

## Wendy S. Meluch, Evaluation Consultant

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### Visitor Studies Services

Wendy Meluch has been designing and conducting evaluative research for informal learning centers as Principal of Visitor Studies Services since 1997.

### Education & Training

- Ongoing education and training at conference and association workshops nationwide with Visitor Studies Association, American Association of Museums, Western Museum Association, California Association of Museums, Museums Alaska, and more
- MA Museum Studies, San Francisco State University, 1997
- BA Anthropology, Michigan State University, 1983
- BA Business Administration, Michigan State University, Emphasis: Travel and Tourism Management 1983
- Certificate, Latin American Studies, Michigan State University, 1983 (Spanish Fluency)

### Publications & Presentations – Select List

Introduction to Evaluation chapter in the book: *Building Bridges Between Civil Engineers and Science Museums*, a study funded by the NSF, by Robert Reitherman and Thalia Anagnos, Consortium of Universities for Research in Earthquake Engineering, Richmond, CA, 2008 (currently in production)

Do It Your Way – In-house Exhibit Development and Renovation, Co-presenter, Pre-conference workshop at Western Museum Association Conference in Anchorage, September 2008

Field Trip Chaperones: Moving from Escort to Educator, conference session at the Western Museum Association Conference in Oakland, California, October 2007

Catalyst for Connection: Museums and Native People Collaborating on Exhibitions, conference session at the American Association of Museums Conference in Chicago, May 2007

Evaluación en Español: How to Begin, conference session at the Visitor Studies Association conference in Albuquerque, New Mexico, August 2004

### Clients - Select List

- Anchorage Museum of History and Art, Anchorage, AK
- California Association of Museums
- California Exhibition Resources Alliance
- Chabot Space & Science Center, Oakland, CA
- Exploratorium, San Francisco, CA
- Explorit Science Center, Davis, CA
- Fresno Metropolitan Museum of Art History & Science, Fresno, CA
- NASA Ames Research Center, Moffett Field, CA
- Oakland Zoo, Oakland, CA
- Peralta Hacienda Historical Park, Oakland, CA
- Pratt Museum, Homer, AK
- San Francisco Zoo, San Francisco, CA
- The Tech Museum of Innovation, San Jose, CA
- United States Army Corps of Engineers, San Francisco District and Nationwide

### Professional Associations – Select List

- American Association of Museums:
  - Committee on Audience Research and Evaluation, Board Member 2003-2006
  - Latino Network Professional Interest Committee
  - Native Americans and Museums Collaboration Professional Interest Committee
  - National Association for Museum Exhibitions
- California Association of Museums
- Cultural Connections
- Museum Education Roundtable
- Museums Alaska
- Visitor Studies Association
- Western Museum Association, Program Committee Member, 2007-2008