

The Continuum of Excellence





Continuum of Excellence

CONTINUUM OF EXCELLENCE





Pledge of Excellence

Take the Pledge: show your museum's commitment to ethics, national standards and best practices

- **Easy and achievable** step for any museum
- **Sign the Pledge** online
- **Join a public list** of museums that have pledged to: strive to operate according to national standards and best practices to the best of our abilities and in accordance with our resources



StEPs for History Museum

The
StEPs
Program
is...

- Voluntary assessment program for small- and mid-sized history organizations
- **Encourages awareness** and achievement of national standards through performance indicators
- Self-paced self-study



The Conservation Assessment Program (CAP) is...

- General assessment for small and mid-sized museums of all types, including those with living collections.
- Care for collections
- Create long-range plan for conservation care



Core Documents Verification

Receive recognition validating that your museum's mission and core policies meet national standards for professional museums.

- Document review program verifies a museum:
- has an educational mission
- complies with reporting requirements
- has core documents for a professionally organized museum...



Core Documents Verification

Core Documents



Educational Mission Statement



Institutional Code of Ethics



Strategic Institutional Plan



Emergency Disaster Preparedness and Recovery Plan



Collections Management Policy



ALLIANCE ACTIVITY GUIDE

Disaster Preparedness Activity

A good disaster plan, well conceived and familiar to all staff, is a key management tool for the protection and recovery of collections in the event of man-made disasters. These plans also help protect museums from financial loss, assist the museum in recovering crucial business and operations, and help assess response readiness to emergency situations that may occur. They identify weak links in an existing disaster preparedness plan and help in creating a plan.

Museum Assessment Program

Since 1981, the Museum Assessment Program (MAP) has helped museums prepare for the future and meet national standards through self-study and peer review. A cooperative agreement between the Alliance and the Institute of Museum and Library Services helps museums do one or more of the following: prioritize goals; plan and coordinate communications between staff, board and other constituents; and build relationships with donors.

Part of the MAP process includes a self-study questionnaire, which uses scenarios to provoke exploration. The activities provide museums with the opportunity to test their operations in action. The activities are designed to be conducted a



ALLIANCE REFERENCE GUIDE

Developing a Disaster Preparedness/ Emergency Response Plan

Preparing for disaster is one of the most important things a museum can do in order to safeguard its collections and protect staff and visitors from hazards. This guide provides a primer on disaster preparedness and helps museums understand the process of developing a disaster preparedness/emergency response plan. It reflects national



Core Documents

Next Core Documents Series Webinars

June 19: *Institutional Code of Ethics*

Sept. 11: *Mission Statement*

Nov. 6: *Institutional Plan*



Accreditation is...

- The highest mark of distinction in the museum field
- Peer-based validation of your museum's operations and impact



Museum Assessment Program

**The
Museum
Assessment
Program
is...**

- A roadmap for improvement
 - Consultative
 - Self-assessment
 - Peer Review
 - IMLS-funded



Assessment Types

- Organizational
- Collections Stewardship
- Community Engagement



Godwin – Ternbach Museum

Before (2004)

2 FT, 1 PT Staff

Old Strategic Plan

No Collections Management

Old HVAC, lighting, security system

2 Federal Grants Received

Budget - \$125,000

After (2011)

2 FT, 3 PT Staff

New Strategic Plan

New Collections Policy

Major renovation to all systems

4 IMLS Grants Received

Budget - \$374,000



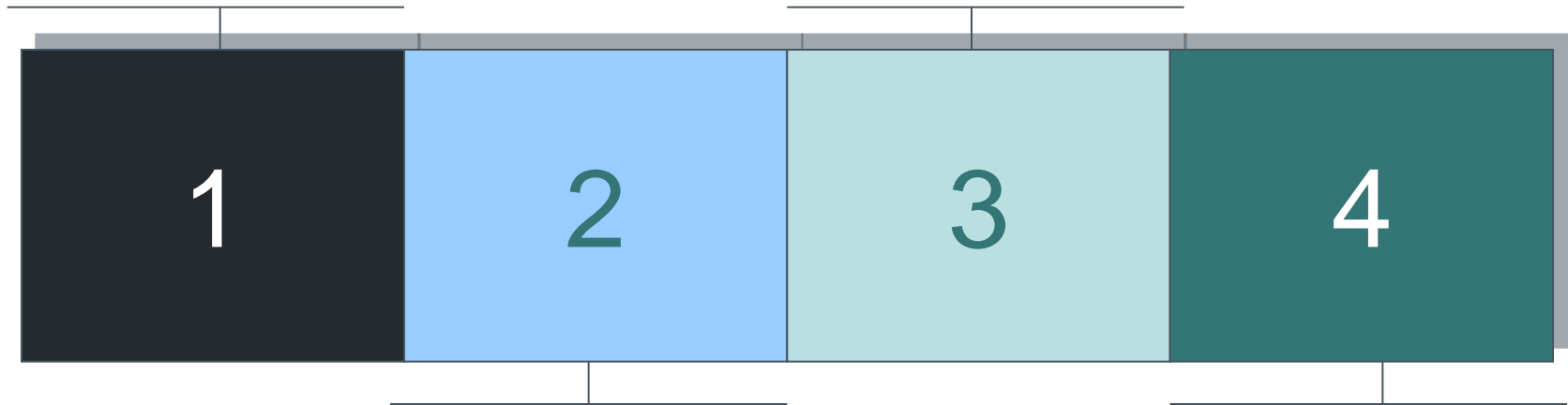
Eligibility

- At least one professional staff or FTE
- Open at least 90 days a year



Summer:
Apply and get started

Winter:
Complete Self-Study;
Host Site Visit with
Peer Reviewer



Fall:
Work on Self-Study;
get matched with
Peer Reviewer

Spring:
Receive Report and
Implement
Recommendations



Costs

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



\$4000 value

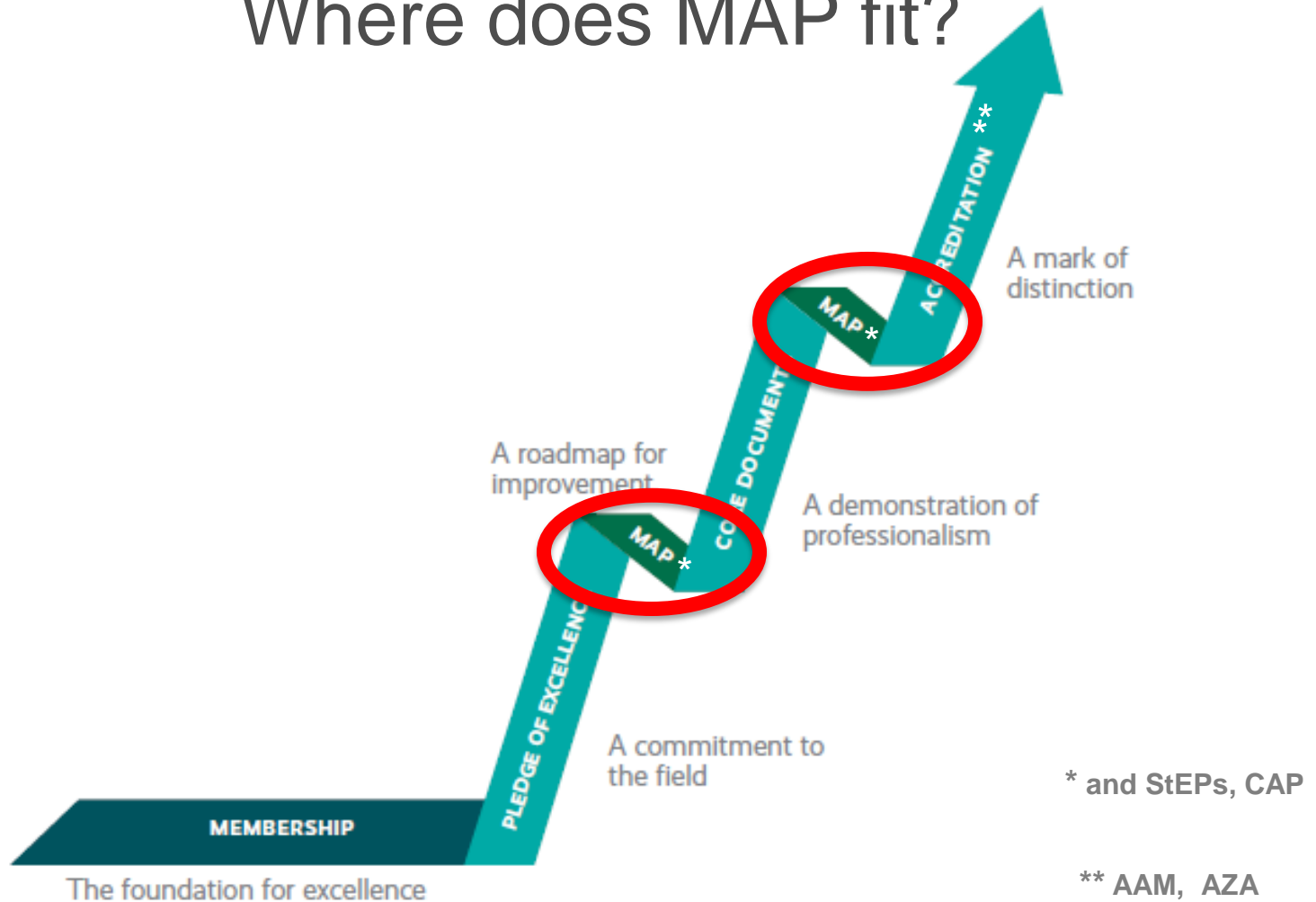
- 2-day Site Visit from a Peer
- Collection of Books
- Museum Essentials Webinars
- Access to Alliance Information Center
- Online Community
- Grant Writing Guide



Application

- July 1
- December 1

Where does MAP fit?





American
Alliance of
Museums

Questions?

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