1991.

Borun, Minda. "Naive Notions and Interactive Science Museum Exhibits", Museum Education Roundtable Colloquium, Smithsonian Institution, Washington, DC., April, 1991.

Borun, Minda. "Naive Notions and the Design of Science Museum Exhibits" in What Research Says about Learning in Science Museums," Association of Science-Technology Centers, May, 1991.

Borun, Minda. "Front-End Evaluation", presented at the annual meeting of the American Association of Museums, Denver, CO. May, 1991.

Borun, Minda and Katherine Adams. "The Unmaking of A Label", Proceedings of the Fourth Annual Visitor Studies Conference, Center for Social Design, Anniston, AL, 1991.

Borun, Minda. "Naive Notions and the Design of Museum Exhibits", keynote address for the Museum Education Association of Australia, Sydney, Australia, October, 1991.

Borun, Minda and Margaret Chambers. "A Front End Evaluation of An Earth Sciences Exhibit" in Sam Taylor ed. Try It!, Association of Science-Technology Center, Washington DC April, 1992.

Borun, Minda (1992) "The Exhibit As Educator: Assessing the Impact" Journal of Museum Education 17 (3), Fall, 1992, 13-14.

Borun, Minda. "Naive Knowledge and Museum Exhibits" paper presented at Visitor Studies Symposium, Ottawa, Canada, April, 1993.

Borun, Minda and Margaret Chambers, "The Franklin Institute" in Peter Anderson ed. Museum Impact and Evaluation Study, Museum of Science and Industry, Chicago, IL, Volume 3, Chapter 7, 7/1-7/95.

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Borun, Minda, Massey, C. and Lutter, T. "Naive Knowledge and the Design of Science Museum Exhibits" *Curator* 36 (3), 1993, 201-219.

Borun, Minda. "The Impact of Preconceptions on Learning in Informal Settings" paper presented at *Weighed in the Balance: A Conference on Heritage Interpretation*, Edinburgh, September 24-26, 1993.

Borun, Minda and Christine Massey. "New Ways to Look at Learning", *Journal of Museum Education*, 19(2), Spring/Summer 1994.

Borun, Minda. "From Object to Idea: The Changing Focus of Museum Exhibition" presented at the annual meeting of the American Association of Museums, Seattle, WA, April, 1994.

Borun, Minda. "The Museum as Village/Community Center", presented at the Wichita Conference, Wichita, KS, June 10-13, 1994.

Deck, Linda. "Developer to Evaluators: How Are We Doing?" , *Exhibitionist*, 13 (2), Fall 1994, 10-14.

Larson, Jan. "The Museum Is Open", *American Demographics*, November 1994, 32-38.

Borun, Minda. Margaret Chambers and Ann Cleghorn. "Family Learning in Four Science Museums" *Current Trends*, American Association of Museums Committee on Audience Research and Evaluation, May, 1995.

Mintz, Ann, Minda Borun and Margaret Chambers. *Communicating Controversy*, Association of Science-Technology Centers, Washington DC, 1995.

Borun, Minda, Ann Cleghorn and Caren Garfield. "Family Learning in Museums: A Bibliographic Review" *Curator* 38 (4), 1995, 262-270.

Borun, Minda and Randi Korn. "The Quandaries of Audience Research", *Journal of Museum Education* 20 (1), Winter, 1995, 3-4.

Borun, Minda, Margaret Chambers and Ann Cleghorn. "Families Are Learning in Science Museums" *Curator*, 39 (2) June 1996, 123-138.

McCreedy, Dale; Minda Borun, Harriet S. Mosatche, and Kathleen F. Wagner. "A Collaboration for Education" *Science and Children*, 34 (2), 1996, 38-41.

Borun, Minda. Margaret Chambers and Jennifer Dritsas. "Developing Family-Friendly Exhibits" *Curator*, 40 (3), 1997, 178-196.

Borun, Minda. Margaret Chambers, Jennifer Dritsas, and Julie I. Johnson. "Enchancing Family Learning Through Exhibits" *Curator*, 40 (4), 1997, 279-295.

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Borun, Minda et. al. Family Learning in Museums: The PISEC Perspective, Association of Science-Technology Centers, Washington DC, 1998.

Borun, Minda and Randi Korn. Introduction to Museum Evaluation, American Association of Museums, Washington DC, 1999.

Borun, Minda and Randi Korn. "The Quandaries of Audience Research" reprinted in Transforming Practice, Hirsch, J.S. and Silverman, L.H. eds., Museum Education Roundtable, Washington DC, 2000.

Borun, Minda and Margaret Chambers. "Gender Roles in Science Museum Learning" Visitor Studies Today, 3 (3), Winter 2000, 11-14.

Reich, Christine and Minda Borun. "Exhibition Accessibility and the Senior Visitor" in Journal of Museum Education, 26 (1), Fall 2001, 13-16

Borun, Minda. "Object-based Learning and Family Groups" in Scott Paris ed. Perspectives on Object-Centered Learning in Museums, Mahwah, NJ, Lawrence Erlbaum Associates, 2002, 245-260.

Borun, Minda and Margaret Chambers. "Communicating with Parents In an Interactive Exhibit Setting" Curator, (in press).