Expertise
noun ex-per-tise
\ek(-)spər-tiinz, -tiiz\n: special skill or knowledge

Advocacy
noun ad-vo-ca-cy
\ad-vo-ka-sé\n: the act or process of supporting a cause

Engagement
noun en-ga-ge-ment
\in-gaj-ment, en-\n: the act of engaging
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

Cultural Advocacy Network of Michigan

Tourism Industry Coalition of Michigan
# Member Engagement

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>As of July 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Members</strong></td>
<td>738</td>
<td>829</td>
<td>869</td>
<td>948</td>
<td>1,001</td>
<td>36%</td>
</tr>
<tr>
<td><strong>E-mail List</strong></td>
<td>1,490</td>
<td>1,621</td>
<td>1,656</td>
<td>1,708</td>
<td>1,766</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Job Posts</strong></td>
<td>64</td>
<td>137</td>
<td>77</td>
<td>161</td>
<td>165</td>
<td>158%</td>
</tr>
</tbody>
</table>
SOCIAL MEDIA ENGAGEMENT

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>As of July 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1,609</td>
<td>1,977</td>
<td>2,097</td>
<td>2,123</td>
<td>2,184</td>
<td>36%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1,288</td>
<td>1,370</td>
<td>1,384</td>
<td>1,395</td>
<td>1,416</td>
<td>10%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>76</td>
<td>185</td>
<td>303</td>
<td>406</td>
<td></td>
<td>434%</td>
</tr>
</tbody>
</table>
COVID PIVOT

Online Program Attendance
2020: 1,087
2021: 1,173
2022: 354
As of July 2022

Online Programs
2020: 103
2021: 104
2022: 50
As of July 2022
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
<table>
<thead>
<tr>
<th>Category</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Revenue</td>
<td>$23,230</td>
<td>$24,415</td>
<td>$20,255</td>
<td>$33,900</td>
<td>$22,065</td>
</tr>
<tr>
<td>Conference Registration</td>
<td>$54,763</td>
<td>$16,150*</td>
<td>$2,350</td>
<td>$19,095</td>
<td>$3,165</td>
</tr>
<tr>
<td>Individual Donations</td>
<td>$5,642</td>
<td>$7,236</td>
<td>$9,377</td>
<td>$3,093</td>
<td>$6,195</td>
</tr>
<tr>
<td>Corporate Partners</td>
<td>$28,850</td>
<td>$1,350*</td>
<td>$1,500</td>
<td>$2,500</td>
<td>$5,500</td>
</tr>
<tr>
<td>Investment Account Growth</td>
<td>$4,396</td>
<td>$3,693</td>
<td>$3,641</td>
<td>--</td>
<td></td>
</tr>
<tr>
<td>Endowment Contributions</td>
<td>$12,000</td>
<td>$12,924</td>
<td>$3,813</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Joint Conference
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