

MAP and CAP

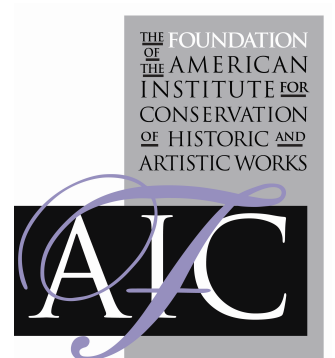
Assessment Programs for Small and
Mid-Sized Museums



**American
Alliance of
Museums**



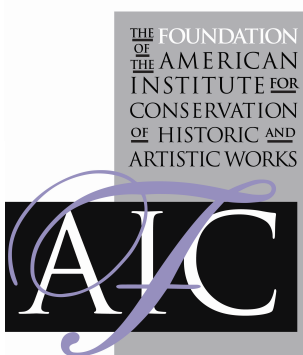
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Collections Assessment for Preservation (CAP) Program



Tiffani Emig
CAP Coordinator
Foundation of the American
Institute for Conservation of Historic
and Artistic Works (FAIC)



MAP and CAP

Assessment Programs for Small and
Mid-Sized Museums

- I. What is the Museum Assessment Program?
- II. What is the Collections Assessment for Preservation program?
- III. How do I find the right program for my museum?
- IV. Q & A



MAP and CAP

Assessment Programs for Small and
Mid-Sized Museums

Why assessments?

- Improve professional practice
- Re-energize board and staff
- Foundation for planning
- Non-judgmental support





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Champion Museums. Nurture Excellence.



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Danyelle Rickard
Museum Assessment Program Officer
American Alliance of Museums





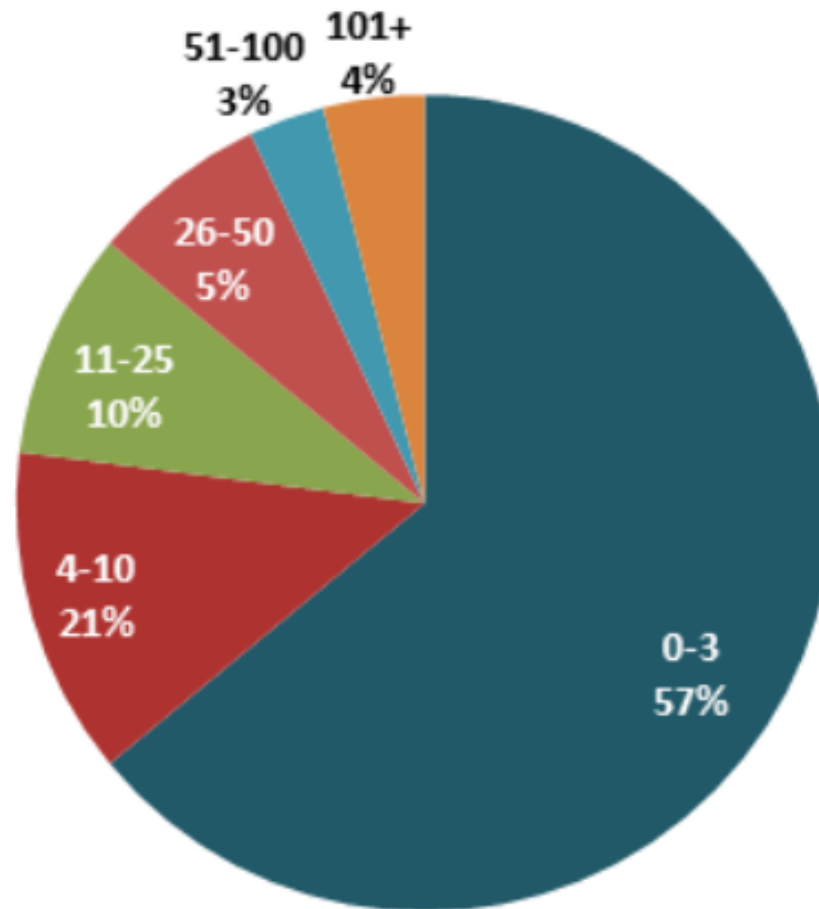
American
Alliance of
Museums

AAM proudly represents 30,000+ museums (from art to zoos!) and museum professionals





Member breakout by staff size





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We champion museums by communicating their
value and impact through advocacy



\$21 Billion a Year

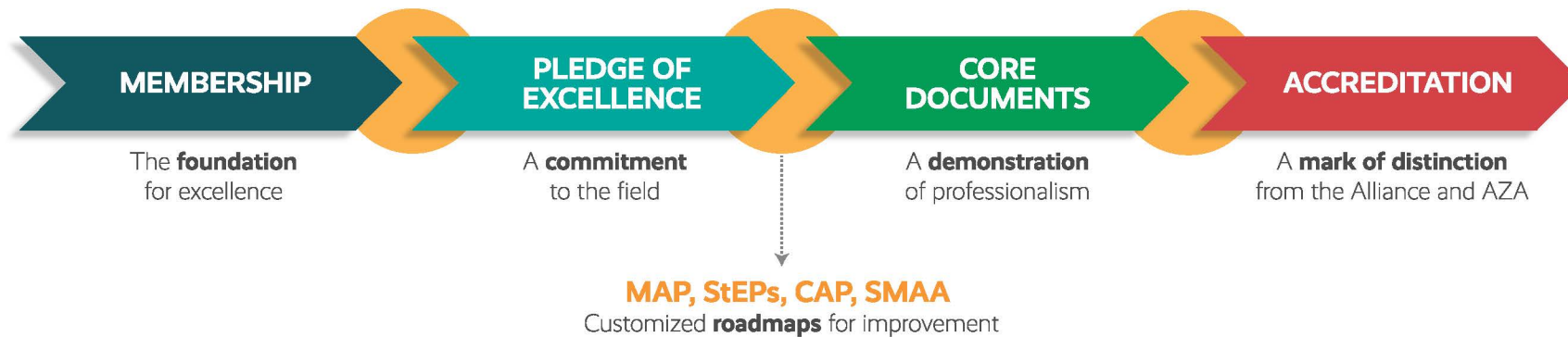
The amount museums contribute to the U.S. economy annually





The Continuum of Excellence

Supporting and celebrating your museum's commitment to standards





The Museum Assessment Program Is...

- **Consultative**
- **Self-Assessment**
- **Peer Review**
- **IMLS funded**
- **1 year**



Assessment Types

- **Organizational**
- **Collections Stewardship**
- **Community Engagement**



Impact & Results

**Aligned
Mission-
Operations-
Resources**

**New
policies &
plans**

**More
engaged &
educated
Board**

**Increased
fundraising
success**

**Stronger
community
relationships**



Eligibility

- At least one professional staff or FTE
- Nonprofit (private or public)
- Located in a U.S. state or territory
- Open at least 90 days a year
- Cares for/owns/uses tangible objects

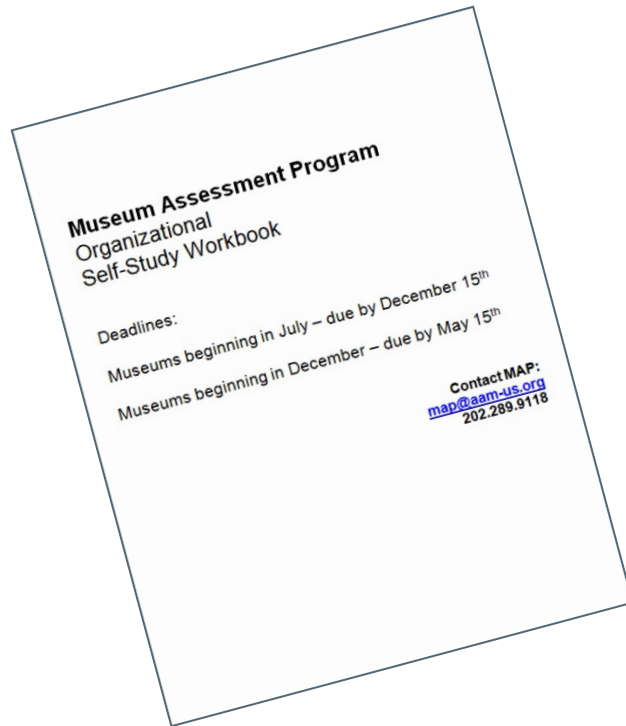


Costs

Operating Budget	Fee
\$125K or less	FREE
\$125,001 and \$400K	\$350
\$400,001 and \$1M	\$550
Greater than \$1M	\$750



The Self-Study Workbook

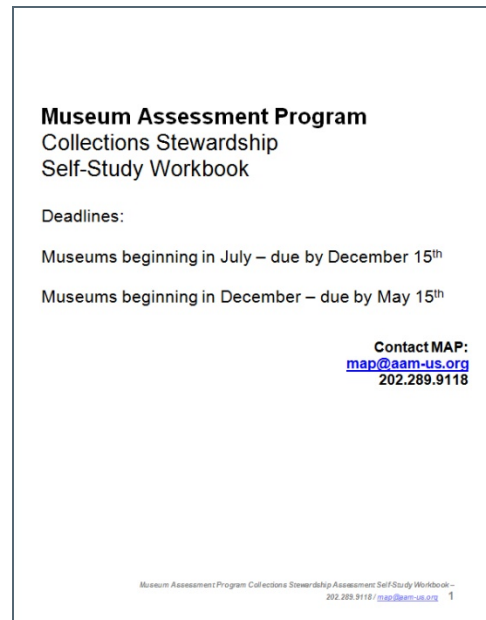


**Museum Assessment Program
Organizational
Self-Study Workbook**

Deadlines:

Museums beginning in July – due by December 15th
Museums beginning in December – due by May 15th

Contact MAP:
map@aam-us.org
202.289.9118



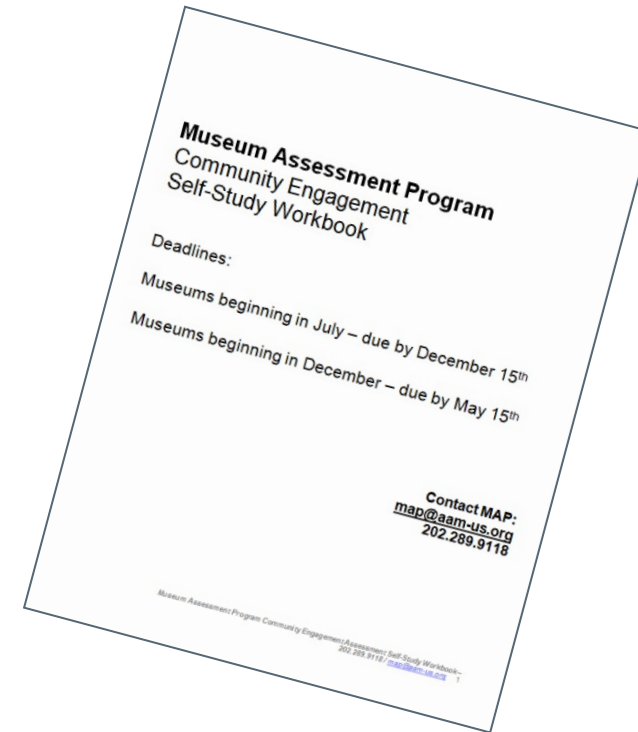
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Museum Assessment Program Collections Stewardship Assessment Self-Study Workbook –
202.289.9118 / map@aam-us.org 1



**Museum Assessment Program
Community Engagement
Self-Study Workbook**

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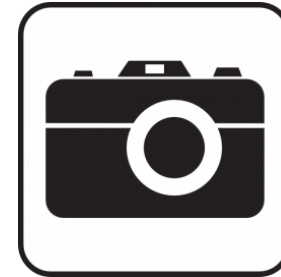
Museum Assessment Program Community Engagement Assessment Self-Study Workbook –
202.289.9118 / map@aam-us.org 1



The Report

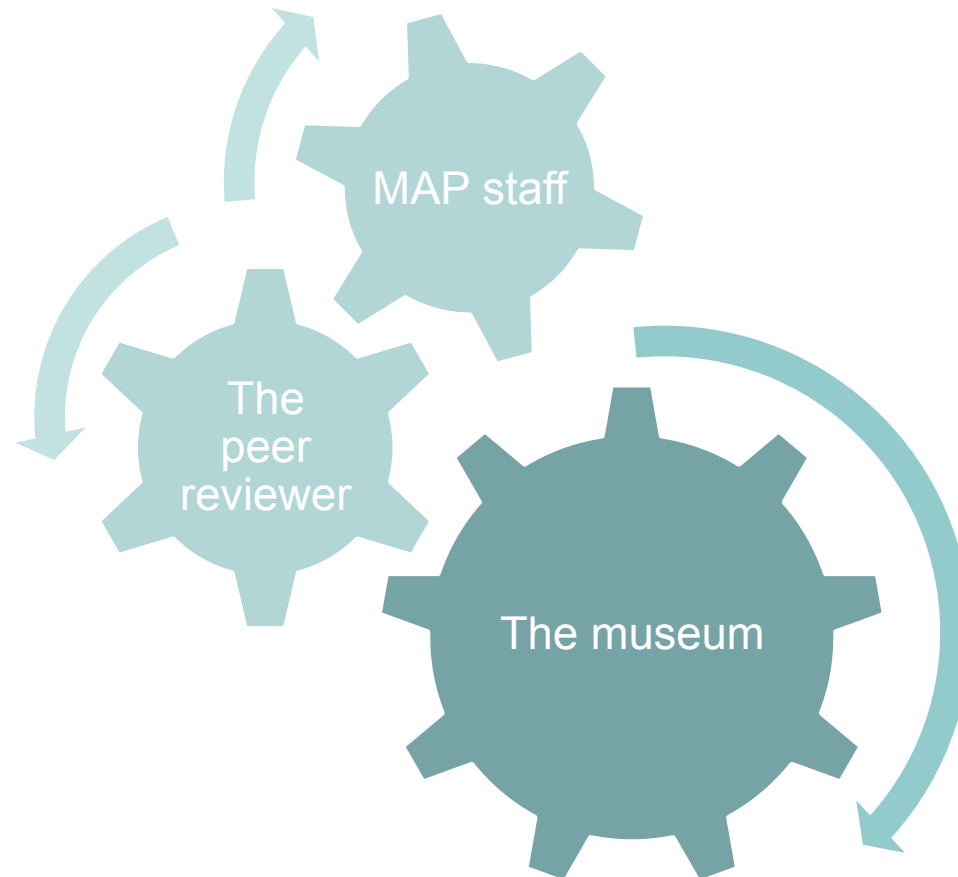
(what to expect)

- An honest snapshot
- Not all rainbows and unicorns
- Manageable recommendations and resources





The Players





AAM Peer Reviewers

- Volunteers
- MAP & Accreditation
- Review materials
- Conduct site visits
- Write reports



Qualifications

- 5 years experience
(decision-making authority)
- Knowledgeable about standards, ethics, practices, operations
- Engaged beyond own museum



Qualifications

- Good communicator
- Critical thinker
- Committed to the highest ethical standards and level of professionalism



Benefits

Learn

Network

Give back

**Professional
development**



Time and Cost

- ~40-60 hrs per assignment
- AAM reimburses expenses
- MAP: \$400 honorarium
- Keep online profile & availability up-to-date



Children's Museums
University Museums
Specialized Museums
Zoos & Aquariums
Science Centers
Nature Centers
Botanical Gardens
Art
History



Impact of MAP



“Participating in MAP has been among **our best decisions**. MAP has given us the **depth of knowledge** needed to develop a plan for the museum’s **long term viability and sustainability**.”

- Jamie Berry, Director, Toy & Miniature Museum of Kansas City



Application

- Email MAP at map@aam-us.org to have your name added to the notification list



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Learn more

www.aam-us.org/map

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MAP Questions?

Collections Assessment for Preservation (CAP) Program

Supports general conservation assessments for small and mid-sized museums.

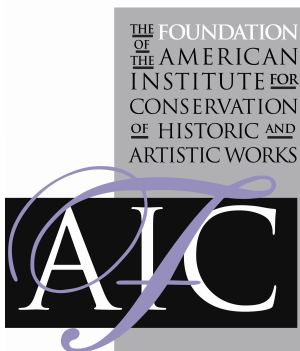




The CAP Program

Supports general conservation assessments for small and mid-sized museums.

Goal: Provide specific recommendations for improving the care of your collections.

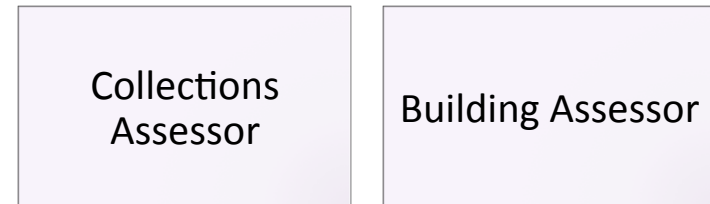


The CAP Team

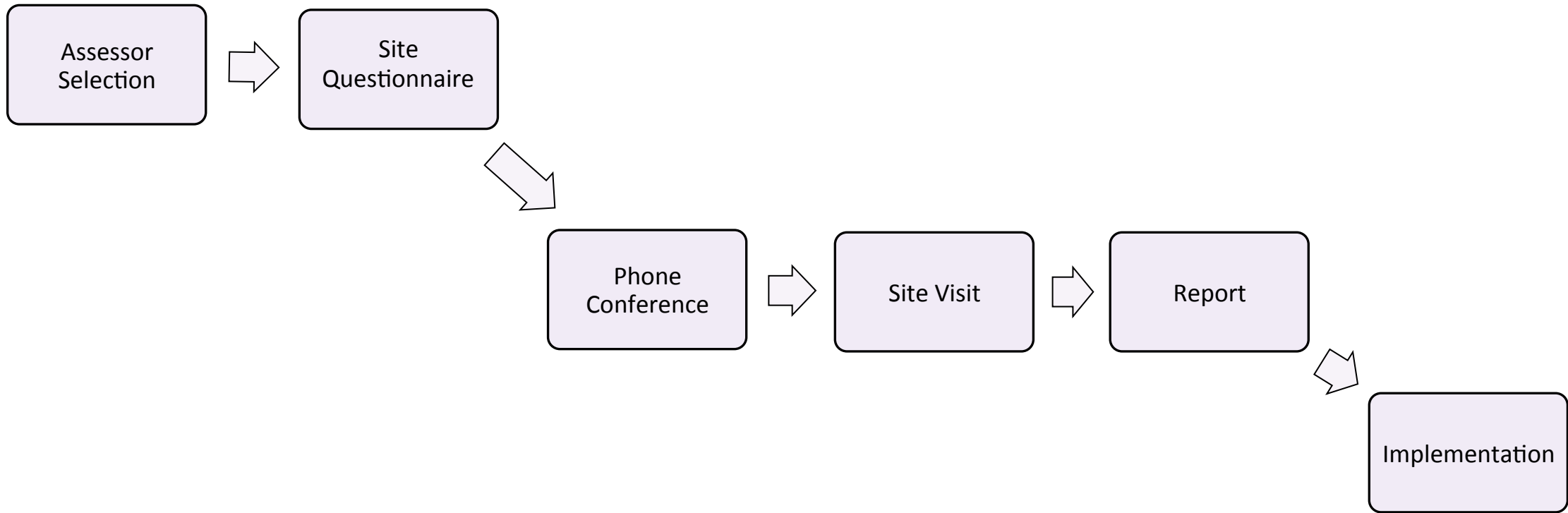
Museum



Outside Consultants



How does it work?



Sample CAP Executive Summary

Critical

- Develop a written collections management policy

High Priority

- Caulk gaps around windows to prevent water, air, and pests from entering the building.

Medium Priority

- Install UV filters over light fixtures in areas that house or display collections.
- Rotate items on display at least every 6 months to reduce exposure to light.

Low Priority

- Plan and fundraise to add a full-time collections manager



How can CAP help museums?

- Provides a path forward



How can CAP help museums?

- Provides a path forward
- Shows evidence of need for grant funding



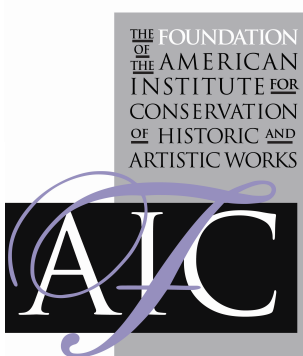
How can CAP help museums?

- Provides a path forward
- Shows evidence of need for grant funding
- Outside prospective -> improved board support



Eligibility

- Size: Reviewable in 2 days
- Nonprofit or unit of state, local, or tribal government
- Located in the United States
- Own objects and make them available to the public
- At least 1 full-time staff member (paid or unpaid) or 1 FTE



Allocations

Annual Budget of the Institution	Allocation Per Assessor
Less than \$250,000	\$3,900
\$250,000 to \$750,000	\$3,700
More than \$750,000	\$3,500

2018 Program Cycle

November 1, 2017 –
February 1, 2018



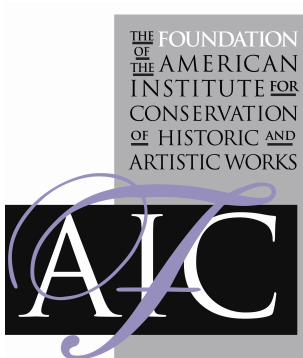
Learn more

www.conservation-us.org/cap

Join our notification list

Email temig@conservation-us.org

Tiffani Emig
CAP Program Coordinator
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temig@conservation-us.org



CAP Questions?

	MAP	CAP
Program focus	Organizational; Collections Stewardship; or Community Engagement	Collections care
Internal or with outside consultants?	Internal, followed by external peer reviewers	External assessors
Time to complete	1 year	Less than 1 year
Final product	Self-completed workbook and report from peer reviewer	Report from assessors