
Bilingual educator and facilitator with a focus on culturally responsive interpretation, research, and evaluation.

- 2023 **Interim Chief Education Officer, Baltimore Museum of Art** | Baltimore, MD
- Managed the renovation of the Joseph Education Center, a multimillion dollar project that dramatically improved tactile learning, interactivity, and accessibility for children and adults.
 - Curated and led the contracting and development process for new artwork by 3 artists to create playable, durable, child-safe interactive experiences for the Joseph Education Center.
 - Led a division of 16 full-time and 6 part-time staff members, across 4 departments, all collaborating daily across the 200+ museum staff, and community and scholarly partners.
 - Created the strategic goals for the Accessibility Roadmap, developing a process for researching and piloting new protocols and standards to improve accessibility for visitors and staff.
- 2019-2023 **Director of Interpretation, Baltimore Museum of Art** | Baltimore, MD
- Interpretation**
- Created a culture of interpretation, integrating collaborative interpretive planning into every exhibition and collection rotation throughout the Museum within 18 months of starting. A typical year's work included planning and opening 25-30 exhibitions or collection rotations.
 - Piloted innovative digital interactives, such as Bluetooth-triggered soundscapes, multi-channel video, and artist-driven musical commissions, to expand multiperspectival interpretation.
 - Created a process for cultural accuracy review of label copy and interpretive strategy, which has been adopted by other museums, and is now sought after by BMA curators.
 - Conceived of and led first effort to donate visitor story contributions to a digital interactive to archives of an HBCU partner, ensuring lasting stewardship of visitor engagement with *The Culture: Hip Hop and Contemporary Art in the 21st Century*.
- Leadership**
- Reversed decade-long decline in school tour participation and doubled school tour impact in 2020-2021, with revitalized multi-visit program model for Baltimore City Public Schools that emphasized social and emotional learning and partnership with art therapy M.A. program at Notre Dame of Maryland University.
 - Led transition from an all-volunteer to all-paid tour staff within 4 years, by creating sustainable, equitable staffing model and new program to engage the expertise and experience of former docents in supporting the development of emerging art historians in the DC-Baltimore area.
 - Created division strategy for virtual programming in 2020, launching first program within 6 weeks, and won an international GLAMi Special Jury Award for Pandemic Pivot strategy.
- 2017-2019 **Manager of Gallery Learning, Walters Art Museum** | Baltimore, MD
- Co-curated and designed culturally competent, accessible interpretive experiences for *Transformation: Art of the Americas* exhibition that encourage on-site and digital engagement among visitors and delivered project under budget.
 - Lead author of the *Arts of Asia Looking Guide*, an interpretive publication to support close looking among visitors through poems and inquiry-based texts.
 - Developed new docent training curriculum to emphasize dialogical, culturally responsive gallery teaching and piloted semester-length training model in spring 2018.

- Expanded access programming, doubling the number of tours offered to adults with cognitive and developmental disabilities, and forged new collaborations with community service providers, such as the Alzheimer’s Association of Maryland and Healthcare for the Homeless.
- Led and developed monthly Spanish-language tours for an intergenerational audience and trained Spanish-speaking docents in this emerging gallery teaching model.
- Diversified the docent corps by age, race, ethnicity by recruiting students from Baltimore universities and making the training and volunteer commitment accessible to working adults.

- 2014-2016 **Graduate Associate, Education, Wexner Center for the Arts** | Columbus, OH
- Troubleshot logistics and tour guide recruitment to offer tours to 13,000 visitors to the fall 2014 exhibition (a 600% increase over normal visitor numbers) in first three months on the job.
 - Spearheaded transition to a web-based volunteer scheduling platform, which decreased staff time spent managing volunteer schedules by 83%.
- 2011-2014 **Instructor of Record, The Ohio State University** | Writing Art Criticism, Art Education
- Redesigned curriculum to ensure students’ critical engagement with global modern and contemporary art and theory through writing, and assessed all student work.
 - Earned 2014 Outstanding Writing Instruction Award at The Ohio State University.
- 2007-2010 **Curatorial Assistant, Modern and Contemporary, National Gallery of Art** | DC
- Managed major projects, including large-scale sculpture installations, with budgets of over \$600,000 and international procurement processes.
 - Coordinated annual primary art acquisitions event for department; researched and drafted curator’s presentation for 100+ high-level donors present at acquisitions event.

SELECTED WORKSHOPS & TRAININGS

- 2022, 2023 **National Museum of the American Latino**, Show Time: An Exhibition Development Role Playing Game to Explore Power and Cross-Division Collaboration in Museums
- 2023 **Barnes Foundation**, Addressing Colonialism in Collections: A Gallery Teaching Practicum for K-12 Tour Leaders, February 1
- 2021 **Association of Art Museum Interpretation** Curator-Interpreter Show and Tell: Reflections on *A Perfect Power: Motherhood and African Art*, with Kevin Tervalá, March 26
- 2016 **Harvard University** Evaluating Your Evaluation: Incorporating Cultural Responsiveness into your Museum’s Visitor Study and Evaluation, October 25

SELECTED AWARDS & FELLOWSHIPS

- 2021 **GLAMi Special Jury Award for Pandemic Pivot**, presented for digital projects that have strategically succeeded in meeting the most significant challenges of the contemporary moment. Awarded from an international field of museums and cultural institutions.
- 2018 **Teaching Institute in Museum Education**, School of the Art Institute of Chicago and Art Institute of Chicago

EDUCATION

- Ph.D. Art Education, The Ohio State University, 2019
- M.A. Art Education, specialization in Museum Education, The Ohio State University
- B.A. Art History, Swarthmore College

Verónica E. Betancourt

Curriculum Vitae

EDUCATION

- Ph.D. Art Education, The Ohio State University, 2019
Dissertation: Visiting while Latinx: An Intersectional Analysis of the Experiences of Subjectivity among Latinx Visitors to Encyclopedic Art Museums
- Awarded the 2020 Elliot Eisner Doctoral Research Award in Art Education by the National Art Education Association
- M.A. Art Education, The Ohio State University, 2012
- B.A. Art History, Swarthmore College, 2006

PUBLICATIONS

Refereed

- 2015 From Nelson Mandela: A Gender-Coded Semiotic Reading of a South African Tourist Necklace. *Visual Culture & Gender*, 10 (pp. 4-18).
- 2014 Museums. *Oxford Bibliographies in Latino Studies*. New York: Oxford University Press. Co-authored with Frederick L. Aldama.
- 2014 Engaging Latino Audiences: Visitor Studies in Practice at the Denver Art Museum. *Multiculturalism in Art Museums Today*. Lanham, MD: Rowman & Littlefield (pp. 181-196). Co-authored with Madalena Salazar.

AWARDS & HONORS

- 2021 GLAMi Special Jury Award for Pandemic Pivot, presented for digital projects that have strategically succeeded in meeting the most significant challenges of the contemporary moment.
- 2020 Elliot Eisner Doctoral Research Award in Art Education, National Art Education Association, for best dissertation in the field
- 2016 Manuel Barkan Dissertation Award, The Ohio State University, \$4,500
- 2015 Edward J. Ray Travel Award for Scholarship and Service, The Ohio State University

- 2014 Outstanding Writing Instruction Award, The Ohio State University
- 2013 Student Organization Academic Achievement Award, The Ohio State University
- 2012 Graduate Achievement for Latino/a Studies Award, The Ohio State University
- 2008 Certificate of Award, National Gallery of Art

FELLOWSHIPS

- 2018 Teaching Institute in Museum Education, School of the Art Institute of Chicago and Art Institute of Chicago
- 2013 Latino Museum Studies Program Fellow, Smithsonian Latino Center, \$1,100
- 2013 L.A.S.E.R./Humanities Institute Graduate Fellow, The Ohio State University, 1-year residency at the Humanities Institute and \$1,000
- 2011 Diversity Fellow, American Association of Museums, \$1,000
- 2010-11 Graduate Enrichment Fellow, The Ohio State University, full tuition and \$17,220

INVITED TRAININGS & WORKSHOPS

- 2024 Hands-On and Hands-Off: An Inside Look at Planning Intergenerational Tactile Spaces, American Alliance of Museums Conference, Baltimore, MD, May 14
- 2023 Show Time: An Exhibition Development Role Playing Game to Explore Power and Cross-Division Collaboration in Museums, National Museum of the American Latino, October 26
- 2023 Genre is Everywhere: Improving Student Writing through Exploring Genre in Visual Art, Johns Hopkins University, First-Year Writing Program, October 11
- 2023 Addressing Colonialism in Collections: A Gallery Teaching Practicum for K-12 Tour Leaders, Barnes Foundation, February 1
- 2023 A Place for Practice: A Trauma-Informed, Anti-Oppressive Approach to Talking through Colonization at the Barnes, Barnes Foundation, January 25
- 2022 Show Time: An Exhibition Development Role Playing Game to Explore Power and Cross-Division Collaboration in Museums, National Museum of the American Latino, September 13

2016 Enduring Interdisciplinarity: Progressive Pedagogy at Black Mountain College, Pages Teacher Workshop, Wexner Center for the Arts, July 26

INVITED TALKS

- 2022 How to Write Labels: An Extremely Concise Workshop on What We Most Often Do at the BMA, Georgetown University, November 3
- 2021 Curator-Interpreter Show and Tell: Reflections on *A Perfect Power: Motherhood and African Art*, with Kevin Tervalá; Association of Art Museum Interpretation; March 26
- 2019 Faith in 50 Words or Less: Working with Religious Art as a Museum Educator; Art, Religion, and Cities; Morgan State University; October 17
- 2016 Evaluating Your Evaluation: Incorporating Cultural Responsiveness into your Museum's Visitor Study and Evaluation; Museums, Public Programs, and Social Change; Harvard University; October 25
- 2016 Visiting while Latina/o: An Intersectional Analysis of the Experiences of Subjectivity among Latina/o Visitors to Encyclopedic Art Museums, Detroit Institute of Arts, May 6
- 2016 Visiting while Latina/o: An Intersectional Analysis of the Experiences of Subjectivity among Latina/o Visitors to Encyclopedic Art Museums, Denver Art Museum, January 20
- 2015 Listening to Latina/os: Visitor and Non-Visitor Values, Perceptions, and Experiences in Museum Contexts, Smithsonian Latino Center, July 23
- 2015 Culturally Responsive Visitor Study: Reflections on Design and Deployment, Latino Museum Studies Program, Smithsonian Latino Center, July 23

CONFERENCE ACTIVITY

Panels Organized

- 2024 Emotion-Centered Exhibition Design: Nurturing Well-being and Connection, American Alliance of Museums Annual Meeting, Baltimore, MD, May 18
- 2024 Wondrous Play: Promoting Curiosity in Gallery Spaces, Mid-Atlantic Association of Museums Building Museums Symposium, Philadelphia, PA, March 6-8
- 2016 Listening to Latina/os: Research and Outreach for Inclusion, American Alliance of Museums Annual Meeting, Washington, DC, May 26-29

- 2016 Writing that Works: Intentional Pedagogy for your Diverse and Internationalized University Classroom, National Art Education Association Annual Conference, Chicago, IL, March 17-19
- 2015 Placemaking, Latina/os, and Museums: Toward a New Theorization of Visitor Engagement, National Art Education Association Annual Conference, New Orleans, LA, March 26-28
- 2015 Writing that Works: Intentional Pedagogy for your University Classroom, National Art Education Association Annual Conference, New Orleans, LA, March 26-28
- 2014 Paradigmatic Relationships: Art (Education/History) + Visual (Culture/Theory), National Art Education Association Annual Conference, San Diego, CA, March 29-31
- 2013 Writing Ambassadors: The Helpful Problematics of Embedded Peer Tutoring, Writing Matters in a Changing World, Columbus, OH, February 2

Papers Presented

- 2019 How to Expand Linguistic Access and Equity (Even if you Don't Speak the Language), National Art Education Association Annual Conference, Boston, MA, March 14-16
- 2019 Multigenerational Engagement in Art Museums, National Art Education Association Annual Conference, Boston, MA, March 14-16
- 2017 *De Todo un Poco*: Translanguaging and Visitor Study, panelist on Found in Translation: Building Capacity for Multilingual Data Collection & Analyses, Visitor Studies Association Conference, Columbus, OH, July 20-22
- 2016 Learning from Latina/os: An Intersectional Analysis of Visitor Experiences in Art Museums, National Art Education Association Annual Conference, Chicago, IL, March 17-19
- 2015 Visiting while Latina/o: A Critical Heuristic Study of the Experiences of Latina/o Visitors to Encyclopedic Art Museums, Hayes Graduate Research Forum, The Ohio State University, Columbus, OH, February 20 (accepted)
- 2014 Visiting while Latina/o: A Critical Heuristic Study of the Experiences of Latina/o Visitors to Encyclopedic Art Museums, Graduate Research in Art Education, Teachers College at Columbia University, New York, NY, October 17-18

- 2014 Encyclopedic Art Museums: Engaging Latino/a Visitors and their Experiences, Imagining Latino/a Studies: Past, Present, and Future Conference, Chicago, IL, July 17-19
- 2013 Minority and Mainstream: Latino Art Museums and the Constitution of the American Subject, The XVI Annual Hispanic and Lusophone Studies Symposium, The Ohio State University, April 5-6
- 2013 Getting Ready for 2050: Developing the Field of Latino Visitor Studies in Art Museums, National Art Education Association Annual Conference, Fort Worth, TX, March 8-10
- 2013 Art as Experience: A Phenomenological Approach to Teaching Art Criticism, National Art Education Association Annual Conference, Fort Worth, TX, March 8-10

CAMPUS TALKS

- 2016 Visiting while Latina/o: An Intersectional Analysis of the Experiences of Subjectivity among Latina/o Visitors to Encyclopedic Art Museums, Manuel Barkan Dissertation Award, The Ohio State University, April 15
- 2015 Graduate School Survival Skills: Arts & Humanities, Graduate and STEM Diversity, College of Arts and Sciences, The Ohio State University, August 29
- 2014 Engaging Latino Audiences: Visitor Studies in Practice at the Denver Art Museum, Latino & Latin American Space for Enrichment and Research, The Ohio State University, April 4
- 2014 Collaboration and Positionality in Peer Writing Tutoring, Writing and Learning, an undergraduate course, The Ohio State University, February 18
- 2013 Mentoring for Impact: Building Academic Relationships and University Retention among Latino Students, Spanish in Ohio, an upper level undergraduate course, The Ohio State University, September 18
- 2012 Teaching Art Education at the College Level: An Emphasis on Making Space for the Arts, Panelist, The Ohio State University, September 17
- 2011 A Selected History, a Partial Remembrance: El Día de los Muertos as Celebrated at American Art Institutions, Día de los Muertos and Altares, Panelist, Multicultural Center, The Ohio State University, October 14

UNIVERSITY TEACHING EXPERIENCE

Instructor of Record, The Ohio State University

Writing Art Criticism (fall 2011, winter/spring/fall 2012, spring/fall 2013, spring 2014)

Teaching Assistant, The Ohio State University

Docent Training (fall 2014, fall 2015, spring 2016)

SERVICE

To the Profession

Panelist, Museums for America, Institute for Museum and Library Services, 2024

Member of the Local Host Steering Committee, American Alliance of Museums conference, 2024

Content Advisory Committee Member, Proposal Reviewer for American Alliance of Museums conference, 2023

Museum Education Division Director, Maryland Art Education Association, 2021-2022

Reviewer, *Multicultural Perspectives*, 2021

Panelist, Museums, National Endowment for the Arts, 2015

Grant Reviewer, *Latino Americans: 500 Years of History*, National Endowment for the Humanities and American Library Association program, 2015

Site Committee Member, Mujeres Activas en Letras y Cambio Social Summer Institute, 2013

To the University

M.A. Thesis committee for Nicole Hewitt, Committee member, "Latinos and Museums: How Audience Research Is Used to Inform and Strengthen Engagement," University of the Arts, 2015

The Ohio State University Libraries Exhibitions Assessment Committee, Reviewer, The Ohio State University, 2015

Denman Undergraduate Research Forum, Judge, The Ohio State University, 2015, 2016

Global Gateway Grant, Reviewer, The Ohio State University, 2015

Fall Undergraduate Research Forum, Judge, The Ohio State University, 2014

Association of Graduate Students in Art Education, Vice President, The Ohio State University, 2011-12

To the Community

Medical interpreter, Hispanic Day, The Ohio State School of Optometry, 2013-2016

Graduate mentor, Latino & Latin American Space for Enrichment and Research, 2012-2015

Alumna interviewer, Swarthmore College, 2012-present

Children's literature reviewer, CRITICAS Magazine, 2006-2008

Bilingual book reviewer, Children's Literature Comprehensive Database, 2004-2006

MEDIA COVERAGE

2023 [Please Touch the Artwork: Baltimore Museum of Art Opens Expanded Education Center after \\$2.5 million Renovation](#), Baltimore Sun, November 29

2023 [Meet the New Art Museum Directors Building Connection through Curated Experiences](#), Observer, May 23

2016 [¡Dímelo Columbus! Latinos Speak: Verónica Betancourt](#), December 7

2014 Google+ book discussion for [ArtMuseumTeaching.com](#) on *Multiculturalism in Art Museums Today*, appeared as an invited speaker, August 20

2013 M.A. thesis noted on [Incluseum.com](#), March 13

LANGUAGE PROFICIENCIES

English Native speaker

Spanish Native speaker

French Advanced reading, intermediate speaking and writing

Italian Intermediate reading, basic speaking and writing

PROFESSIONAL MEMBERSHIPS

Association of Art Museum Interpretation

American Alliance of Museums