



GAMG 2006

Georgia Association of Museums and Galleries Newsletter

Volume 27, Issue 1 SPRING & SUMMER 2006

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President's Message

David Dundee

What a great conference we had in Albany. We had outstanding conference hosts. We got to visit our hosts Tuesday and Wednesday evenings. Cheehaw Park hosted part of our progressive dinner with walk among exotic birds, black rhinos and many other animals. We toured the Civil Rights Museum and heard the Freedom Singers give us some insight to the roots of the Civil Rights Movement in Georgia that began in Albany. We got a "sweet" lecture on Bob's Candy at Thronateeska and a planetarium presentation too. We also managed to get a sneak preview of a new African art show at the Albany Museum of Art with food and music. In fact, one of the museum's patrons opened their lovely home to us for food and drink. Then Thursday night we had more food and martinis at the Riverquarium where our annual auction raising over \$1200 for the MUSE Program. We even found time to have three concurrent sessions running throughout the day and a pre-conference workshop on fund raising. Our keynote speaker was Doug Noble current director of Riverquarium and one of the founding fathers of GAMG. We had almost a dozen commercial exhibitors who helped underwrite the conference. We really packed so much into just a few days. So my profound thanks to all the attendees and especially to our local hosts. I would be remiss if I didn't also extend a special thanks to the Albany Convention and Visitors Bureau for all of their support and help. So put January 23-26, 2007 on your calendars now! St Simons is our next target for our annual conference. Pat Morris says she is determined to outdo Albany, it will be a hard act to follow, so don't miss it!

As we approach the summer of 2006, lots of things happening in GAMG land; I got to see a beautiful exhibit on Japanese wood block art and the art of Mary Cassatt opened in Macon, Chuck Close exhibit opened at the High Museum (very cool art, photography) and a wonderful exhibit of out door sculpture opened in Cartersville at the Booth Museum. New museum projects are percolating around the state; plans for the new Coke Museum and new Puppetry Arts Center in Atlanta, The new wing of the Telfair opened in Savannah, and just a little way down the coast the new Coast Guard Museum opened on St. Simons. The new building at the High is gorgeous! Don't miss looking up at the "sky scoops" on the fourth floor. Andy Ambrose took over the reins at the Tubman museum in Macon, and hopefully that Museum will open in its new location soon. Congress has declared 2006 The Year of the Museum.

Hopefully it will be a great year for all of us!



Administrative Director's Message

Gwen Leverette

On June 30, 2006 we will come to the end of fiscal year 2006 and what a year it has been. All elements have been implemented to get fiscal year 2007 up and moving in the right direction. The Articles of Incorporation have been renewed, as have our membership in our professional organization, AAM. Our Past President and newly elected President have met and orchestrated a smooth transition of presidential duties and we're off and running. The committee chairs have met with their various memberships and submitted their proposals to the Board for approval. The Professional Development Committee, chaired by Fred Sanchez, will host two workshops, the first to be held in mid-spring 06 and the second to be held in the fall of 07. The Long Range Planning Committee, chaired by Katie Anderson, is working at top speed to get the plans and preliminary drawings for the GAMG Tourism Map finalized. The Membership committee, chaired by Laura McCarty, has accepted the challenge to bring in 40 new or returning institutional members and the Program committee, chaired by Dudley Bluhm, is hard at work finalizing the plans for the 2008 Annual Conference in St. Simons Island. It is shaping up to be a very productive year and one we trust will have something to offer all of our GAMG members.

Please take a moment to make updates to your list of contact information for the GAMG officers and committee chairs. The complete list including contact information is available on the website.

In several past newsletter articles I have encouraged each of you to visit the website and this edition will be no different. Please take a few minutes to look over the information we have posted there. If you have an idea for additions or improvements, please contact the webmaster, Tom Bowden, tbowden@gsu.edu, or me at gamg@bellsouth.net.

In early fiscal 2007 you will be given your pass codes for getting into the "Members' Only" pages of the website. Those of you that supplied us with your email address will receive this information electronically. If we do not have an email address on file for you your information will be mailed to the address of record.



Long Range Planning Committee Update

Katie Anderson, Long Range Planning Committee Chair

One of the strategic initiatives of the Long Range Planning Committee is all about collaboration. We are developing a statewide map brochure that will mimic the tourism regions established by the state's tourism division. If your museum is an institutional member of GAMG, you will be included on the map with a free listing of phone, address, and website as well as a photo you provide. This map of Georgia's museums will be available at the state visitor's centers throughout the year.

One side of the map will show the state with each museum geographically placed. The other side will be available for advertising by member museums. This advertising is necessary to fund the map and is a great opportunity to reach a targeted audience. Be creative, work with other museums in your area to buy all or part of an ad panel. If you are interested in advertising in the map, please contact Katie Anderson at 678-908-7751.

We are also applying for a Marketing Co-op grant from the Georgia Department of Economic Development. We will be notified on July 5 if we receive the grant. We plan to have the map in place and ready to go as soon as we get the word on the grant. We have a strong proposal and feel confident that we will receive funding.

Make sure your institution is a member of GAMG today. The deadline for inclusion in the map is July 1st. If you are in a rural area, encourage other museums nearby to join as well. This will create a cluster of sites on the map . . . a destination!

What a great way to show the strength and diversity of Georgia's museums!

Travels through GAMGland

by David Dundee

First of all this is my last "Travels" column for a while. Since I'm writing the presidents column now, I don't want to bore everyone with too much verbage from one person. So any volunteers?

For my last column I wanted to share with you a delightful evening I had in Cartersville. I was invited to the opening of *Wild Ride* the art of Eric Strauss at the Booth Western Art Museum. Strauss is a local artist from Ellijay who likes to work in stainless steel, iron and brass. Outside the Museum was a herd of stainless steel horses and a few other sculptures. The outside sculptures are wonderful but my favorites were inside the museum, downstairs. These smaller metal sculptures were lovely, especially the *Garden Gate* complete with metal roses "growing" around the gate.

It was an excellent evening for an outdoor event, and the food was very yummy. An obvious benefit of being a member of the Museum, you get great parties in addition to western art.

I took the time to wander around the Museum; it's always interesting to wander around a museum a few years after opening to look for signs of aging or change. The Booth still looks new, the galleries are still immaculate and the collection is in great shape. By the time you read this article *Wild Ride* will have ridden out of Cartersville, but the good news it will be traveling around the state. Next stop Statesboro.



Board Bullets from the March 24 Meeting

- Treasurer reports that GAMG's 990 filings are almost up to date
- Proposed that GAMG establish a \$50,000 surplus so that we have over a year of operating money, in case of some monetary disaster. To do this we would charge the membership committee with adding 40 new institutional members to our membership list. Currently GAMG has assets currently of \$36,295.09.
- Two workshops will be offered: one in June on marketing and public relations and one on exhibits and labeling in the fall. Cost will be \$75.00 for members, \$125.00 nonmembers.
- MUSE committee is working on a database of individuals interested in providing consultancies. Also they will produce an information packet that will explain the services of MUSE.
- Membership committee is planning to purge the current membership database and list only active members. Lapsed institutional members will go into a separate database. The committee also wants to explore upgrading the current membership brochure.
- Newsletter print deadlines for 2006 are June 1, September 1 and December 1.
- Long range planning committee has received a lowest bid of \$32,000 for tourism maps. Selling of ads will generate a total of \$28,000 to offset the cost of this project.
- Our new SEMC representative, Bruce Smith, attended the SEMC Board Meeting in February. Bruce reminds everyone to send him information at semc@portcolumbus.org
- Next Board meeting June 26, at the American Museum of Papermaking.

Small Museum Administrators Committee - AAM

By: Katie Anderson (SMAC liaison to GAMG)

According to a recent survey, 75% of the museums in this country are small. The Small Museum Administrators Committee is a standing professional committee of the American Association of Museums dedicated to helping the professionals who run small museums. For the last three years SMAC has hosted a Small Museum day at the AAM Annual Meeting. Mindful of travel budget restraints, every effort is made to have the bulk of the SMAC-hosted sessions on this day along with a luncheon celebrating the successes of small museums across the country.

This year small museum sessions hosted by SMAC included:

- Extending the Reach of Small Museums Using Committee and Collaboration
- Small Museum Friendly Grants
- Education Program Models for Small Museums
- Take this Job and Love It: A Centennial Celebration for Small Museums
- Getting Tourists into Historic House Museums: Opportunities in Heritage Tourism
- Shoestring Solutions for Collections Storage
- Technology's No Tea Party for Small Museums
- Proven Models for Strengthening Small Museums



Audio tapes of these sessions are available for purchase at <http://www.aam-us.org/am06/index.cfm>. If you would like to learn more about SMAC, please contact Katie Anderson at 678-908-7751.



The American Association of Museums (AAM) is celebrating its 100th Anniversary this year. At the urging of AAM both the U.S. House of Representatives and the Senate recently passed resolutions declaring 2006 as the Year of the Museum. The State of Georgia also recognizes 2006 as the Year of the Museum.

Over 16,000 museums across the Nation preserve and share our history, art, science, and culture. 75% of these are "small" museums. With an annual attendance of 850,000 museums serve more people than professional baseball, basketball, and football combined.

AAM is focusing on advocacy this year to enhance public awareness of the importance of museums. The service we provide is not a luxury, it is a necessity. AAM is doing several things to help

promote museums. A documentary, based on the new book *Riches, Rivals and Radicals: 100 Years of Museums in America*, is airing across the country on public TV. It should air in Georgia in late July or August. Check this website for dates and times - <http://www.gpb.org/public/tv/schedule.jsp>.

More information, including suggestions for celebrating at your museum and PDF files of the congressional resolutions are available online at <http://www.aam-us.org/sp/yom/>. Share your plans for celebrating the Year of the Museum with GAMG and AAM!

Education Committee Update

by Rebecca Born, Education Committee Chair

Georgia Performance Standards 101

A quick poll showed that the majority of the museums asked thought that the most useful purpose of the education committee at this time was to address the new curriculum changes and how it will impact the museum community. In this first installment, I will explain some of the most explicit changes in the new curriculum.

First a little background, our old state standards are the Quality Core Curriculum (QCC), an external audit showed that this curriculum was "a mile wide and an inch deep". We, as a State, were trying to hit everything a little, rather than fostering true understanding in our subject areas. The QCC was (informally) prioritized, meaning there was a third that HAD to be taught, a third that should be taught, and third that would be nice if covered, but wasn't crucial. This means that large areas were never covered in many classrooms. Secondly, the QCC was "spiraled", as in each year you progress upward, but you cover many of the same things each year. This was necessary due to the scanty time spent on each subject. Lastly, the QCC was measured by the teacher "checking off" each standard, meaning if he/she touched on, he/she could check it off and be done with it.

The Georgia Performance Standards (GPS) are a whole other beast. First, this curriculum is not prioritized. Everything in the GPS must be taught and will be covered in the end of the year tests. Yes, there are much fewer standards, but they are very in-depth and all are considered crucial. Secondly, the GPS is laddered, rather than spiraled, meaning that each year will build on the last, but material will not be repeated. This is made possible by the thorough teaching of the year before. Lastly, the biggest key in the new curriculum is the name, Georgia Performance Standards. The standards are evaluated on student performance rather than teacher coverage. This is why all the material

will show up on the end of year test and this curriculum can be very scary to teachers. However, this performance can be judged in many ways, and in fact the Department of Education (DOE) is encouraging teachers to use means such as interpretative dance or other art forms to demonstrate understanding with their students. This is one of the first official steps I have seen the DOE take to embrace the multiple intelligences theory. We can all be glad of that!

Next installment, I will discuss how we can embrace the GPS and help teachers be more comfortable with it and integrate the GPS into our museum programs.

Advocacy Update

by Rebecca Born, Advocacy Committee Chair

Heritage Tourism in Georgia is taking a very interesting turn. Governor Purdue and Senator Jeff Mullis, have been spearheading a movement to increase tourism in Georgia. Is your local representative on board? It pays to find out. Heritage Tourism is big business in Georgia and we need to make sure we are participating in ways that make our state a vital and welcoming destination for visitors. Part of this is advocating for tax incentives and grants that will help preserve our material and cultural heritage. A portion of Perdue's long range plan is a complete governmental overhaul, he has in fact created a position that is over all property in Georgia. Think about that. It is not just all the office complex, and fleet cars, that is a tremendous cache of historic and cultural resources that need protection. Are you prepared to defend the economics of preserving the state park down the road?



ABANDONED PROPERTY ACT NOW LAW

Thanks to the work of Jan Selman and the ALL-GA network, Georgia now has a law for museums dealing with abandoned property. Senate Bill 432 - **The Georgia Museum Property Act** is a two-part bill. The first part declares 2006 as the Year of the Museum. Part two regulates loans to and abandoned property of museums and archives. The bill provides a process for establishing ownership of property loaned/abandoned to museums. It is seen as a pro-museum bill addressing all museums and archives throughout the state. This bill was changed to SB-195 and has been signed into law by the Governor. For more information on this and other museum related legislation, please visit the GAMG website for ALL-GA's recent report.

Set Your Museum on a New Course With Performance Management

The American Association for State and Local History's Performance Management program is a valuable opportunity to set your museum or historic house on a new course of measurement and planning—a course that will change how staff, volunteers, and board members define success.

Developed in partnership with the Center for Nonprofit Management of Nashville, Performance Management helps museums and historic houses implement positive institutional change. By participating in the Performance Management program, an institution can begin to measure success in terms of how well it meets visitors' wants and needs instead of through annual attendance totals, budget increases or cuts, or whether staff achieve internal goals and objectives.

AASLH tested and refined Performance Management over the past three years with twenty pilot museums and historic houses. Through the program's scientific visitor survey and resulting report, institutions receive insight into visitor satisfaction and opinions and gain valuable support material for strategic planning, fund raising, program development, marketing, and other projects. Moreover, program benchmarks allow participating museums or historic houses to compare their visitor survey results with institutions of similar size.

What can Performance Management do for an institution? It can help it:

1. Measure in a scientific and unbiased manner what visitors think and want;
2. Analyze results and target areas of improvement;
3. Integrate survey results into staff goals;
4. Include visitors' wants and needs in strategic planning;
5. Prepare for a capital or marketing campaign by identifying how visitors currently view the museum and what they value;
6. Provide valuable "hard data" for funding requests and grant proposals;
7. Support change requiring sensitive decisions;
8. Improve institutional image;
9. Prevent throwing money at issues that will not improve the museum's position with visitors;
10. Initiate positive change!

Member institutions receive the complete Performance Management package for \$3,500. For many museums, the fee can be paid over the course of two fiscal years. AASLH staff guide participating institutions through the nine-month program. Additional benefits are offered for ten or more museums or historic houses within a state or region or those administered by one agency that take part in the program as a "managed group." Sign up a managed group before September 1 and receive a 10% discount.

Performance Management groups begin in January and June of each year. Space is limited, so sign up early! For more information or to sign up, contact Cherie Cook, Project Director, at cook@aslh.org or 316.721.9956.



www.gamg.org

Check it out!

Incremental Standards Project Will Help Small- to Mid-Sized Museums and Historical Organizations

Across the country, small- to mid-sized museums and historical organizations are in need of help in determining how to improve their operations. The American Association for State and Local History, headquartered in Nashville, is working on a project to develop a voluntary standards program that will provide information on what the museum field considers appropriate standards for small- to mid-sized institutions.

AASLH is the recipient of a three-year IMLS grant for the project that will develop and pilot an incremental standards program and also create a training system to provide resources to institutions wanting to learn more about the standards and their implementation.

Currently, four committees are at work on the project:

1. Standards (made up of 7 teams for each of the core standards areas and their sub-teams; the teams will be announced in June 2006)
2. Structure and Process
3. Training and Assistance
4. Sustainability

Each committee has members drawn from the project task force, state and regional museum associations, state humanities councils, field service programs, and the field at large. The work of the project committees will build on the following general principals:



- Provide museums and historical organizations with a manageable step-by step approach for improving their operations that encourages them, rewards their progress, and empowers them to continue with additional assessments and seek additional training (at the state, regional, or national level).
- Enable history museums and organizations to work toward excellence one operational area at a time in order to achieve incremental improvement in professional standards. Organizations may opt to increase their capacity in a single operational area and work toward the highest level of achievement in that operational area before moving on to another area.
- Complement rather than compete with existing state, professional association, and specialty museum standards guidelines that pertain to history organizations and create a system that is synergistic with existing formal state standards programs, AAM's Museum Assessment Program, and Accreditation.
- Provide a professional development program that assists service providers in state, regional, and national service organizations as well as AASLH's own professional development services with planning and developing training programs that are targeted to help small organizations meet the standards.

The five core standards areas will be:

1. Mission, Vision and Governance
2. Management (divided into two sub-sections: financial/human resources and operations such as policies, facility upkeep, security, etc.)
3. Audience
4. Interpretation
5. Stewardship (divided into two sub-sections: collections and historic structures)

T. Patrick Brennan from the Georgia Trust for Historic Preservation is involved in the project as a member of the team that will develop the standards for preservation of historic structures.

AASLH staff member, Cherie Cook, is the project director. Cherie can be reached at 316.721.9956 or at cook@aaslh.org



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Send information or direct inquiries for submission deadlines to Katie Anderson, Newsletter Committee Chair & Editor. Katie can be reached at the Rome Area History Museum by phone at 706.235.8051 or via email kanderson@romehistorymuseum.com.

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GAMG membership & program inquiries:
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JOIN GAMG TODAY!

Institutional (based on budget size)

Budgets under \$100,000	\$ 50	includes 1 membership
\$100,001 – 250,000	\$100	includes 2 memberships
\$250,001 – 500,000	\$150	includes 3 memberships
\$500,001 – 750,000	\$200	includes 4 memberships
\$750,001 – 1,000,000	\$250	includes 5 memberships
more than 1 million	\$300	includes 6 memberships

Individual	\$50	Patron	\$500
Student	\$15	Sponsor	\$100

Name/Title _____

Institution _____

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