

## **BETH A. TWISS HOUTING**

Beth Twiss Houting has over thirty years of experience in museums and cultural organizations, specializing in interpretation, audience research, exhibition development, and education. Her work is driven by a passion for meeting visitors where they are when they encounter an exhibit, artifact, website, or program, and helping organizations learn how to use that information to inspire growth or new learning for their visitors. She especially enjoys working with younger audiences from pre-K through college.

Since late 2010, Beth has been Senior Director of Programs and Services at the Historical Society of Pennsylvania in Philadelphia. There, as a member of the management team, she has overseen the planning, implementation, and evaluation of programs for educators, genealogists, scholars, and other history and heritage organizations. Under her influence, the division has moved to systematic evaluation of its programs to better understand how to expand and diversify its audience. She is particularly proud of establishing a thriving school program for 4<sup>th</sup> graders through college and of co-directing a NEH Landmarks of American History teacher workshop. In addition, Beth has been the project director for an exciting initiative—An Artist Embedded—that reimaged the artist-in-residence model, integrated ongoing audience research into program development, and resulted in a well-received performance of a new work, *The 217 Boxes of Dr. Henry Anonymous*.

Before arriving at HSP, Beth held a number of managerial and programmatic positions, including Director of Education at the Chester County Historical Society, Vice-president of Interpretation at the National Constitution Center, Curator of Education at Winterthur, and Director of a Philadelphia house museum. At each of these institutions, she was involved in the creation of new experiences for visitors—from designing exhibits, websites, and programs for the nascent Constitution Center to creating hands-on and family-centered spaces and programs when Winterthur built its Galleries.

While employed in these positions, Beth also has been fortunate to develop a business as an Evaluation and Program Development Consultant. Her expertise grows out of her work with evaluation within institutions and her leadership roles in the American Alliance of Museums' Committee for Audience Research and Evaluation. Her clients have included the Philadelphia Museum of Art, Pennsbury Manor, the Museum of American Revolution, and The Wildlife Conservation Society. She has worked with Page Talbott and associates on projects for the Benjamin Franklin Tercentenary, the PA 150 Civil War Road Show, and Pennsylvania Military Museum.

Beth's interest in sharing methods and data is also evident in her work as an Associate Professor and Director of the Museum Communication Program at The University of the Arts (2005–2008). She has also spoken at numerous professional conferences and authored many articles about the field.

Beth holds an M.A. with a Museum Studies Certificate from The University of Delaware's Winterthur Program in Early American Culture. Her B.A. in History is from Pennsylvania State University. Her graduate and undergraduate theses were architectural histories, another passion of hers.

*A full list of consulting projects and published articles is available upon request.*