

GAMG 2014

Georgia Association of Museums and Galleries Newsletter

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President's Message

Catherine M. Lewis, Ph.D.



Dear GAMG Members,

It has been a busy and productive year, and I know we're all looking forward to some time off for summer. Museums and galleries often find June, July, and August to be as hectic as the school year with summer camps, weddings, and other special events. Each season has its challenges, but we all have to be prepared for the natural disasters that

could strike our communities and our institutions at any time.

In February 2014, the National Corvette Museum in Bowling Green, Kentucky, was victim to a giant sinkhole that consumed eight cars. General Motor's Bowling Green Corvette plant was across a highway less than a half mile from the museum. Such extraordinary events remind us of the importance of disaster planning for each of our institutions. Though we cannot anticipate every flood, tornado, or hurricane, we prepare for risks to our buildings, collections, staff members, and visitors. The American Alliance of Museums is an excellent source for preparedness, and this link is a great place to start: <http://www.aamus.org/docs/continuum/developing-a-disaster-plan-final.pdf?sfvrsn=2>.

It is wise to look at similar models in the field, but each plan should be unique to the institution it serves. "Universal staff participation in the creation of a unique disaster plan is essential. Simply 'adopting' a plan from a similar institution would not have created a body of critical knowledge among staff members in the absence of the actual document. Create a plan that, in addition to specific technical direction and procedure, has universal application." Courtney B. Wilson, *Covering Your Assets: Facilities & Risk Management in Museums*, 2006.

It is never too late to develop a plan if your institution does not have one, and it is always wise to update it annually to address changes in your facilities. We hope that our institutions will last long into the future, and a good disaster plan is one way to ensure that they do.

Happy summer to you all.

Best, Catherine Lewis, Ph.D.

Exec. Director of Museums, Archives & Rare Books

Administrative Director's Report



Michele Rodgers

I had the wonderful opportunity in March to attend "Museums United," a convening of over 100 individuals representing state, national and federal museum service organizations, to discuss the characteristics of a successful state museum association. The gathering, held at Crystal Bridges Museum in Bentonville, Arkansas, was coordinated by the American Alliance of Museums and IMLS and this group of associations reps had not been together in more than 20 years. Not only was it

meaningful to meet the various leaders of state associations, it was enlightening to learn of the activities these groups undertake. The gathering also reinforced the knowledge that our association is led by a dynamic board that is very supportive of the state's museums, galleries and cultural organizations.

The Museums United Working Group will disseminate a final summary report in the early fall, and I look forward to sharing it with GAMG membership.



NEWS YOU CAN USE

Nomenclature 4.0

Since its inception in 1978 many of us have come to use Chenhall's Nomenclature to categorize and organize our museum collections. Now in its third edition, the Nomenclature Task Force of AASLH is preparing to undertake a project to release Nomenclature 4.0, but we can't do it without your input and help! We are asking you, as the frontline of museum collections, to recommend new terms, alternative categories for objects, and new definitions of objects. It's easy to do and won't take but a few minutes and can all be done online. If you go to this link:

(<http://community.aaslh.org/nomenclature-submissions/>) you can choose the best option for what you'd like to submit and add information to the form, provide us with your contact information in case we have any questions or need to follow up with you, hit submit and you're all done. It's that easy! We are open to any suggestions you have and rest assured we give thought to each and every recommendation sent in to us.

If you have any questions, please feel free to contact me directly and I will try to answer your question(s) myself or share them with the Task Force to address them.

For a full list of AASLH's Nomenclature Task Force:

<http://community.aaslh.org/about-nomenclature/>

Thank you for your help and your time!

Jennifer Toelle, Registrar and AASLH Nomenclature Task Force Member Smoky Hill Museum | Department of the Salina Arts & Humanities P.O. Box 101 I 211 W. Iron I Salina I KS 67402-0101 p | 785.309.5776 f | 785.826.7414 e | jennifer.toelle@salina.org | smokyhillmuseum.org

Public Value of Museums Video

The American Alliance of Museums (AAM) has created a new video about the public value of museums, and would like to share it with you. AAM created this five-minute video from two compelling stories about the ways in which museums can change lives. Two of the featured individuals - 16-year old Simone Batiste and 8-year old Spencer Hahn - were the first two Great American Museum Advocates, honored during the Museums Advocacy Day events on Capitol Hill.

We invite you to distribute this video to your staff, your members, your board, and other community leaders to help demonstrate the essential role that museums play in all communities. Feel free to highlight it in your newsletters, on your website, on social media, or in other ways. We also invite you to show this video at your events and to encourage your members to celebrate their own exceptional museum visitors by sharing their stories<<mailto:communications@aam-us.org?subject=exceptional%20museum%20visitor>> with the Alliance.

Please let us know how you have used - or plan to use - this video, and please share any feedback<<mailto:communications@aam-us.org?subject=feedback%20on%20the%20video>> you get from your membership as to the usefulness and effectiveness of the video. If this video is a success in making the case for museums, AAM stands ready to produce more.

Session Proposals

2015 GAMG Conference
January 21-23, 2015
Statesboro, Georgia

Making Museums Matter: Innovation, Engagement, and Education

Please complete the following form and submit to Carissa DiCindio, *Curator of Education, Georgia Museum of Art* at cdcindi@uga.edu.
For questions call, 706-583-0111
by August 30, 2014.

I. Session Type:

- Workshop (Wednesday, January 21, 2015). For workshops, we strongly encourage hands-on activities and practical solutions to specific challenges or issues that will engage audiences for two-hours. The most successful presenters also prepare handouts for workshop participants. GAMG hosts three morning and three afternoon workshops.
- Session (Thursday-Friday, January 22 and 23, 2015). For sessions, we encourage presenters to focus on a theme or issues that will engage audiences for 1.5 hours. The most successful sessions represent a range of perspectives and blend case studies with practical strategies that have broad applications.

II. Session Title:

III. Description (100 words or less):

IV. Session or Workshop Chair:

Name:
Organization:
Address:
Phone:
Email:

V. Session or Workshop Participants: (Give the following info for each participant.)

Name:
Organization:
Address:
Phone:
Email:

VI. Technology Needs (please specify what resources you need for your session):

- Laptop
- Screen/Projector
- Internet Access

Student Interns Attend GAMG Annual Meeting

In addition to more than 100 museum professionals from throughout the state, six students in Public History or Museum Studies programs from three colleges attended the January GAMG Annual Meeting in Dalton as interns. Not only did these students assist with conference activities, they attended sessions and were able to network with museum directors, curators, education specialists, and vendors. Here's what Kennesaw State University student Mike Santrock had to say about the experience:

I wish to recognize the Georgia Association of Museums and Galleries for the opportunities they present students pursuing a career in public history and museum studies. While serving as a student intern at the recent GAMG annual conference in Dalton, I was able to benefit from the knowledge and experience of museum professionals from all over the state of Georgia; those who successfully drive "our" industry, both locally and nationally.

As a senior at Kennesaw State University studying American Public History, I have recently come to realize the importance of associating myself with professional organizations that exist "off campus" in order to further my goals. Toward this end, the GAMG conference delivered beyond my expectations! Not only was I able to increase my knowledge of museum strategies by attending lectures and workshops, but I was also afforded the opportunity to establish a state-wide network of contacts from whose practical expertise I will benefit in the future.

The members of GAMG welcomed the chance to share in the education and success of all the students who were in attendance. For this reason, I would recommend to any student whose ambition it is to work in the museum field, the importance of getting involved with GAMG early in their academic career. Using my experience as an example, the positive impact that attending the annual conference will have could not be overstated. Thank you for allowing me the opportunity to participate.



INVITE CONGRESS TO VISIT YOUR MUSEUM

Invite Congress to Visit Your Museum Week 2014 is August 9-16! The Georgia Association of Museums and Galleries encourages museums to start planning now. State and district work periods throughout the year are an ideal time to connect with your legislators at your museum. The American Alliance of Museums has created a step-by-step "How To" guide to help you get started.

The American Alliance of Museums "How To" Guide

August 9-16 is Invite Congress to Visit Your Museum Week 2014! The August state and district work period is a critical and ideal time to connect with your legislators at your museum. The Alliance makes it easy with this step-by-step "How To" guide.

Step 1

Find out **who represents you** in Congress.

Step 2

Send an invitation to your legislators' offices. Alliance TIP: Not the Director of your museum, but still want to get your museum involved? Perhaps a formal invitation to Congress shouldn't come from you, but instead from the Director or another colleague. This is a great opportunity to talk with the Director about why you think advocacy is important, and why you think participation in this field-wide effort will help your museum build important relationships and demonstrate to Congress the essential work of museums. Think of it as an exercise in "making the case"—and about how you can convey in a persuasive way why your museum shouldn't miss this opportunity.

Step 3

Follow Up with the office after sending the invitation.

Call the local office to find the name of the scheduler and call or email to follow up: "I've recently sent an invitation for Rep./Sen. _____ to visit my museum in August. Can I

_____ speak with your scheduler about this request?"

You can find the office's **local contact information**, or visit the **Congressional website** for local contact information. We recommend starting with the local office, but be aware that every legislator has their own scheduling process, so you may need to be flexible. Be specific about why you are calling and what you are asking the legislator or staff to do—namely, visit the museum.

Step 4

Continue following up until a meeting is scheduled. If the member of Congress is not available the week of August 9-16, offer alternate dates.

Step 5

Consider the message you want to convey and programs you want to emphasize, such as:

- What makes your museum essential to your community?
- How much of your **budget** is dependent on charitable giving?
- What "unexpected" community programs are you offering?
- What under-served populations are you reaching?
- Have you received any **federal grants**?

See our Charitable Giving, IMLS and Education Issue Briefs. Visit www.aam-us.org/advocacy for additional updated information about current legislation and issues affecting museums.

Step 6

Invite board members, volunteers and visitors who have been inspired by your museum to participate. Let them know what to expect during the visit.

Step 7

Tell us when the meeting will take place, or contact us with any questions you have.

Step 8

Make your case. **Complete an Economic Impact Statement and Educational Impact Statement** so you can share them during the meeting.

Step 9

Confirm details with the legislator's office and your colleagues, and be sure to invite local Congressional staff to join the member of Congress on his/her visit.

Step 10

Alert the media (before or after the visit) with photos, a press release, social media, etc. Members of Congress love media attention, so offer to coordinate with their office to maximize press coverage.

Step 11

Assign a staff person to take photos and notes during the visit to ensure proper follow up. Share the photos online or in your museum's next newsletter.

Step 12

Learn more about your members of Congress (their interests, committees, and priorities) through their official websites (www.house.gov or www.senate.gov), the internet and their social media. Also check out the Alliance's Legislative Record for 2013 (a members-only resource), so you can thank your legislators for any previous action to support museums.

History Organizations Represent Over Half of America's Active Museums

On May 19, 2014, The U.S. agency that is the primary source of federal funding for the nation's museums and libraries released a new estimate of the number of active museums in the United States. The Institute of Museum and Library Services (IMLS) announced that there are 35,144 museums in the U.S., more than double the agency's working estimate of 17,500 from the 1990s.

What is overwhelmingly powerful about the data is that fifty-five point five percent (55.5%) of those museums fall into the history category:

- **History Museums**

- **Historical Societies**

- **Historic Preservation**

- **Historical Houses and Sites**

"The empirical data shows what we in the field have always known to be true, the vast majority of America's museums and cultural sites are devoted to history. Yet history remains one of the most underfunded disciplines in the humanities," said Lynne Ireland, AASLH Council Chair and Deputy Director of the Nebraska State Historical Society.

"This report confirms our belief that history organizations are crucial and that history is at the center of America's cultural life. Together we must use this information to continue our advocacy and work for increased funding and recognition of history's relevance to our communities and nation."

To read the full release, including breakdown of active museums by discipline, please visit: http://www.ims.gov/government_doubles_official_estimate.aspx

GAMG



2014

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NEW AND RENEWING MEMBERS SINCE DECEMBER 2013

Institutional

Allman Brothers Band Museum
Augusta Museum of History
Cherokee County Historical Society
Chieftains Museum
Colquitt County Arts Center
Elberton Granite Association &
Exhibit
First African Baptist Church
Ft. Valley DDA/Main Street
Georgia's Old Capital Museum
Heritage Station Museum
Hickory Hill
Lucy Craft Laney Museum
Marietta Fire Museum
Marietta Museum of History
Morris Museum of Art
Museum of Colquitt County History
NE Georgia History Center
Rose Lawn Museum
Shields-Ethridge Farm

Smyrna Historical Society and
Museum
Uncle Remus Museum of Eatonton

Individual/Student

Sharon Frost

GAMG

INFORMATION ON BECOMING A MEMBER

Georgia Association of Museums and Galleries is comprised of more than 200 members including individuals, businesses and art, history, natural history, and science museums.

We are open to all non-profit museums, galleries, history centers, science museums and museum associations dedicated to the development and implementation of professional museum practices.

If you are interested in becoming a member or are interested in the exceptional benefits GAMG has to offer, please visit:

www.gamg.org for more information.