

Michigan Museums Association

Board of Directors AGENDA

December 12, 2014 1:00* to 3:00

Ann Arbor

University of Michigan, Palmer Commons

6th floor, boardroom #1



*With an emphasis on face-to-face collaboration,
the Michigan Museums Association shares expertise and resources
to promote standards and practices
that make the Michigan museum community thrive.*

EXCUSED ABSENCES	1:00
CALL TO ORDER	1:05
APPROVAL OF AGENDA	1:05
APPROVAL OF MINUTES	1:10
REPORTS	
Treasurer (Lynn)	1:15
Fiscal Year Change- Motion required	
President (Bloomfield)	1:25
Executive Director (Brisson)	1:30
AGENDA ITEMS	
Strategic Plan- Motion to approve	1:35
2014 Conference Report (Brisson)- no motion	1:45
2015 Conference Update (Johnston, Taylor)- Motion to authorize \$\$\$	1:50
Annual Appeal Project Update (Brisson)- No motion	2:00
Executive Director (Bloomfield)- Executive Session	2:05
Hours confirmation	
Compensation	
2015 Project Proposals (Brisson)	
Advocacy Day- Motion to authorize	2:20
Volunteer Program- Motion to authorize	2:30
Workshops- Motion to authorize	2:40
Membership Brochure- Motion to authorize	2:50
Professional Development Program Research- Motion to authorize	3:00

ADJOURN

**There will be an optional lunch beginning at 12:00 with a tour of the 2015 conference facilities at 12:45. The official meeting will begin at 1:00.*

Michigan Museums Association

Board Meeting Minutes, September 28, 2014

Present: (Mackinac State Historic Parks [MSHP], Mackinac Island) Ron Bloomfield, Dan Kroupa, Claire Johnston, Lisa Craig Brisson (Director), Henry Matthews, Sarah Waters, Kelsey Schnell, Loraine Campbell, Mark Heppner, Randy Van Antwerp, Emily Fijol, Bradley Taylor, Beth Bahls

Excused Absences: Bruce Lynn, Angela Riedel, Nancy Bryk

Absences: none

Called to Order: 1:16 pm, Ron Bloomfield

Strategic Planning: 1:16 pm to 2:29 pm (see strategic planning documents)

Approval of Agenda

Agenda Additions: None

Motion to approve agenda by Henry Matthews, 2nd by Mark Heppner. No debate or amendments. Motion approved by majority

Approval of Minutes

Corrections to Minutes: None

Motion to approve June 2014 MMA Board Meeting Minutes by Henry Matthews, 2nd by Mark Heppner. No debate or amendments. Motion approved by majority.

Reports

Treasurer: Randy Van Antwerp

MMA has moved bookkeeping duties to contractor Lew Crusoe who has already aligned bookkeeping with the Cultural Data Project (CDP) reporting

MMA is in general hitting target budgets and is currently in sound shape financially

President: Ron Bloomfield

Thank you to everyone for their work on the conference – everything has come together well. Thank you to host MSHP for hosting today's Board Meeting.

Executive Director: Lisa Craig Brisson

see board packet for full report

Special thanks to Dan Truckey of the Beaumier U.P. Heritage Center who has offered to underwrite the scheduled October 2014 Visitor Experience Workshop for non-members to attend for the same price as members.

Motion to approve participation in AAM's Advocacy Day by providing financial support and sending Director to 2015 Museum Advocacy Day in Washington, D.C. on behalf of MMA by Loraine Campbell, 2nd by Henry Matthews. No debate, no amendments. Motion approved by majority.

Special thanks to Kelsey Schnell for preparing this year's conference printed program

Special thanks to Claire Johnston for helping with social media boosts for the conference

Agenda Items:

2015 Conference Update - Brad Taylor and Lisa Craig Brisson

Informal poll of Board members present indicates preference for official conference hotel and headquarters to be located on the U of M campus in Ann Arbor

Annual Appeal Project Proposal – Lisa Craig Brisson

See full proposal document in board packet

Motion to a) authorize project, "FY14-15 Annual Appeal," b) affirm project manager as Lisa Craig Brisson, c) approve funds committed at \$700, and d) accept general format of electronic appeal in November, and written appeal in April by Emily Fijol, 2nd by Kelsey Schnell. No debate, no amendments. Motion approved by majority.

December Board Meeting Location and Time: Ann Arbor, 1:00 pm

Motion to adjourn meeting at 3:09 pm by Randy Van Antwerp, 2nd by Mark Heppner. No debate, no amendments. Motion approved by majority.



Executive Director's Report

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Engagement (Networking)

- **Meat and Eats**

The Bay County Historical Society has offered to sponsor the 2015 Meet and Eats again. These will be scheduled this winter.

- **CEO Gathering**

This project is still under development.

- **Affinity Groups**

I have been working with Angela on the project proposal.

Training (Professional Development)

- **Conference-**

- **2014-** I am working to wrap up the final report for this to present at the meeting. Both the evaluations and financials are very positive.

- **2015 Planning-** Brad hosted a meeting with the primary conference sponsors as well as an initial kick-off meeting in November. Another kick-off meeting will take place in December and teams will be established in January. We are a tad behind in forming the teams, but not completely off track.

- **2015 Budget-** I am still waiting to hear about final expense estimates from Ann Arbor. My initial projection for expenses is about \$30,000. The expense budget for 2014 was about \$17,000 and actual expenses were just under \$13,000.

- **Current Workshop Format-** I have made initial contacts to set up six workshops in 2015 and will be able to move once the project is authorized. The only change for this year is in the ABCS and VE workshops presenter reimbursements. Rather than reimbursing for actual travel expenses, we will issue a stipend to presenters for \$250. Funds for the stipends will come from the MCACA grant and this will make it easier to project workshop expenses and tie them to the grant. Presenters will also then have the option of donating their stipends back to MMA, and then can receive credit for that donation on their taxes.

- **New Prof Development Initiatives/Model**

For the first phase in our efforts to explore new ways how providing training for museum professionals at all stages of their career, as well as volunteers, I am proposing that we set

12/1/14

up three teams to conduct research for a new model. The teams would focus on content, audience and delivery for professional development activities and report their findings and make recommendations. The teams would follow the inquiry group model that I helped facilitate for COSEE and CAISE when I was working freelance. See the project proposal for more details.

- **MCACA Partnership**

I send MCACA a list of possible panel reviewers from the MMA membership and it appears that quite a few have been chosen and accepted as reviewers. This is a great start to supporting MCACA but also helping the museums community be more successful in engaging with the council. I plan to meet briefly with MCACA staff in December. I am serving on an MCACA project review panel December 3.

Best Practice (Resources)

- **Website design and content overhaul**

Kelsey and I have begun conversations about the best way to move forward with this project. Once decision we need to make is if we will continue to use Wild Apricot as our website host. There are many benefits to using an integrated system like Wild Apricot that allows us to manage memberships and donors, coordinate events, and host the website all in one place. There are other vendors that can provide this as well, or we can split the different activities apart. This is where we are starting the conversation.

Champion (Advocacy)

- **AAM Advocacy Day**

I am registered for attendance at Advocacy Day in February, and have attended one online planning meeting. Several MMA members have indicated that they are attending. The project proposal for approval at the board meeting includes a slight increase in the budgeted amount (\$1000 from \$600). In the initial budget approved last spring I neglected to include the \$100 in support we provide annually to AAM for the event. Airfare is also coming in little higher this year.

Organizational Structure

- **Operations**

I have been working hard to see how best to apply the project management model to MMA operations. I created a template for proposal, but it will be revised after this next round of approvals. The goal I to have a project proposal template that includes the right information.

I presented the new conference planning model at the first Ann Arbor meeting and I am working to begin filling in the team spots.

I haven't had a chance to initiate monthly written reports to the board about authorized projects, but will do so for January.

- **Office**

The new expanded office hours have made it significantly easier to have focused and productive work time. Among other things, it takes me less time to get caught up with the business that came in since the end of the previous week. The increased hours also make it easier to absorb travel time within the regular work-week, rather than going over.

- **Board**

Board packets for the December meeting are going out a week earlier than in the past, hopefully allowing more time for review before the meeting.

I have been working directly with VPs to determine more specifically what their role is in the new project management model. Tentatively, I will consult with them to draft the project proposals and send written monthly updates directly to the board. The relevant VPs will bring issues in need of discussion to the board at the meetings.

- **Staff**

Ron and I have been working to find a position description format that will then also be used for a performance review.

I am looking forward to the board discussion about E.D. salary. There has been much conversation about it, but I have not actually received a raise since I began working for MMA in July of 2012. It will be helpful to have a more concrete sense of compensation for the position.

- **Volunteers**

Once the project proposal has been approved, Andrea Morgan and I are ready to get started on formalizing a volunteer program for MMA. I currently have a list of about a dozen non-board members who are ready to be part of projects once they are officially authorized so getting this in place will be very helpful.

Funding

- **MCACA Service to the Field**

We have completed our initial paperwork and are awaiting the first payment.

- **Annual Appeal**

Our first efforts at an email appeal have so far been successful. It took far less time than that mailing so we were able to get it out much earlier than in the past. The emails will be sent over the course of about six weeks.

- **Membership**

I am still a little behind with the renewals letters, though the email notifications are still on track. I will send a catch up letter to everyone who is behind in the next month or so. I have started the conversation with Kelsey about the membership brochure project.

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Communication

- **Newsletter**

The MMA Review schedule is back on track and I am working to get it sent out closer to the middle of the month. Both Mail Chimp and Google Analytics are set up to help us collect data about the newsletter.

Other

- **Michigan Historical Center workshops**

The MHC brought hired several consultants to conduct staff training in October, and MMA members were invited to fill 15 spots for each workshop. 26 MMA members took advantage of the opportunity with one of the workshops filling well head of time. MMA members that participated were very enthusiastic about their experience. I am not sure if this could be replicated, but it is a wonderful example of a model that worked well for both MMA and MHC.

- **Inquiries**

I thought you might be interested to know what people ask for when they contact MMA. Here are some of them for November:

- A conference participant requested the contact information for someone they talked to at the conference.
- A former MMA board member sent an email offering past issues of the monthly newsletter. We accepted and now have issues dating from September of 1975 to February of 1985.
- A recent import to Michigan emailed requesting advice about getting a museum job here. We have corresponded several times.
- An MMA member emailed requesting a copy of the conference planning map we used last year.
- An MMA member called asking for examples of exhibit planning documents and procedures. I posted a query on the Facebook page and connected her with another member who responded.

DRAFT: MMA Strategic Plan 2015-2017

External Priorities

	2015	2016	2017
Engagement (Networking)			
Meat and Eats	Renew and review	Renew and review	Renew and review
CEO Gathering	Pilot and review	Renew and review	Renew and review
Affinity Groups	Pilot	Expand and review	Renew and review
Training (Professional Development)			
Conference*	Renew and review	Renew and review	Renew and review
Current Format (ABCs of Collections, Visitor Experiences, Special Topics)	Renew and review	Renew and review	Align with new initiatives
New Prof Development Initiatives/Model	Research	Propose	Pilot and review
MCACA Partnership	Establish and review	Renew and review	Renew and review
Best Practice (Resources)			
Website design and content overhaul	Propose and begin implementation	Continue implementation and review	Renew and review
Champion (Advocacy)			
AAM Advocacy Day	Renew and review	Renew and review	Renew and review
Role of MMA		Discuss and Define	Propose new initiatives

Internal Priorities

	2015	2016	2017
Organizational Structure			
Operations	Continue to implement Project Mngmnt Model	Renew and review	Renew and review
Office	Expand hours and review	Renew and review	Renew and review
Board	Review board structure	Review mission/vision	Implement new initiatives
Staff	Review E.D. Framework	Renew and review	Renew and review
Volunteers	Pilot Volunteer Program	Evaluate/Expand Vol Program	Establish Volunteer Leadership
Funding			
MCACA Service to the Field	Establish	Renew	Renew
Annual Appeal	Renew and Review	Renew and Review	Renew and Review
Planned Giving		Research Program	Implement Program
Membership	Create membership brochure	Plan membership campaign	Implement membership campaign
Communication			
Newsletter	Collect Data	Evaluate	Renew and review

Conference Expenses

Participation 150

	Flat	Per Person	Total	
Programs				
Keynote/Plenary	1000	7	1000	6190
Tours	0	0	0	
Transportation	1500	10	1500	6440
Space Rental	2500	17	2500	6160
Technology	1600	11	1600	6160
				Palmer Commons \$1250/day 4 sessions x \$200/day x 2 days
Events				
Reception 1		20	3000	6060
Reception 2		20	3000	6060
Reception 3		20	3000	6060
Communications				
Mailer Printing	300	2	300	6270
Mailer Postage	150	1	150	6290
Revenue				
Signs	250	2	250	6320
Tables	500	3	500	6160
				10 x \$50/ table
Networking/Engagement				
Misc	100	1	100	6320

Operations

Food Expense					
Morning Break 1	5	750		6060	
Lunch A	25	3750		6060	
Afternoon Break 1	5	750		6060	
Morning Break 2	5	750		6060	
Lunch B	25	3750		6060	
Afternoon Break 2	5	750		6060	
Rental Expense					
Lunch A	3	500		6060	
Lunch B	3	500		6060	
Registration					
Nametags	2	300		6320	
Printed Program	10	1500		6290	
Misc					
Ed Travel	3	500		6440	
			\$205		
			\$30,700		

QuickBook Items

20500	6060: Catering & Hosp
4600	6160: Facility Rent
1000	6190: Honoraia & Awards
300	6270: Postage
1650	6290: Printing
650	6320: Supplies
2000	6440: Travel
30700	

(just for conference, not for planning)



Project Proposal 2015 Advocacy Day

- **Project**

Represent the Michigan museum community at the 2015 AAM Advocacy Day.

- **Authorization**

Motion to: Authorize MMA's participation in the 2015 Advocacy Day event with Lisa Craig Brisson as Project Manager, a budget of \$1000 (\$600) and the objectives and scope outlined below.

- **Objectives**

Program Objectives

- Represent the Michigan museums community in legislative visits on Capitol Hill
- Create and distribute materials about Michigan's museums that support the priorities of the event highlighted by AAM.
- Facilitate the participation of MMA members in Advocacy Day by recruiting them to attend and help provide content for the materials

Business Objectives

- Serve the Michigan museums community by ensuring that the concerns of ALL the museums in the state are addressed in legislative visits.
- Learn about the status of federal funding opportunities and initiatives via the training day.
- Network with national and other state association leadership.

- Scope



Timeline	
Gather data	Jan 15
Gather fan mail	Jan 15
Create materials	Feb 15
Distribute materials/Hill visit	Feb 24
Follow up	March 15

Risks/Constraints/Opportunities

Constraints (a challenge that will happen)

- Limited budget
- Limited Time
- Still new concept

Risks (something that might happen)

- Winter weather might interfere with travel

Opportunities

- Members see this as a valuable role for MMA
- Promotes MMA within the broader field
- **Communications**

Sponsor (B.O.D.) will receive written updates on project activities each month.

- **Change Plan**

Project Manager is authorized to make changes within the defined project. Changes outside of the define project will be brought before the executive committee.



Project Proposal

Initiate Volunteer Program

- **Project**

Create infrastructure for volunteerism in MMA

- **Authorization**

Motion to: Authorize the creation of a volunteer program with Lisa Craig Brisson as project manager, a budget of no additional expenditures and the objectives and scope shown below

- **Objectives**

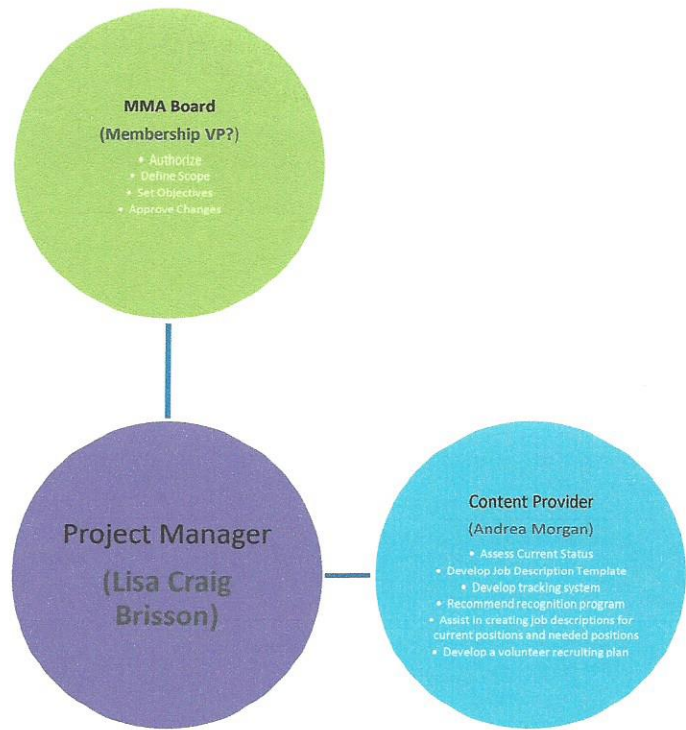
Program Objectives

- Provide opportunities for those in the Michigan museum community to develop and enhance leadership skills through the planning and implementation of MMA activities.
- Provide opportunities for those in the Michigan museum community to build relations with others in the community through the planning and implementation of MMA activities.
- Ensure that those wishing to volunteer their time with MMA are engaged, respected, and recognized.

Business Objectives

- Document resources provided by volunteers
- Streamline the processes of engaging and maintaining relationships with volunteers
- Formally recognize volunteers

- **Scope**



Deadlines	
Assess Current Status	Jan 1
Develop Job Description Template	Feb 1
Develop tracking system	Mar 1
Recommend recognition program	Apr 1
Develop a volunteer recruiting plan	May 1
Assist in creating individual job descriptions	Ongoing

- **Risks/Constraints/Opportunities**

Constraints (a challenge that will happen)

- Staff Resources are limited for volunteer management
- No expenses are budgeted

Risks (something that might happen)

- Schedule delays

Opportunities

- A solid volunteer program for MMA will result in a more engaged and sustainable MMA.

- **Communications**

Sponsor (B.O.D.) will receive written updates on project activities each month.

- **Change Plan**

Project Manager is authorized to make changes within the defined project. Changes outside of the define project will be brought before the executive committee.



Project Proposal

2015 MMA Workshops

- **Project**

MMA will conduct professional development workshops to help members of the Michigan museums communities better achieves success and best practice in their work.

- **Authorization**

Motion to: Authorize with 2015 Workshop Project with Lisa Craig Brisson as Project Manager, a budget of \$8,400 and objectives and scope listed below.

Authorize project, affirm project manager, approve funds and accept scope.

- **Objectives**

Program Objectives

- In a face-to-face setting, provide an opportunity for those working in Michigan's museums to better understand specific areas of their work.
- Connect content experts with members of the Michigan museums community.
- Provide an opportunity for individuals working in Michigan's museums to share, understand, and experiences with others with similar focus.

Business Objectives

- Conduct two sets of core workshops (two ABCS of Collections Management and two Visitor Experiences) in the 2015 calendar year.
- Host two Special Topics workshops to provide members of the Michigan museums community exposure to high level expertise in specific content areas.
- Offer workshops in geographically diverse areas of the state
- Partner with MMA Institutional members to host workshops
- Utilize MCACA funds to cover workshop presenter expenses.

- **Scope**



- **Risks/Constraints/Opportunities**

Constraints (a challenge that will happen)

- Funding limited to \$8400
- Marketing of workshops needed to successfully meet goal
- Status Quo for the year as we explore new models

Risks (something that might happen)

- Registrations lower than budgeted
- Cancellation due to weather

Opportunities

- High contact support for participants (small groups)
- Busy schedule reflects active organization
- Travel stipends for core presenters will streamline process

- **Communications**

Sponsor (B.O.D.) will receive written updates on project activities each month.

- **Change Plan**

Project Manager is authorized to make changes within the defined project. Changes outside of the defined project will be brought before the executive committee.

2015 Workshop Budget

	Budget	Actual	Diff	Notes
INCOME				
MCACA Grant	8400		8400	Services to the Field
Core Registrations	3000			\$50 members
Special Registrations	4500		4500	\$75 members
TOTAL INCOME	15900	0	15900	
EXPENSE				
ABCs Presenter Stipends	1000		1000	\$250 per presenter, per workshop
VE Presenter Stipends	1000		1000	\$250 per presenter, per workshop
Special Topics A Presenter	2000		2000	\$2000 max for presenter expense
Special Topics B Presenter	2000		2000	\$2000 max for presenter expense
Food and Supplies	2400		2400	
TOTAL EXPENSE	8400	0	8400	
	7500	0	7500	



Project Proposal *Membership Brochure*

- **Project**

Create a membership brochure with focused inserts to promote the Michigan Museums Association to potential members, students, sponsors, and other communities.

- **Authorization**

Motion to: Authorize the printing of a membership brochure and focused inserts with Lisa Craig Brisson as project manager, a budget of 1000 and objectives and scope as outlined below.

- **Objectives**

Program Objectives

- Have a well-designed and attractive printed brochure for the association that reflects a high level of professionalism.
- Have a printed brochure that highlights the benefits of and services by MMA.

Business Objectives

- Recruit new members
- Engage new sponsors and donors

- **Scope**



Timeline	
February 1	Text selected
March 1	Design applied
March 3	Bids distributed
April 1	Bid selected sent to printer

- **Risks/Constraints/Opportunities**

Constraints (a challenge that will happen)

- Limited resources
- Still defining future of MMA

Risks (something that might happen)

- Project delays could miss out opportunities for distribution

Opportunities

- Broad promotion of MMA

- **Communications**

Sponsor (B.O.D.) will receive written updates on project activities each month.

- **Change Plan**

Project Manager is authorized to make changes within the defined project. Changes outside of the define project will be brought before the executive committee.



Project Proposal

Professional Development Program Research

- **Project**

Research current and innovative thinking and practice for professional development activities and create a report for use in recommending new initiatives.

- **Authorization**

Motion to: Authorize project to research and report on professional development, affirm Lisa Craig Brisson as project manager, and accept objectives and scope outlined below.

- **Objectives**

Program Objectives

- Better understand current and innovative thinking and practice for delivering professional development.
- Better understand the professional development content needs for Michigan's museum community including the application of 21st century learning needs.

Business Objectives

- Engage members of the Michigan museums community to articulate their needs in terms of professional development as well as delivery.
- Explore new approaches to professional development activities

- Scope



- **Risks/Constraints/Opportunities**

Constraints (a challenge that will happen)

- No expenses budgeted
- Expansive topics

Risks (something that might happen)

- Lack of model for project results in confusion and lack of focus.

Opportunities

- Engage a broad sector of the Michigan museums community
- Create a professional development program that is highly effective

- **Communications**

Sponsor (B.O.D.) will receive written updates on project activities each month.

- **Change Plan**

Project Manager is authorized to make changes within the defined project. Changes outside of the defined project will be brought before the executive committee.

Professional Development Program Research

Teams and Timeline

Teams

MMA Board (leadership tbd)

- *Authorize*
- *Define Scope*
- *Set Objectives*
- *Approve Changes*

Content (leadership tbd)

- *Research areas of expertise and skills needed within the Michigan museums community including but not limited to collections management, education/visitor experiences, and administration.*
- *Report research results and make recommendations for MMA use.*

Audience (leadership tbd)

- *Identify different audiences for professional development*
- *For each group above, research and report characteristics and needs.*

Delivery (leadership tbd)

- *Research various methods of delivering professional development including formats, technology and innovation.*
- *Report research results and make recommendations for MMA use.*

Timeline

January 31	Identify Team Leadership and Teams
February 28	First meeting of each team completed
April 1	Progress Reports from each team
June 1	Progress Reports from each team
August 1	Progress Reports from each team
Conference	Team Meetings
November 1	Draft report and recommendations due
December 1	Final report and recommendations due