

SEM C I M P A C T P L A N N I N G F R A M E W O R K

<p>MISSION What SEMC does</p>	<p>The Southeastern Museums Conference is a networking organization that serves to foster professionalism, mutual support, and communication. A non-profit membership association, SEMC strives to increase educational and professional development opportunities and improve the interchange of ideas, information, and cooperation.</p>
<p>IMPACT Ultimate effect of SEMC on its members</p>	<p>SEMC members, at all stages of their career, find professional support and camaraderie from the SEMC leadership and members as they deepen their knowledge of museums, strengthen their practice and skills, promote diversity, and serve SEMC fellow members in need.</p>
<p>ORGANIZATIONAL FOCUS</p>	<p>Advance racial/ethnic diversity of its membership, including individuals, museums, and the council</p>
<p>AUDIENCES Whom SEMC serves</p>	<p>Museum professionals in the southeastern United States in all stages of their museum career:</p> <ul style="list-style-type: none"> • Those with less than 5 years of experience • Those with 5 to 20 years of experience • Those with 21+ years of experience
<p>PASSIONS What about your work with SEMC is most important to you?</p>	<ul style="list-style-type: none"> • Represents a distinct region with commonalities including a complicated historical legacy (e.g., feels like family yet racial divides persist) • Provides environment for networking and relationship building • Provides platform for sharing knowledge and ideas • Provides opportunity to serve the museum community • Offers opportunities and experiences for professional and personal learning • Advocates mentoring the next generation
<p>DISTINCT QUALITIES What does SEMC do better than any other state/regional museum organization?</p>	<ul style="list-style-type: none"> • Has strong and transparent leadership • Champions small museums • Is a tight-knit community • Offers the Jekyll Island Management Institute • Offers high-quality learning opportunities for professionals at all levels • Is affordable

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OUTCOMES & INDICATORS

Outcomes = intended results on a specific audience

Indicators = evidence of achieving outcomes

Museum professionals with less than 5 years of experience

- a. Use SEMC web resources to advance their careers
- b. Strengthen their passion for museum work
- c. Acquire realistic expectations of museum work
- d. Develop strong relationships with other members
- e. Lead 16% of SEMC sessions (representative of SEMC membership)

Museum professionals with 5 to 20 years of experience

- a. Deepen knowledge of the museum profession
Indicator: implement ideas from conference at home museum
Indicator: become proficient at managing people and operations
- b. Develop/hone/strengthen leadership skills
Indicator: serve a leadership role at SEMC (e.g., participate in Career Center, Program committee, and Council)
- c. Seek mentors to navigate career transitions / Mentor those in transition
Indicator: advise during SEMC-support sessions for mid-career professionals
- d. Feel re-energized with a new sense of purpose
- e. Lead 50% of SEMC sessions (representative of SEMC membership)

Museum professionals with 21+ years of experience

- a. Maintain a fresh perspective of the field and career
- b. Share reflections on field-wide changes observed over time
- c. Challenge the museum field to resist the status quo
- d. Learn about succession planning
- e. Leads 34% of SEMC sessions (representative of SEMC membership)

Leadership

Marketing
Communication



Impact 2016
SEMC

Technology



HELLO
MY NAME IS

Annual Gatherings

Honing our
Craft



inclusion

SEM C PLAN OF ACTION TO ACHIEVE IMPACT 2017 - 2019

	2017	2018	2019
<p>TECHNOLOGY</p> <p>WHO: Technology Competition could create a subcommittee</p>	<p>Inventory web resources / technology capacity to host an expanded website with resources</p> <p>Develop technology plan to house resources /create platforms for webinars or” hangouts”</p> <p>Create social media strategy for members to connect / share passions / stories</p> <p>Place QR codes (or other technology) on badges with contact information</p>	<p>Populate website with resources that match developing needs</p> <p>Use technology platform between conferences</p> <p>Implement a schedule of quarterly virtual meetups</p>	<p>Create, launch, and continue updating website</p> <p>Advertise/market what SEMC has on the web</p> <p>Use social media to draw members to resources</p> <p>Invite presenters to share materials online</p> <p>Video conference sessions and post online</p>
<p>ANNUAL GATHERINGS</p> <p>WHO: Program Committee</p>	<p>Collect data on sessions submitters</p> <p>Develop “Welcome to SEMC” session to promote proposal writing (seek mentors to help first-time proposers)</p> <p>Diversify social offerings (support networking through meetups, mixers, scavenger hunt, speed dating, happy hour; massage chairs in exhibit hall)</p> <p>Solicit content-specific sessions (nuts & bolts, challenging issues, mid-career, work-life balance, challenging the field, planning for succession, planning for retirement, reflections)</p>		<p>Evaluate new session formats</p> <p>Offer pre-conference webinar for 1st time attendees</p> <p>Retool SEMC orientation if needed</p>
<p>HONING OUR CRAFT <i>between annual gatherings</i></p> <p>WHO: Professional Development Committee could create a subcommittee / seek volunteers from the membership</p>	<p>Develop a plan for EMP affinity group (e.g., identify leaders and recruit ambassadors)</p> <p>Conduct feasibility study to determine if SEMC members can support a JIMI II</p> <p>Publicize the best new literature/articles and distribute monthly (e.g., crisis management, field-wide trends, and fundraising)</p>	<p>Implement EMP plan</p> <p>Cultivate and empower these leaders</p> <p>Analyze JIMI program</p> <p>Plan for JIMI II—depending on study’s findings</p> <p>Identify funding source for mid-career leadership program—depending on study’s findings</p> <p>Offer virtual workshops between conferences / resources on website</p> <p>Design a retreat for mid-career professionals</p>	<p>Revisit the plan’s structure/tasks and tweak as necessary</p> <p>If sustainable, secure funding for and offer JIMI II (for mid- and advanced-level professionals)</p> <p>Offer a retreat for mid-career professionals</p>

S E M C P L A N O F A C T I O N T O A C H I E V E I M P A C T 2 0 1 7 - 2 0 1 9

	2017	2018	2019
MARKETING COMMUNICATION WHO: Staff, Communication Committee, Council, volunteers	Develop list of museum-related academic programs for marketing purposes	Promote academic memberships and develop speaker's bureau	Promote/implement bureau to academics
	Develop marketing plan to draw members to conference Offer discounts to first-time members and attendees to join and attend conference as "loss leader"	Implement marketing plan; include marketing SEMC at other conferences	
		Solicit articles for a "reflections" newsletter column Publish reflections from annual award winners	Publish speakers' presentations in newsletter / on website
	Increase advertising for JIMI		
LEADERSHIP WHO: Staff, Council	Urge diverse members to serve on the Council Seek funding for conference and JIMI scholarships Discuss expansion ideas at AAM Council of Regions		Create an accountability and evaluation committee
INCLUSION WHO: Inclusion Task Force (to be created)	Create list of Latino museums for targeted outreach Create communication plan with historic black colleges Solicit sessions about hiring for diversity at SEMC 2017 NOLA conference Invite keynote to address diversity at SEMC 2017 NOLA conference Foster closer relationships to share resources and expertise with racial/ethnic museums Seek funding for a leadership convening around issues of diversity/inclusion	Implement communication plan; advertise job opportunities at colleges	

	Explore expanding the racial/ethnic scholarship program	Submit proposal to expand (or not) program Seek funding for a diversity internship at SEMC
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