



MMA

**MICHIGAN MUSEUMS
ASSOCIATION**

Join the conversation.




Expertise
noun ex·per·tise
\,ek-(.)spər-'tēz, -'tēs\
: special skill or knowledge




Advocacy
noun ad·vo·ca·cy
\ad-və-kə-sē\
: the act or process of supporting a cause




Engagement
noun en·gage·ment
\in-'gāj-mənt, en-\
: the act of engaging



Curator



Marketing Manager



Conservator



Interpreter

Exhibit Designer



Exhibit Designer



Collections Manager



Executive Director



MMA STAFF



Lisa Craig Brisson
Executive Director



Claire Johnston
Membership & Communications
Coordinator



Yitzack Balmaceda
Programs Assistant

ADVOCACY



100%

Federal legislative offices visited during Museums Advocacy Day






American
Alliance of
Museums



MEMBER ENGAGEMENT

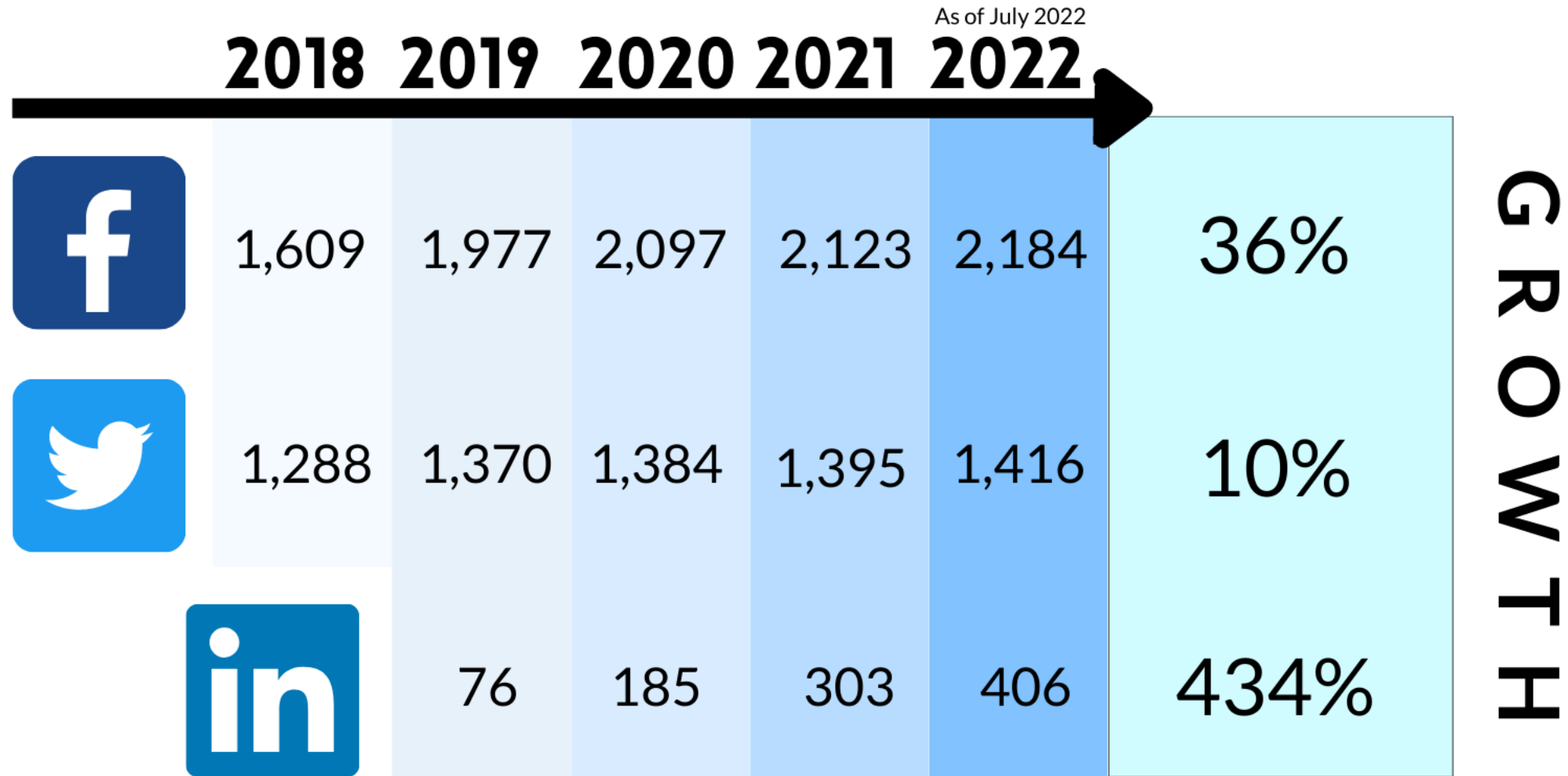
As of July 2022

2018 2019 2020 2021 2022

| | 2018 | 2019 | 2020 | 2021 | 2022 | |
|---|-------|-------|-------|-------|-------|------|
|  Members | 738 | 829 | 869 | 948 | 1,001 | 36% |
|  E-mail List | 1,490 | 1,621 | 1,656 | 1,708 | 1,766 | 19% |
|  Job Posts | 64 | 137 | 77 | 161 | 165 | 158% |

G R O W T H

SOCIAL MEDIA ENGAGEMENT



COVID PIVOT



Online Program Attendance

2020: 1,087
2021: 1,173
2022: 354

As of July 2022

2020: 103
2021: 104
2022: 50

As of July 2022

Online Programs

Includes: Colleague Chats, Community Check-Ins, Ask an Expert, MI Museum Spotlight, and more!



156

2021 Virtual Conference Attendees



2021 AWARDS PRESENTED VIRTUALLY

58

6 Member Communities Established









FINANCIALS

As of July 2022

2018 2019 2020 2021 2022



| | 2018 | 2019 | 2020 | 2021 | 2022 |
|---|----------|-----------|----------|----------|----------|
|  Member Revenue | \$23,230 | \$24,415 | \$20,255 | \$33,900 | \$22,065 |
|  Conference Registration | \$54,763 | \$16,150* | \$2,350 | \$19,095 | \$3,165 |
|  Individual Donations | \$5,642 | \$7,236 | \$9,377 | \$3,093 | \$6,195 |
|  Corporate Partners | \$28,850 | \$1,350* | \$1,500 | \$2,500 | \$5,500 |
|  Investment Account Growth | | \$4,396 | \$3,693 | \$3,641 | -- |
|  Endowment Contributions | | | \$12,000 | \$12,924 | \$3,813 |

*Joint Conference



Expertise. Engagement. Advocacy.

The Michigan Museums Association is a catalyst for advancing Michigan's museum community through shared learning, advocacy and collaboration.



50 YEARS TOGETHER

2022 MMA Annual Conference
October 10-12, Mackinac Island