



The Jekyll Island Management Institute Session Topics

Accreditation – Why it Matters and How to Achieve it

Whether your museum is interested in first-time accreditation or getting ready for reaccreditation, the process can feel daunting. We'll break it all down for you in this interactive session, from determining your museum's readiness, through core document review and the application process, to hosting the site visit. We'll discuss how the process can positively move your organization forward and cover the roles and responsibilities various museum departments play. Importantly, the session will include how DEAI best practice is now included in the accreditation review. Participants will complete an "accreditation readiness checklist" and leave with a plan of action to get started on the road to accreditation.

Strategic Planning can be useful, and even fun, I promise!

Tired just thinking about being part of another strategic planning process that leads to a dusty report on a shelf? We'll dig into how to break the mold to create a process that brings staff, stakeholders and museum audiences together to build positive change in your organization. Using the Smithsonian's National Museum of American History's (NMAH) recent strategic planning process as a jumping off point, participants will explore how to create a strategic plan that is honest yet ambitious, direct yet flexible. The group will discuss what worked and what didn't in NMAH's process and will explore how key differences between museums affects the way they plan and develop their long-term needs. Importantly, the session will cover the value of incorporating DEAI principles and goals into the plan's core framework. Attendees will leave with a roadmap for new ways to engage in strategic planning in the emerging "new normal" after Covid, including how to set an institution up for resilience and success in an unpredictable future. And we'll of course share ways to make the process fun and enjoyable along the way.

Get 'em, Thank 'em, Keep 'em

We all know that volunteers are vital to our institutions, but what are some proven ways to attract them, utilize them, and keep them? Over time, these dedicated individuals can help you and your staff devote

more time to mission critical tasks and help a facility address its basic needs; learn and share how this happens. Volunteers can become staff, they can become board members, and most importantly they can become donors, but only if they are treated well and managed correctly.

Staffing Insights: Small or Large We All Face Similar Issues

Our careers play an ever increasing important role in our lives which is why it's vital to make sure where we work and how we work, works for us. Big or small, institutions must address everything from conflict resolution to professional development to "other duties as assigned." These issues differ somewhat depending on geographic location and content focus, but in general, the needs of the individual remain constant; the relationship between worker and institution should always be a "win-win."

A Culture of Participation: Museum Social Media Lessons

Social media can be a powerful tool for educating and inspiring your stakeholders including visitors, staff, board, and community partners. Developing relevant and engaging content for a museum's social media channels requires participation from everyone at the Museum. Museum stakeholders willing to contribute and support those in charge of managing your museum's social media presence can help develop a participatory culture for portraying your institution in a multifaceted, collaborative, and authentic way.

This session will give you an overview of best practices for social media and how you can apply them to your organization. Cierra will also share how focusing your content on experiences and people rather than just collections, exhibitions, and events can have a major impact on your institution's social media success.

In this session, participants will discover:

- Lessons learned from my first six months as a Museum's social media strategist
- How you can help your social media manager or team, no matter where you sit in the organization
- Easy, low-effort ideas for collaborating with your museum's social media manager or team
- Best practices for social media you can implement right away

Internal Communication 101: Best Practices, Perspectives, and Possibilities for Museums

When a museum lacks the proper practices to support the flow of communication cross-functionally and interdepartmentally, it can face major communication challenges both within and beyond the organization. Among these challenges are lack of organizational alignment, low morale and productivity, conflict between and across teams, and the inability to retain the best and brightest. Effective internal communication is crucial to a Museum's success, but it can be challenging. However, museums and the professionals that drive them can improve internal communication in many creative ways. First, employees must understand what internal communication is and why it is so important.

In this session, participants will learn:

- The mindset and tactics aligned with embarking on a successful internal communications journey
- How to identify different communication styles and – influence others for the better
- How to improve internal communication with the right mix of communication-focused activities and tools
- Four ways internal communication affects workplace culture

BOARDS & TRUSTEES: THE WORST FORM OF GOVERNMENT EXCEPT FOR ALL THOSE OTHER FORMS

Winston Churchill made his famous quip about democracy, but it could just as easily apply to not-for-profit governance. Good governance can seem frustratingly cumbersome, slow, and inefficient, but the consequences of bad or lazy governance can be catastrophic. This session will touch on the legal foundations of board governance, best practices for board and staff, the “unwritten constitution” that facilitates a healthy board/staff relationship, and what happens when boards break bad.

“To Infinity and Beyond”: Collections Care for the 21st Century and Beyond

Session Description: Collections are at the heart of every museum from art museums to zoos, large to small, urban to rural, and collecting to non-collection. Museums utilize their collections for education and research, while actively preserving and maintaining those collections for future generations and future uses. Caring for collections, called collections management, is thus an overarching responsibility for all museum professionals. In this session we will learn the fundamental principles and practices of collections care and how changing philosophical and practical issue and ideas are redefining collections management for the 21st century and beyond.

“Reading is Fundamental”: Archives and Records

Session Description: An archive is an accumulation of historical records in any media, or the physical facility in which they are located. Archives contain primary source documents that have accumulated over the course of an organization's or collection's lifetime and are kept to show the function of that organization or collection. Museums and libraries maintain archives and records in order to document the historical memory of the institution, as well as the legacy of the collections. Recorded information about the institution and its collections is often more valuable than the intrinsic worth of an object or specimen. In this session we will learn the fundamental principles and practices for assembling and maintaining archives and records and how philosophical and practical ideas and issues are changing the management of archives and records for the 21st century and beyond.

Audio Description in Museums: Why it's important

In this course, students will learn about accessibility accommodations, specifically audio description(AD). Covering the main questions of what is it? and why is it important? Then students will practice audio description basics together and how it can be useful in their work environment. The group will look at examples of how audio description is used at the NC Museum of Art and other museums across the US. Then we will hear recorded interviews from museum visitors that use the audio description and why it is important to them. While audio description is intended for people with visual loss or blindness everyone can benefit from AD.

Meaningful Community Engagement and Collaboration

How is your museum handling community engagement and collaboration? Who are your audiences? This work helps build trust and transparency among different community groups. It helps a museum stay relevant and responsive. Done right, community engagement and collaboration takes time, just like building a lasting relationship. There will be short presentations on case studies and then lots of opportunities for small and larger group discussions about challenges and successes with collaboration and community engagement.

Curating (Connection, Communication, and Collaboration)

Every museum professional will either work on a curatorial team or with a curator in their career (we are unavoidable). Curation is the lynchpin for the museum and its ability to connect with the public that is served through exhibitions, programming, and community building. In this session, we will look at the role of the effective curator and the basics of what a curator does and contributes to the overall life of the museum. Through lecture, discussion, and group problem-solving scenarios the cohort will leave this session with applicable tools and techniques to work efficiently as a curator or with their museum's curatorial team.

Fundraising For All

Leading a nonprofit is challenging and rewarding work. Nonprofit board members, CEOs, Executive Directors and fundraising leaders - and those who aspire to those roles - are expected to engage donors to raise money effectively. Yet, most have received little or no training or support in advancement.

In **Fundraising for All**, veteran fundraising consultant Linda Wise McNay, demystifies fundraising.

Perspectives & Best Practices for Membership

Are you confused by an existing membership program or considering starting a new one? Is there even a difference between memberships and subscriptions, or are the terms interchangeable? Wondering what to charge or how to make them sellable? Dave Paule, Senior Consultant for Our Fundraising Search, has deep experience in the field of leisure marketing and will help unpack the reasoning behind some of the best practices in the field.

Fundraising Application: Major Gifts, Capital Campaigns & Endowments

Is your museum contemplating a campaign? Not sure how to start? Know how to start but need to equip yourself with a winning strategy? Linda Wise McNay, Ph.D. of Our Fundraising Search provides objectivity and experience to help you and your museum prepare for the most successful campaign possible.

By the end of the day attendees will have covered:

- How nonprofit executives and boards should manage their time in every stage of their fundraising and stewardship efforts;
- The essential role board leadership plays in fundraising;
- The critical relationship between the chief executive and, if there is one, the chief development officer;
- Detailed instructions on "how to ask;" and
- How smart nonprofits cultivate donors for the future.

So frequently, the leadership of nonprofits come up through the programmatic or operational ranks and enter their jobs intimidated by the revenue-generating functions. We offer lessons and anecdotes drawn from our years both leading and consulting with nonprofits in similar situations. Many nonprofits do not have a chief development officer or experienced advancement staff. We provide detailed explanations of which fundraising tasks are the most important and which should be undertaken first by an organization.

Common Fundraiser Mistakes in Corporate Sponsorships and How to Avoid Them

Corporate philanthropy and sponsorships account for less than 4% of all giving in the United States annually, and yet many boards are convinced it is easy money. Most nonprofits approach corporations incorrectly when seeking sponsorships and gifts. Dave Paule spent much of his career at Delta Air Lines working closely with the corporate philanthropy and company foundations. He will give you insights on how to create sponsorship proposals that corporations will consider.

Do we have room for that? A guide to basic collections planning

Small and mid-sized museums often find themselves dealing with a constant stream of items being offered to their already sizable and diverse permanent collections. In this session attendees will learn how establishing a collections plan enables institutions to guide the museum's collection related activities, the difference between a policy, plan, and a procedure, and how a plan should interact with all other planning documents that secure the long-term health of their organization.

Where to start? Disaster Planning for Small and Mid-Sized Institutions

Disaster planning for cultural institutions is a daunting chore for most museum professionals. In this session we will first break down the basic elements of disaster planning, including assessment, establishing priorities/risk, and the basics of salvage and recovery. After a quick break we will then

discuss the importance of continuity of operations planning, how to train our staff in disaster planning, and the importance of mental health in disaster and emergency situations.

Interpretation for Today

In the 21st century the interpretation of nature, science, art, history, and culture has become more politicized than perhaps ever before. In this session we define interpretation and remind ourselves of its fundamentals including some key principles and practices to manage interpretation successfully and sustainably in today's current environment.

What is exhibition design, and how does it affect the visitor experience?

In this session you will learn about the iterative design process from macro concepts to micro details for visual and conceptual consistency in an exhibition. You will discover how designers can advocate for visitor comfort, for art safety, and for curatorial vision. You will come away with strategies for working with your in-house design staff, and with outside contract designers (including graphic designers). You will learn about ADA regulations and conservation requirements for construction, and why the best design work is sometimes most successful when it is invisible.

Museum Dollars and Sense: Budget and Finance at your Institution

Museum finance and budgeting are more than math and accounting. During this session, we will examine funding parameters, spending and income goals, institutional data, and reporting. Participants will participate in exhibit/event/program cost assessments and examine best practices for keeping track of your organization's financial resources.

People who need museum people: Human resources, organizational structure, and tapping into your most valuable collection

Finding and keeping the right people for your organization is a complicated task. From the first job posting to the final exit interview, we'll examine the intricacies of effective Human Resources practices

Tours, Talks, and Events: How to Program for Your Audience

Museum education and programming addresses the needs of everyone from classrooms to senior groups to your local community. Establish a framework for developing education programs to meet the needs of your site, and determine the purpose and goals of each type of program. From goals and objectives to evaluation and wrap up, dive into the nuts and bolts of education!

