

CV Beverly Serrell, Museum Exhibition Consultant

Professional Development

M.A., Science teaching, Governors State University, Illinois, 1977. Thesis dealt with teaching natural science in non-school settings
B.A., Biology, Antioch College, Ohio, 1965.

Appointments

Director of Serrell & Associates, specializing in the conceptual development of museum exhibitions, graphic communication and exhibit evaluation--1979 to present. Clients include natural history, cultural history, science, and art museums, zoos and aquariums, botanic gardens, nature centers and museum professional organizations.
Guest Scholar, The J. Paul Getty Museum, July-September 1995
Curator of Education, John G. Shedd Aquarium, 1970-1978
Biology teacher, 1968-1969
Research Assistant, Argonne National Labs, 1966-1968

Awards

American Association of Museums Centennial Honor Roll, 2006, for leadership and contributions to the field
National Science Foundation--
Small Grant for Exploratory Research, April 2002-Sept 2003
Small Grant for Exploratory Research, March 1996-February 1997

Books and Selected Recent Publications

"New Roles for Evaluation at the Detroit Institute of Arts" in *Curator*, 52/1, January 2009, with Matt Sikora, Deborah Perry, Daryl Fischer, and Ken Morris
"Book review" for *Visitor Studies*, Volume 11, Number 1, on Ravelli's *Museum Texts: Communication Frameworks*, 2008
"Comparing the Excellent Judges Framework to Other Methods of Reviewing Exhibitions," in *NAME's Exhibitionist*, Vol. 25, No. 1, Spring 2006.
Judging Exhibitions: A Framework for Assessing Excellence, Left Coast Press, Walnut Creek, CA, 2006.
"Are They Watching?: Visitors and Videos in Exhibitions" in *Curator*, 45/1, January 2002, pages 50-64.
Paying Attention: Visitors and Museum Exhibitions, American Association of Museums, 1998, 234 pages.
Exhibit Labels: An Interpretive Approach AltaMira Press, Walnut Creek, CA (a division of Sage Publications) 1996.

Current and Recent Synergistic Activities

Evaluator for an exhibition about the Yup'ik of western Alaska for the Anchorage Museum of History and Art, working with the curator, design firm, exhibition prototype builders at Oregon Museum of Science and Industry, Yup'ik elders, and museum staff.
Exhibit developer working with designers and developers at Jeff Kennedy Associates, design firm for a new health exhibition at the Denver Museum of Nature and Science. We are working with the in-house staff and a separately contracted evaluator.
Workshop coordinator and presenter for the Committee on Audience Research and Evaluation at the American Association of Museums annual conference (2007- 2008)
Critical reviewer of new interpretive and interactive elements at the Botanical Conservatory at Huntington Gardens, California (winner of the 2007 AAM Exhibit Excellence Award)
Advisor and evaluator for the Detroit Institute of Art's major renovation project that includes an aggressive interpretive program in the new galleries.
Serving as Board Member and Treasurer of the Visitor Studies Association (2007-2009)

Contact Information

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