



For Immediate Release:

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Noyce Leadership Institute Expands to Reach Senior Managers of Science Centers; Science Leaders from The Franklin Institute and Please Touch Museum Are Honored With Fellowships to Engage Communities in Informal Science

November 23, 2010, Philadelphia, PA – Leaders from Philadelphia’s Please Touch Museum and The Franklin Institute have been selected by The Noyce Foundation, in collaboration with the Association of Science-Technology Centers (ASTC), the Institute of Museum and Library Services (IMLS), and the Moore Foundation, as part of its third round of sponsored fellowships aimed at increasing public impact of science centers in the 21st Century. Philadelphia recently received two of the 18 fellowships awarded nationwide from the Noyce Leadership Institute (NLI), which brings together leaders of science centers and related institutions to act as change agents at the crossroads of societal trends, global issues, and the cutting edge of informal science. A new twist for this year’s program is a focus on senior level managers, rather than CEOs. Please Touch Museum’s work will be focused on leadership in its transformation from a “little” museum to a large-scale organization. The Franklin Institute’s fellowship is focused on its leadership role and challenges in spearheading the inaugural Philadelphia Science Festival.

Through their Fellowship experience, 18 leaders from science centers, children’s museums, natural history museums, and related institutions will gain access to knowledge, tools, best practices, and professional networks that increase their capacity to lead effectively and to advance innovation in their own institutions and the broader community. NLI envisions an essential and transformative role for science centers in the engagement of citizens of every age in understanding crucial science-related issues. Leaders of such innovative hubs will be supported and challenged by the Noyce Leadership Institute to make the individual, organizational, and community changes required to realize this vision.

The 2010-2011 Noyce Leadership Fellows each completed a rigorous application process and were selected by a cadre of senior professionals from the fields of science centers and executive education. The Fellowship program provides a mix of face-to-face sessions, coaching, peer learning, audio conferencing, and other learning strategies over a year, followed by ongoing Fellow alumni activities.

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The 2 Philadelphia-based Noyce Fellows and their Strategic Initiative Sponsors are:

Please Touch Museum, Philadelphia, Pennsylvania
Fellow: Concetta Bencivenga, Executive Vice President
Sponsor: Laura Foster, President & CEO
Strategic Initiative: Facilitate the transformation of Please Touch Museum’s culture from “The Little Museum that Could” to “The Big Museum that Does.”

The Franklin Institute, Philadelphia, Pennsylvania
Fellow: Steve Snyder, Vice President Exhibit & Program Development
Sponsor: Troy Collins, Senior Vice President Programs, Marketing & Business Development
Strategic Initiative: Development of the Philadelphia Science Festival, with a particular focus on developing on-going collaborative relationships between Informal Science Education organizations and building community around science.

Strategic Initiative: Draw in contributors, build consensus, focus ideas and priorities, and begin implementation of the Public Engagement Strategy, with the ultimate goal of creating meaningful visitor interactions that inspire, last a lifetime, generate understanding, and urge people onto action.

The Institute bears the name of Robert Noyce, co-founder of Intel and inventor of the integrated circuit. His work in leading science, engineering, and technology to a whole new level of innovation – as well as the creation of new industries – is legendary. Known for his integrity, authenticity, character, inclusiveness, and continuous innovation, his legacy continues to serve as a standard for leaders today.

ASTC is a nonprofit organization of science centers and museums dedicated to furthering the public engagement with science among increasingly diverse audiences. ASTC works with science centers and museums to address critical societal issues, locally and globally, where understanding of and engagement with science are essential. In addition, ASTC provides professional development for the science center field, promotes best practices, supports effective communication, strengthens the position of science centers within the community at large, and fosters the creation of successful partnerships and collaborations.

The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. The Institute’s mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development.

Primary funding for the Institute comes from the Noyce Foundation, with additional support to date from the Institute of Museum and Library Services, the Gordon and Betty Moore Foundation, and the David & Lucile Packard Foundation.

The Franklin Institute
Founded in honor of America’s first scientist, Benjamin Franklin, The Franklin Institute is one of America’s oldest and premier centers of science education and development in the country. Today, the Institute continues its dedication to public education and creating a passion for science by offering new and exciting access to science and technology in ways that would dazzle and delight its namesake. For more information please visit www.fi.edu.

Please Touch Museum® at Memorial Hall, Fairmount Park is dedicated to enriching the lives of children by providing learning opportunities through play. Recognized locally and nationally as one of the best children’s museums, Please Touch is open Monday through Saturday from 9 a.m. until 5 p.m. and Sundays 11 a.m. -5 p.m. Admission is \$15 for adults and children age one and over. Children under one are free. For more information, please call 215-581-3181, or visit www.pleasetouchmuseum.org.

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