

Spring 2021

gam *essenger*

Georgia Association of Museums



Statesboro, Host City for GAM Conference 2021

From the President

Happy Spring, GAM Members!

It is hard to believe that we are already several months into 2021. As the new year dawned, the effects of the COVID-19 pandemic were still felt nationwide, our personal and professional lives blurred together due to working from home, the nation continued to come to terms with issues of systemic racism, and the traumatic events that unfolded in Washington, D.C. left many of us in a state of shock. While these issues continue to weigh heavily on all of us, I do have hope that the tide will soon turn towards a new normal that will allow us once again to engage our audiences outside of the virtual arena.

Museums are unique in our ability to adapt and overcome challenges. Many of us have moved to remote/virtual operations while dealing with massive budget cuts, staff losses, and even the ability to be present in our spaces. Through it all, our missions have continued to be met and our communities have benefited from our work. Soon we will fully reopen our spaces, evaluate what the last year has wrought, and look to the future. We will all get through this together and the field that emerges will be more adaptive to change, inclusive of all community members, and more comfortable with the use of technologies across all departments.

As a way to come together to discuss this new normal, we hope that you will join us in person or virtually at this year's GAM conference in Statesboro and via Zoom April 26-28. In this issue, you will find more information on the conference, especially the steps we are taking to ensure members are able to engage safely. I want to thank our host committee in Statesboro, the GAM Board, and all those who submitted session proposals for their work in preparing for this conference.

In closing, I hope that you and your families continue to remain safe and well. Brighter days are ahead, and I am so proud to be a part of our state's outstanding community of museum professionals.

Sincerely,

Matthew Davis





Zooming to The Hill: Museum Advocacy 2021

As museums assess their financial situations a year into the COVID-19 pandemic, advocating for robust funding and support of museums has never been more important. On February 23, eleven Georgia museum advocates joined more than 600 colleagues from across the U.S. for Museums Advocacy Day, sponsored by the American Alliance of Museums. The virtual format inspired record turnout, and though the thrill of rushing to meetings on Capitol Hill was absent this year, museum employees and supporters used each Zoom meeting to discuss policy priorities in even greater detail with Congressional staffers and elected officials. A full day of nonpartisan training sessions hosted by AAM prepared advocates to become experts on a variety of issues. This year's three key asks were:

COVID-19 economic relief, including the expansion of the newly announced Shuttered Venue Operators Grants administered by the Small Business Administration, and easier access to the Paycheck Protection Program (PPP) for nonprofits.

Robust funding of the Office of Museum Services within IMLS (Institute for Museum and Library Services) as well as the NEA (National Endowment for the Arts) and NEH (National Endowment for the Humanities).

Tax policy reforms, including the permanent extension of the \$300 charitable deduction for non-itemizers temporarily authorized in the CARES Act, as well as the passage of the Artist-Museum Partnership Act, which would enable artists to donate their work to museums with full tax deduction benefits based on fair market value.

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Speaking to at least half of Georgia's Congressional offices, advocates had productive discussions on how museums benefit our local and state economies, as well as why museums are critical partners for our local communities. Many thanks to these offices, as well as advocates Matt Davis (representing GAM), Lois Carlisle and Jessica VanLanduyt (Atlanta History Center), Deitrah Taylor (Southeastern Museums Conference), Rebecca Bush, Shiv Desai, and Marianne Richter (Columbus Museum), Lynette Rickman (HeritageRail Alliance), Kelly Paras (National Society of The Colonial Dames of America), and Georgia natives/out-of-state students Matthew Marino and Scarlett McCullough.

If you are interested in attending next year's program or learning more about how you can advocate on behalf of the museum field, please visit <https://www.aam-us.org/programs/museums-advocacy-day/>.

Extra!
Extra!

Do you have institutional news or notes on happenings in the museum field you'd like to share with fellow GAM members?

Submit your items of 100-500 words to Rebecca Bush, GAM Newsletter Chair, at rbush@columbusmuseum.com



DEAI Corner: *Volunteer Edition*

Museums of all sizes know that volunteers are key to our success. Volunteers educate visitors, cover museum shop registers, staff special events, and serve as our biggest cheerleaders and community ambassadors.

COVID has forced many institutions to pause or reconfigure volunteer activities, and as we return to the “new normal,” volunteers may reassess their capacity to serve. If your museum is anticipating a decrease in volunteers, consider this an opportunity to reevaluate. How are you striving to build or rebuild a more effective and inclusive volunteer program? Here are a few tips to assess your volunteer program through a DEAI (Diversity, Equity, Accessibility, Inclusion) lens. There is no quick fix to developing a more diverse base of volunteers, but the more you focus on developing inclusive practices, the more your whole organization will benefit.

Own your organization’s truth.

Before you recruit new volunteers, ask yourselves these questions:

- ▶ What does volunteer diversity look like to my organization? Is it younger volunteers, racial diversity, bilingual docents?
- ▶ What is the goal of volunteer diversity? Is it to represent the populations you serve or bring in new voices?
- ▶ Is your organization committed to an inclusive organizational culture on all levels? Take a look at your board and staff. If there is a lack of diversity there, your volunteer base likely looks the same and any volunteers who check “diverse” boxes might view themselves as token recruits.

Remove barriers for potential volunteers.

Examine your volunteer job descriptions. Is the language needlessly exclusionary, such as being able to lift 20 pounds when giving tours? Assess and change that language, or create new volunteer opportunities that have fewer physical ability requirements.

Check your volunteer handbook for policies that might alienate volunteers. For example, does your dress code focus more on women? Assess these policies’ purpose and how they could be made more inclusive. If you ask your volunteers to wear museum-branded apparel while onsite, provide the clothing at no cost or give volunteers a significant discount.

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Check your tech.

COVID has made most of us Zoom pros, but how are your volunteers handling all these virtual meetings? Volunteers with less computer literacy may need more support. Offer to hold in-person (if possible) or live online training classes to make volunteers more comfortable with the switch. Provide a variety of formats (visual, auditory, interactive), and create training videos to enhance learning and access.

Support volunteers of all backgrounds when planning appreciation activities.

Facilitate ticket swaps between your institution and other local museums. This is meaningful to volunteers who might not be able to afford such outings and also removes the pressure of attending a volunteer appreciation event on a weekday when younger volunteers may be working or in school.



GAM GOES VIRTUAL

In January, more than 25 GAM members gathered on Zoom for a statewide conversation about resolutions, resources, and accountability. Members identified current challenges and solicited feedback from the group. Topics included frontline staff safety, digital programs, summer camps, visitor accessibility, support for artists, and donor engagement. The meeting concluded with a discussion on self-care, and participants were encouraged to stick around for a well-deserved happy hour.

Our discussion, "Museum Resolutions: No Gym Membership Required," was part of a new GAM initiative to gather members for quarterly virtual conversations. Virtual meeting platforms are changing the way we communicate, learn, and connect. GAM is taking advantage of these accessible and user-friendly platforms to provide a virtual component to this year's conference.

GAM members unable to attend the April conference in person will be able to participate virtually during live-streamed sessions via Zoom. If you are unable to travel to Statesboro, sign up for the virtual conference. Access is just \$50, with 20% of each registration benefitting the MUSE program. From the comfort of your office or couch, join us in Statesboro in April!



Conference Update

Join us in Statesboro, Georgia on the campus of Georgia Southern University! The Statesboro Convention and Visitors Bureau and the Georgia Southern University Museum welcomes the 2021 annual meeting of the Georgia Association of Museums April 26-28, 2021. Statesboro and Bulloch County are steeped in history and appreciate tradition, yet the communities also have long encouraged education and innovation – a perfect place for the museum community of Georgia to gather, learn, share, and revive.



Sessions and workshops will take place in the Russell Union at Georgia Southern University. This wonderful facility will provide a central location for attendees and vendors to meet in person along with the technology to connect with virtual conference attendees.

True to GAM tradition, a great slate of evening events awaits, this year with a focus on the great outdoors! For those arriving on Sunday, there will be a casual dutch-treat mixer and EMP happy hour on the patio of Eagle Creek Brewing Company. On Monday night, attendees will have the opportunity to visit three local institutions supported by Georgia Southern, each of which have recently reopened after major renovations and expansions: the Botanic Garden with a new entrance and expansion; the Center for Wildlife Education and Lamar Q. Ball Raptor Center with its new Waterfowl Observation Deck; and the Georgia Southern University Museum, reopening after a complete renovation and expansion of its permanent exhibits. On Tuesday, we look forward to GAM's annual dinner and MUSE auction at the Statesboro Convention and Visitors Bureau, home of the Museum on Main.



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The Home2 Suites will be the host hotel. Just two miles from Georgia Southern University, it is within walking distance of popular restaurants and shops. The spacious studio and one-bedroom suites offer all the comforts of home including free wifi, living and sleeping areas, and a well-equipped kitchen complete with a full-size refrigerator, dishes, microwave, and flatware.



We look forward to seeing you in person and virtually in Statesboro!



GAM 2021 Conference FAQs

Virtual or in-person?

Both! We are moving forward with plans for a hybrid conference, where people may choose to join sessions via Zoom or attend masked, socially distanced sessions at Georgia Southern University in Statesboro. Though there will be outdoor events at museums in Statesboro, all traditional sessions will be available in either format.

Can I present a session virtually? Are you still accepting session proposals?

YES and YES! Session proposals may include virtual or in-person presenters, or a mix of both. Hosting a hybrid conference means hybrid presentation methods, which GAM fully supports. Submit your proposals at <http://www.gamg.org/conference.html>

What safety precautions will be in place in Statesboro?

All GAM session attendees will be required to wear masks correctly and maintain six feet of social distance from others. Session rooms will be set up with limited capacities of 14-20 people each. (One benefit: No sitting on the floor this year!) The campus of Georgia Southern University is fully equipped with hand sanitizer stations, PPE, and other safety measures. Most evening events will take place outside, and safety precautions will be enforced. Each room at the conference hotel, Home2Suites, offers a kitchenette and free wifi, offering more opportunities to relax in your own space. (Call 912.259.1900 and mention GAM to reserve your suite at the conference rate of \$96/night pre-tax!)

What are some of the current sessions?

New Developments in Statewide Emergency Response
for Cultural Heritage Organizations
Maximizing Divergent Voices for Community Projects
EMPs: Certified Geek, 5 Days a Week (Working As Professionals)
Fresh Eyes: Building Connections through Remote Projects

What are the costs?

In-person conference registration is \$175, a discounted rate from recent GAM conferences. Virtual registration is \$50 for full access to all traditional sessions. To further help our members, \$10 of each registration will go toward MUSE, GAM's free museum consultation service.

Members have the option of switching from in-person to virtual up to the start of the conference. If you switch from virtual to in-person, the difference would be due at the registration desk. If you switch from in-person to virtual, a refund will be given or you will have the option to donate the balance to the MUSE program.

Keep an eye on www.gamg.org/conference.html for more updates, and submit those session proposals!

MEMBERSHIP STATUS

- I am a member of GAM, Member type: (check one)
 - Individual
 - Associate
 - Institutional Representative
- I am not a member of GAM but wish to join
- I am renewing membership with registration

PERSONAL INFORMATION

(PLEASE PRINT. INFORMATION WITH AN* WILL APPEAR ON YOUR BADGE)

First Name* _____ Last* _____
Job Position/Title* _____
Institution/Affiliation* _____
Mailing Address _____
City _____ County _____ State _____ ZipCode _____
Daytime phone _____ E-mail _____

REGISTRATION FEES AND MEAL COUNT

>>>Please check each event you will be attending<<<

- Full Conference **In Person** Registration (before 04/09/21) \$175.00 member; \$235.00 non-member
- Full Conference **In Person** Registration (after 04/09/21) \$195.00 member; \$255.00 non-member
- Full Conference **Via Zoom Video Conferencing** \$50.00 member; \$70 non-member
- I will attend **In Person** Monday Only: \$110.00 available to members only
- I will attend **In Person** Tuesday Only: \$110.00 available to members only
- I will attend **In Person** Wednesday Only: \$110.00 available to members only
- Student Registration: Full Conference **In Person** registration: \$150.00
- I am attending as a session **Presenter Only**: No Charge. Monday Tuesday Wednesday

MEALS (It is very important that you complete this section!)

>>>Luncheon limited to 50 people<<<

- I will attend the Progressive Dinner Monday Night Vegetarian or Special Meal
- I will attend the Exhibitor Luncheon on Tuesday Vegetarian or Special Meal
- I will attend the Auction Social on Tuesday Night Vegetarian or Special Meal
- I will attend the Awards Luncheon on Wednesday Vegetarian or Special Meal

- I will have _____ guest(s) attending the Exhibitor Luncheon \$25.00 each person
- I will have _____ guest(s) attending the Awards Luncheon \$25.00 each person
(No charge for Award recipient or if you are registered for full conference)

Registration Fee \$ _____ Membership Fee \$ _____
Guest Fee \$ _____ Total Due \$ _____

PAYMENT METHOD: Cash - On-site. Check (Payable to Georgia Association of Museums)
Paypal - available at www.gamg.org

REGISTRATION INSTRUCTIONS

Each registrant (***including session presenters***) must submit a registration form.

REGISTRATION RATES

The pre-registration rate is \$175.00 and must be received on or before April 9, 2021. Mail to GAM, ATT:Michele Rodgers, P.O. Box 2133, Marietta, GA, 30061. You may also register online at www.gamg.org. The rate for registration after April 9, 2021 is \$195.00.

The on-site registration rate is \$195.00 for members. You may also join GAM or renew your membership with your pre-registration or at on-site registration. The single day registration rate is \$110.00 per day for GAM members.

Full-time students may register for the full conference at the student rate of \$150.00 if the registration form is accompanied by a copy of a current university/college ID or a letter from the university/college indicating full-time enrollment. Ask about special student day rate.

Spouses attending conference sessions must register. Spouses participating in the meal events are required to pay as follows. Breakfast \$25.00, Lunch \$25.00, Dinner \$25.00, Awards Luncheon \$25.00

Conference sessions, unless otherwise noted, will be held at the Russell Union, 85 Georgia Avenue, Statesboro, GA, 30458 and the Williams Center Multipurpose Room, 74 Georgia Avenue, Statesboro, GA, 30458.

MEMBERSHIP CATEGORIES

Student: \$15 Individual: \$60 Individual whose institution is a member: \$25 Sponsor: \$110

Institutional Membership: Sliding scale based upon annual operating budget:

\$0 - \$100,000: \$60

\$100,001- \$250,000: \$110

\$500,001 - \$750,000: \$210

\$750,001 – 1 million: \$260

More than 1 million: \$310

CONFERENCE HOTEL INFORMATION

Home2 Suites by Hilton

1576 Brampton Avenue

Statesboro, GA 30458

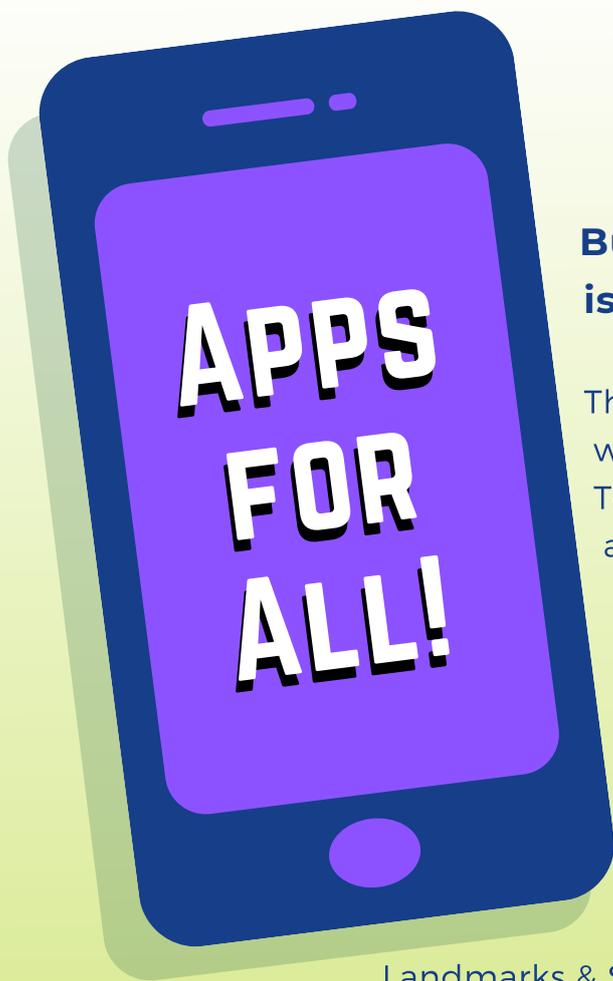
912-259-1900

Mention GAM to receive conference room rate of \$96.00 plus taxes and fees.

Rate guaranteed through April 11, 2021.



Don't forget to bring items for the auction to benefit the MUSE program!! Gift baskets, original art, jewelry, pottery, and locally made items are top sellers.



Building a mobile application isn't just for big museums anymore!

The Sautee Nacoochee Community Association won a 2020 Southeastern Museums Conference Technology Bronze Award for the mobile app and brochure, "The Heart & Heritage of the Northeast Georgia Mountains."

The app is available to both Android and iPhone users, providing maps, directions based upon location, and an audio guide to critical points of interest. In conjunction with the app, a 12-panel, full-color brochure, Explore Helen & Sautee, was created for the

Landmarks & Sites tour for those that do not have phone access or choose not to download the app. Four tours are currently offered within the app: Landmarks & Sites, Plein Air: Outdoor Vistas, Folk Potters of Northeast Georgia, and Local Pottery Shops. Several additional tours are planned. The application can be downloaded from <https://snca.org/explore-Helen-GA/intro.html>.

As technology gains importance throughout the museum field, expectations and standards were exceptionally high for 2020 applicants. The SEMC Technology Competition received a record-breaking number of applications, and winning entries were expected to demonstrate innovation, effective design, accessibility, creativity, and recognition of institutional identity. To learn more about the SNCA's experience creating an app, contact Patrick Brennan at Patrick@snca.org or 706.878.3300.

We applaud all GAM members who received recognition in SEMC's 2020 competitions, including Atlanta History Center, Emory University Libraries, Georgia Museum of Art, Museum of History and Holocaust Education, SCAD Museum of Art and Telfair Museums.



New & Renewing Members

Since December 2020

Institutional

ATHICA

Atlanta Police Foundation

DeKalb History Center

Emory University Libraries

Georgia Museum of Art

Georgia Museum of Agriculture & Historic Village

Hickory Hill

Isaiah Davenport House Museum

Jeff Davis County

Jimmy Carter Library

Lyndon House Arts Center

Museum of Arts & Sciences

Polk County Historical Society

Southeastern Quilt & Textile Museum

The Southern Museum

TRR Cobb House

Individual

Virginia Howell

Harry Smith

Margaret Sommer

Frank Walsh

Extra Ordinary: Magic, Mystery and Imagination in American Realism

February 27 – June 13, 2021



GEORGIA MUSEUM of ART

UNIVERSITY OF
GEORGIA

Ivan Albright (American,
1897 – 1983), "The Mirror:
Self-Portrait in Georgia,"
1971. Oil on panel, 16 × 12
inches. Myron Kunin
Collection of American Art,
Minneapolis, MN.

Ivan Albright 1971

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Michele Rodgers at gamg@gamg.org
for pricing. ● ● ● ● ● ● ● ●



Upcoming Grant Opportunities, or Show You the Money!

Georgia Humanities: Twice a year GH awards grants of up to \$2,500 for a range of cultural programs, including exhibits, walking tours, and lectures, that bring the public together and strengthen communities through dialogue around humanities topics. Applications for the spring grant cycle are due March 30 for projects beginning on or after May 25. GH will accept rough drafts for feedback up to March 16. For full guidelines, visit <https://www.georgiahumanities.org/grants/>.

Georgia Council for the Arts: Stay tuned for information about Vibrant Communities Grants, available in July. More information for all grants is online: <https://gaarts.org/what-we-do/grants/>.

Board Nominations

Annual conference attendees, whether in-person or virtual, will vote on a new slate of board members to help lead GAM at this key moment. More information about nominees and voting procedures will be forthcoming via email and Facebook – stay tuned!

Board Members 2021

Rachel Bragg, Treasurer
DeKalb County
678-598-0359
rbragg1@gmail.com

Marcy Breffle
Historic Oakland Foundation
404-688-2107
mbreffle@oaklandcemetery.com

Rebecca Bush
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706-748-2562
rbush@columbusmuseum.com

April Moon Carlson, Secretary
msaprilmoon@gmail.com

Matt Davis, President
Georgia's Old Governor's Mansion/
Sallie Davis House/Andalusia
478-445-4545
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Virginia Howell
Robert C. Williams Museum of
Papermaking
404-894-5726
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Mary Wilson Joseph
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Michael Lachowski
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706-542-9078
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Christa McCay
Marietta Museum of History
770-794-5726
cmccay@mariettaga.gov

Ephraim Rotter, Vice President
Thomas County Historical Society
229-226-7664
Ephraim@thomascountyhistory.org

Jose Santamaria, Past President
Tellus Science Museum
770-606-5700
joses@tellusmuseum.org

Rick Spears
Fernbank Science Center
678-874-7115
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Holly Wait
National Civil War Naval Museum
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