

Sponsorship Opportunities **Jekyll Island Management Institute** **January 16-23, 2018**

The Jekyll Island Management Institute (JIMI), now in its 18th year, is a program of the Southeastern Museums Conference (SEMC) and has attracted applicants from all over the United States. JIMI alumni have assumed key leadership positions on state, regional, and national levels. Many alumni have noted, "I learned more in 8 days at JIMI than I did in my museum studies program." JIMI faculty are experienced museum professionals who can teach highest levels of museum best practices.

There are 15 sessions available for \$250 each. Sponsor names are listed in the final JIMI program and receive recognition in the SEMC newsletter.

The Future of Museums, and What's New with MAP, StEPs, and Accreditation?

Museums often face an uncertain future, but there are exciting innovations as well. Dr. Eiland leads a fascinating discussion of the latest museum trends, followed by discussions of the latest trends for the nation's top three assessment and accreditation programs.

Faculty: William U. Eiland, Director
Georgia Museum of Art

Martha Battle Jackson, Chief Curator
North Carolina State Historic Sites

Pam Meister, Interim Director & Curator
Mountain Heritage Center, Western Carolina University

Managing Volunteers: Mission Possible

Where does one find volunteers? How do you keep them? Pam Meister leads a lively, interactive class discussion, sharing of finding good, dedicated volunteers and how to keep them motivated.

Faculty: Pam Meister, Interim Director & Curator
Mountain Heritage Center, Western Carolina University

Raising Money for Today and Tomorrow (Part 1)

Raising Money for Today and Tomorrow (Part 2)

Using the perspectives of the board and the staff, these two sessions provide the basics for raising money for general operating support as well as funds for specific projects, exhibitions, and programs. Over two days, Aaron Berger covers Membership, Annual Fund, Board Giving, Sponsorships, Major Giving and Ethics with real world examples participants can put into practice in their organizations.

Faculty: Aaron Berger, Campaign Director
Coxe Curry and Associates

Watch Out for That First Step: Boards & Trustees

An engaged Board is the key to success at any museum; this session explores the characteristics of an effective Board, its various roles and responsibilities, and insight into training, motivating and overcoming their fear of fundraising.

Faculty: George Bassi, Director
Lauren Rogers Museum of Art

Strategic Planning

Every healthy museum has a strategic plan which provides a road map for the institution—no matter how big or small; this session discusses the stakeholders, the visioning process, and the importance of clarifying goals, growth and measurements.

Faculty: George Bassi, Director
Lauren Rogers Museum of Art

Getting Your Act Together: Disaster Preparedness

Many museums do not have disaster preparedness and response plans. This session not only reviews what should be in such a plan, but participants walk through how to overcome inertia and complete this vital plan to help protect the public, staff, collections, and facilities.

Faculty: Sharon Bennett, Project Archivist
College of Charleston

My Way or the Highway: Are You the Manager You Ought to Be?

Participants learn results of the Myers Briggs Type Indicator taken online before the institute began. Not only do they learn about their management style, but how that style affects others.

Faculty: Lisa Littlefield, Career and Communications Consultant

Interpretation: In Theory, In Practice, and In Partnership

This session discusses what museum interpretation is and offers examples of best practices. Participants learn through interactive exercises how to make interpretation more engaging.

Faculty: Jamie Credle, Director
Davenport House Museum

The ABCs of Museum Technology

This interactive session will provide participants with effective tools for integrating technology into museum spaces, addressing issues related to information technology planning and implementation (including software, social media platforms, multi-media applications) for connecting audiences to resources in meaningful ways.

Faculty: Marion Missy McGee, Museum Program Specialist
National Museum of African-American History & Culture

Exhibits on a Shoestring

Bob Hopkins will lead a discussion on alternative ideas for building exhibits using commonly available materials, their effect and relationship to artifacts, and proper artifact handling in creating effective exhibits. After discussing what, where, when, and how to obtain materials and providing some alternate material examples, participants will use some of the materials and methods introduced in the session to build an exhibit, followed by a class critique.

Faculty: Bob Hopkins, Site Manager
Historic Edenton State Historic Site

Me and My Mummy: Collections Management

Participants discuss legal issues concerning the management of collections, what is needed in a Collections Management Policy, the need for proper documentation, providing safe environments, and pest control measures. Teams then interact in exercises based on real situations.

Faculty: Martha Battle Jackson, Chief Curator
North Carolina State Historic Sites

Collections Planning: What to Collect and Why

A collections plan is a strategic plan for a museum's collections—it guides the content of the collections and provides coordinated and uniform direction for a museum to refine and expand the value of its collections in a predetermined way. Dr. Gardner addresses the components of a collections plan, how to develop both an intellectual framework for the collections and a collections plan, the challenges to planning, and how to implement a plan.

Faculty: James B. Gardner, Executive for Legislative Archives,
Presidential Libraries, and Museum Services
National Archives

Public Relations & Marketing: Making It Happen!

Participants learn how to write effective press releases and get them noticed, market their programs, use social media effectively, and use the media for positive marketing.

Faculty: Lisa Littlefield, Career and Communications Consultant

Museums, Ethics, and the Public Trust

A collections plan is a strategic plan for a museum's collections—it guides the content of the collections and provides coordinated and uniform direction for a museum to refine and expand the value of its collections in a predetermined way. This session addresses the components of a collections plan, how to develop both an intellectual framework for the collections and a collections plan, the challenges to planning, and how to implement a plan.

Faculty: James B. Gardner, Executive for Legislative Archives,
Presidential Libraries, and Museum Services
National Archives

Other Opportunities:

Sponsor names are listed in the final JIMI program and receive recognition in the SEMC newsletter.

Who We Are

Participants share who they are, why they want to participate in JIMI, and what challenges their institutions face. Sponsorship provides sandwich, veggie, and fruit trays, chips, desserts, and soft drinks.
\$250

Wine & Cheese Reception: Time to relax and network!

Faculty and classmates enjoy food and drink while getting to know each other in a relaxed environment. Sponsorship provides appetizers, wine, beer, and soft drinks.
\$250

Pizza!

Immediately after the final session, the classroom is transformed into three areas for teams to work on the final activity. Pizza provides a chance to relax and refuel before tackling problem-solving situations that allow the class to put into practice what they have learned in the institute.
\$250

Scholarship

Participants from small to mid-sized museums often face financial hardships and need assistance. Tuition scholarships enable participation in the institute.
\$700

Tote Bags

Each participant gets a tote bag large enough to carry a 3" 3-ring binder and handouts. The SEMC JIMI logo is on the front, and **sponsors (\$500 level and above) and partners are listed on the reverse.**
\$500

Notebooks	Participants each receive a 3" 3-ring binder to hold handouts and CDs given by faculty. Alumni often comment on how invaluable their notebooks are. \$125
Printing	Color inserts for notebooks: \$90 Notebook tabs: \$90
JIMI pins	All participants receive an enameled lapel pin with the SEMC/JIMI logo to wear at professional meetings. \$75
Flash drives	All participants receive a flash drive with digitized handouts and Power Points provided by JIMI faculty. \$75
Bartender	Cash bar before the annual banquet at the Jekyll Island Club Hotel Fee (\$75)