

# Peg (Margaret) Koetsch

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## EMPLOYMENT, 1990 – 2011



*Founder and Director, Learning Insights™, Reston, VA* <http://www.learninginsights.us>

Create innovative, educational, and interactive exhibitions, programs, and products for schools, museums, and institutions; systematic assessment of a project's impact and cost effectiveness to determine future strategies and directions; professional development training; demonstrations on Japanese culture and ceramics; and, photographic and video documentation. Program and product highlights:

**Museum-in-Progress™** *Founder, Director and Professional Development Trainer, Nation-wide*



Train educators and students in museum strategies to construct and conduct tours of curriculum-related, interactive exhibitions for their schools. Over 250 exhibitions designed with Kindergarten – High School grade levels, since 1980.

**Partners in Education: Touring Programs and Resources** *Teaching Artist & Arts Coach, Nation-wide*  
CETA and Partners in Education programs, John F. Kennedy Performing Arts Center, Washington, D.C.  
[http://www.kennedy-center.org/education/partners/touringbrochure/teacher/Koetsch\\_Peg.pdf](http://www.kennedy-center.org/education/partners/touringbrochure/teacher/Koetsch_Peg.pdf)

**ARKive School Museum** *Co-Author*, Merged MIP strategies with www.ARKive.org's photographs and videos of threatened and endangered species, to create a website program that motivates conservation action. Online debut scheduled for Winter 2011.

**Searching for Biodiversity in Chicago** *Co-Author*, Developed program's content and assessment instrument which challenged middle school students to create a mobile scavenger hunt for the Lincoln Park Zoo. Partnership with New Learning Institute, Jane Goodall's Roots & Shoots, ARKive, and Bouchet Math and Science Academy. <http://newlearninginstitute.org/content/biodiversity-quest>

**Smithsonian Biodiversity Science in the Classroom** *Project Manager*, Developed curriculum, video, and website materials based upon Smithsonian scientists' research and field work:  
<http://nationalzoo.si.edu/Education/ClassroomScience/default.cfm>

**36<sup>th</sup> Annual Smithsonian Folklife Festival** *Presenter*, Smithsonian Institution Center for Folklife and Cultural Heritage, Washington, DC; Partnership with the Silk Road Project, Yo-Yo Ma, Artistic Director.

**White House** *Photographer for Special Events*, Washington, DC

## 2008 – 2010

*Curator of Exhibitions*, VisArts, Rockville, MD, [www.visartscenter.org](http://www.visartscenter.org)

From conception to installation, oversaw all aspects related to exhibitions and artists including budgets, contracts, and press releases. Increased attendance, national and international recognition, funding sources, and diversity of audiences. Exhibition example, *Sculpting Time*, at [www.learninginsights.org](http://www.learninginsights.org).

## 2003-2004

*Art Lead Teacher*, Montgomery County Public Schools, Rockville, MD

Supervised a coordinated effort among elementary schools to establish the Arts-Integrated Model Schools (AIMS) program. Developed assessment tools, documented progress, and implemented Museum-in-Progress™.

## 1998 – 2001

*Program Manager*, **Mammals in the Schools**, National Museum of Natural History, Smithsonian Institution, Washington, D.C.

Designed and implemented NMNH's first national outreach program by building mutually beneficial relationships across departments; trained and monitored teachers, students, and interns. Assessed learning impact of taxidermied mammals and electronic technologies in the classroom; administered financial and contractual arrangements, and conservation needs; drafted website, incorporating my photo and video documentation of NMNH staff and stages of the program.

## **1973 - 1992**

*Education Consultant*, Association of Government Accountants Foundation, Alexandria, VA  
Coordinated conferences for federal and state Inspector Generals. Keynote speaker for the 1st National Conference of Inspectors General, The Honorable Mario M. Cuomo, Governor of New York.

*Artmobile and Youth Program Coordinator*, Virginia Museum of Fine Arts, Richmond, VA

*Curator of Education and Public Programming*, Madison Museum of Contemporary Arts, Madison, WI  
Designed and supervised exhibit-related programming and independent projects; docent and internship program; and, created venues for visual and performing artists to interact with the public. Founded *mini-Museum* program in schools within a 50 mile radius; for example, constructed a permanent art gallery in a high school, where students plan and install exhibits including artworks loaned from MMCA.

*Assistant Editor and Coordinator of World Premiere, **Hellfire: A Journey From Hiroshima***, Madison, WI  
Documentary film about the art and lives of Iri and Toshi Maruki, produced by John W. Dower and John Junkerman, 1986. Awards: Sundance Film Festival nominee, Grand Jury Prize; San Francisco International Film Festival, Grand Prize; Academy Award nominee, Feature Documentary.

*Associate Lecturer*, University of Wisconsin – Madison, Madison, WI  
Taught art and museum methodologies to pre-service teachers, inspired by MAC exhibits and collections.

*Teacher*, Visual Arts and Ceramics Department, Canadian Academy, Kobe, Japan

*Construction of Wood-burning Kilns and Ceramic Assistant*, and, *Research and Documentation of Traditional and Contemporary Cultures*, from Hokkaido to the Ryukyu Islands, Japan

*Education Coordinator of Youth Programs*, Seattle Art Museum, Seattle, WA  
In preparation for the capitol campaign for a new building, evaluated existing programs and implemented programs to engage new, diverse audiences; wrote gallery guides; and, trained 300 docents.

*Board Member*, Washington State Cultural Enrichment Program, Seattle, WA  
Developed an interactive slide kit on the functions of art museums, which was distributed state-wide.

*Consultant and Presenter*, Imagination Celebration Festival, Ithaca, NY

*Assistant Coordinator of Education*, Herbert F. Johnson Museum of Art, Cornell University, Ithaca, NY  
Established the Johnson's first education programs; raised funds for, and supervised, full-time assistants; and, co-authored publication of exhibition-related activities.

*Consultant and Performer*, Festival of the Arts, Ithaca, NY

*Assistant Coordinator of Art, Audio-Visuals and Resources*, North Syracuse Area Schools, North Syracuse, NY

*Art Teacher*, Roxboro Middle School, North Syracuse, NY

*Assistant*, Ceramic Department, Syracuse University, Syracuse, NY

*Assistant*, Education Department, Everson Museum of Art, Syracuse, NY

*Owner*, Fresh Fish Business, Farmers' Market, Syracuse, NY

## **PROFESSIONAL MEMBERSHIPS**

Advisory Council, Ceramics Department, Hood College Graduate School, Frederick, MD

American Association of Museums, Washington, D.C.

National Association for Museum Exhibition, American Association of Museums, Washington, DC

## **PUBLICATIONS**

"...and the Pursuit of Education? A Critique of Life, Liberty and the Pursuit of Happiness at the American Visionary Art Museum," *Exhibitionist*, National Association for Museum Exhibition. Spring 2010, Vol. 29 No.1.

"Family Guide", Stark Museum of Art, Orange, TX, 2009. Co-authors: Amelia Wiggins, Sue Harris.

*Culture in Context: A Tapestry of Expression* Curriculum Materials, New Jersey State Museum, Trenton, NJ, 2008. Created for the exhibition, "Culture in Context: A Tapestry of Expression" with the Bureau of Education and the Culture in Context Planning Committee. <http://www.cultureincontext.org/curriculumguide.pdf>

"Family Guide", Peabody Essex Museum, Salem, MA, 2003. Co-author: Vasundhara Prabhu

"Schools into Museums," *Educational Leadership*, Association for Supervision and Curriculum Development. September 2002. Co-authors: Linda D'Acquisto, Allyn Kurin, Sonja Juffer, and Linda Goldberg

"Museum-in-Progress: Student Generated Learning Environments," *Social Studies & the young learner*, National Council on Social Studies. September/October 1994.

"Student Curators: Becoming Lifelong Learners," *Educational Leadership*, Association for Supervision and Curriculum Development. February 1994. Co-authors: Mary Daniels, Tracey Goldman, and Cathy Leahy

"Greek Curriculum," Fairfax County Public Schools, March 1990. Edited a compilation of lesson plans developed by Fairfax County Public School teachers and distributed county-wide.

"Hokusai & Teraoko: Merging East and West," *School Arts*, November 1989. Looking/Learning Supplement comparing the traditional and contemporary styles of two Japanese artists.

"Water," *Art Education*, National Art Education Association. May 1988. Instructional Resource Supplement on the *Hiroshima* mural painted by Iri and Toshi Maruki.

*ARTREK*, Slide & Inquiry Kit, Madison Art Center in collaboration with the Madison Metropolitan School District, 1985, WI, 1984.

*Museums in the Schools, Handbook I*, Education Department, Herbert F. Johnson Museum of Art, Cornell University, Ithaca, NY, 1979. Co-authors: Vasundhara Prabhu and John Coraor

## **EXHIBITIONS, HONORS & AWARDS**

2004 "Cicada Social and Breeding Habits" *Videotape for "Insect" Exhibition*, Nagoya City Science Museum, Nagoya, Japan

2003 "El Capitan, Yosemite" *Photograph for "Designs by Earth" Exhibition*, Nagoya City Science Museum, Nagoya, Japan

1994 *Partner Award*, Partners for Education, Inc. and Ameritech, Waukesha County, WI

1987 *Special Recognition for Exemplary Programming*, Department of Rural Education, U.S. Department of Education, Washington, D.C.

1987 *State Art Museum Educator of the Year*, Wisconsin Art Education Association, WI

## **EDUCATION**

1999 "Managing Projects in Organizations," The George Washington University, Washington, DC

1984 MA, Ceramics, Columbia Visual Arts College, Columbia, MD

1979 "Planning & Evaluation of Educational Programs," Metropolitan Museum of Art, New York, NY

1973 BFA, Synaesthetic Education, School of Visual & Performing Arts and School of Education, Syracuse University, Syracuse, NY

## **PROFESSIONAL DEVELOPMENT TRAINING and WORKSHOPS** (selected list)

### ***Museums***

Anthropology Museum, University of British Columbia, BC  
Atlanta High Museum of Art, Atlanta, GA  
Everson Museum of Art, Syracuse, NY  
Lake Biwa Museum, Lake Biwa, Japan  
Milwaukee Public Museum, Milwaukee, WI  
Museum of Contemporary Art, Los Angeles, CA  
National Gallery of Art, Washington, D.C.  
National Museum of American Art, Smithsonian Institution, Washington, DC  
National Museum of Natural History, Smithsonian Institution, Washington, DC  
Philadelphia Museum of Art, Philadelphia, PA  
Portland Art Museum, Portland, OR  
San Francisco Museum of Modern Art, San Francisco, CA  
Surrey Art Gallery, Vancouver, BC  
Stark Museum of Art, Orange, TX  
Virginia Museum of Fine Arts, Richmond, VA  
Walters Art Gallery, Baltimore, MD

### ***Institutions***

Acadiana Arts Council, Lafayette, LA  
Cooperative Extension, New York State Division, Cornell, NY  
Cotsen Library, Princeton University, Princeton, NJ  
Elderhostel, University of Wisconsin, Madison, WI  
Emily Carr College of Art, Vancouver, B.C.  
Fulton County Arts Council, Atlanta, GA  
Ithaca College, Ithaca, NY  
Kennedy Center for the Performing Arts, Washington, DC  
Office of Education, Smithsonian Institution, Washington, DC  
Quad City Arts, Rock Island, IL  
Wang Center for the Performing Arts, Boston, MA

### ***National/International Conventions***

Alliance for Arts Education, NW Region, Seattle, WA  
American Anthropological Association, Washington, DC  
American Association of Museums, Kansas City, MO  
Association for Supervision and Curriculum Development, San Antonio, TX  
Department of Education, San Juan, Puerto Rico  
International Network of Schools for the Advancement of Arts Education, Oakland, CA  
International Schools of Japan, Tokyo, Japan  
Japan Society for Science Educators, Kobe University, Kobe, Japan  
National Art Education Association, Detroit, MI, and St. Louis, MO  
National Council for the Social Studies, Washington, DC  
National Symposium on Partnerships in Education, National Association of Partners in Education, Arlington, VA  
Oregon State Art Education Association, Portland, OR  
SIETAR, The International Society for Intercultural Education, Training and Research, Chiba and Tokyo, Japan  
Washington State Art Education Association, Seattle, WA

## **PRESENTATIONS on JAPANESE CULTURE and CERAMICS** (selected list)

Asian Art and Ceramic Studies Departments, University of Washington, Seattle, WA  
Ceramics Department, Carleton College, Northfield, MN  
Center for Materials Research in Archeology & Ethnology, Massachusetts Institute of Technology, Cambridge, MA  
Conservation Analytical Laboratory, Smithsonian Institution, Washington, D.C.  
East Asian Studies Center, Art and Ceramic Departments, University of Wisconsin, Madison, WI  
Peabody Essex Museum, Salem, MA  
Virginia Museum of Fine Arts, Richmond, VA

## References for Peg Koetsch

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**Amy Duma**, Director, Teacher and School Programs  
John F. Kennedy Center for the Performing Arts, Washington, DC  
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**Nathan Erwin**, Manager, O. Orkin Insect Zoo  
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**Linda Goldberg**, Principal  
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**Debra Moser**, Executive Director, retired  
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**Vas Prabhu**, former Deputy Director for Education & Interpretation  
San Diego Museum of Art, San Diego, CA  
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**Doug Wester**, Senior Producer and Director  
Alan Weiss Productions, New York, NY  
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