KMA Leads the Way at Museums Advocacy Day in Washington DC

Dené Mosier, KMA Executive Director Lisa Dodson, KMA President Zan Popp in front of the Capitol in Washington DC.

From KMA Board President Zan Popp:

I want to thank KMA and the board for once again sending myself and Lisa to Advocacy Day on the Hill this year from Feb 24-25. This was the second year that KMA allocated funds to send the president and executive director of KMA to represent the nearly 450 museums in the state of Kansas. This year Lisa and I joined 350 other museum advocates from around the country to meet...
Our task this year was to help our elected leaders recognize the value of museums by:

- Making the case that museums are economic engines, supporting 726,000 jobs and generating $50 billion in economic activity and another $12 billion in tax revenue per year.
- Underscoring for legislators that museums have strong public support: 95% of voters would approve of lawmakers who acted to support museums and 96% want federal funding for museums to be maintained or increased.
- Helping legislators understand the importance of charitable giving and tax policy to museums.
- Telling the story of how museums spend $2 billion on educational programming each year, provide professional development to teachers, help teach the local curriculum, play an integral role in home-schooling, and provide critical learning resources for preK-12 students.
- Making the case that grants by federal agencies - and federal funds distributed locally by the state arts agencies and state humanities councils - make a tremendous impact in every state, and that federal funding to museums spurs additional giving from the private sector.

Lisa and I were joined this year by Dené Mosier, President and CEO of the Kansas Children’s Discovery Center. We had a full day of meetings with all 6 of the Kansas legislators offices. We spent the day crisscrossing Capitol Hill and sharing stories about the value and important work being done in Kansas museums.

On the plane ride home after a hard but rewarding few days advocating for our Kansas museums, I started thinking about how we advocate for our museums more than once a year in DC? How do we keep our local representatives at the state level aware of our great deeds as well as our needs? How do I share all the great information provided to us?

I found myself turning to AAM again and found these 4 helpful tips on what I can do to keep advocating for my museums throughout the year.

What You Can Do

- **Keep an open mind about advocacy:** Realize that you may already “lobby” in your daily life and that lobbying for your museum and its programs is an exercise you can do successfully as well.

- **Be a sponge:** Advocacy is happening all around us all of the time. Watch and learn from your colleagues at other museums and in other industries for messages and techniques that you can use with your own elected officials.

- **Have fun with advocacy:** Think of the brain as a muscle that benefits from a variety of exercises. Advocating for your museum can provide a refreshing new outlet for marketing
the services your museum offers and connecting with your community.

- **Make advocacy a habit**: There are a multitude of ways to incorporate lobbying activity into your routine. Use our [Year Round Advocacy for Museums](#) ideas to get started.

- **Stay informed throughout the year**: Keep up with [Alliance Advocacy Alerts](#) for information about legislative activity affecting museums throughout the year.

From the **American Alliance of Museums**

**Additional Resource:**

- [Museums and Public Opinion](#) (a new summary of findings from National Public Opinion Polling and the American Alliance of Museums)

![The Kansas Delegation outside Sen. Roberts's office.](image)

Keeping You Informed: Coronavirus Resources and Updates for Kansas

KMA is committed to keeping you informed, helping to provide resources and supporting you as we all adjust to life in the midst of the coronavirus pandemic. Here are some highlights:
Governor Laura Kelly issues stay at home order for all Kansans

Federal Economic Relief Update: Museums have been included in the Coronavirus Aid, Relief, and Economic Security (CARES) Act passed by Congress.

**Economic Relief for Nonprofits:** The Small Business Administration announced that it is extending disaster relief loans to nonprofits, in addition to small businesses, to help alleviate economic hardship caused by COVID-19. The SBA will be offering loans of up to $2 million through the Economic Injury Disaster Loan program, with interest rates of 2.75% for nonprofits. Read the press release from the SBA. Read more about the Economic Injury Disaster Loan program here.

**American Alliance of Museums Annual Meeting,** scheduled for May in San Francisco, has been cancelled. They are providing outstanding resources on a number of coronavirus related topics on their regularly updated website here.

**Webinars, Articles, and Other Resources:** KMA wants you to have access to resources to help your museum. The homepage of our website, www.ksmuseums.org, hosts a regularly updated list of news links, advocacy updates, grant opportunities, and documents that other museums are sharing to help cope with the current reality and stay connected to each other and their communities.

Humanities Kansas and their partners - including KMA - want to know how this situation is impacting your museum. Take a 10 minute survey here to help us plan ways to support you now and in the future.

**Kansas Digital Access to Historical Records (KDAHR) Regrant Program:** The application deadline has been extended to May 1.

**Free Technical Leaflets:** AASLH has made two Technical Leaflets "Managing Through Hard Times" (2010) and "Advocating for Your Organization with Local Government" (2019) available for free. [Reminder: for many free resources from AASLH you have to register and log in. This is also free and you don't have to be an AASLH member to register]

Do you have a creative way you are connecting with your audience during the stay at home order? Are you putting content online, sharing collections items on social media or hosting a program virtually? Send us a message about what your museum is doing to connect and we will add it to our resource list of Kansas museums on the homepage of our website.

Remember to check our website regularly to see new documents and links to news you can use!
Good News - Museum Happenings Across Kansas

The Chase County Historical Society has worked with Dr. Alfred Eckes, retired historian and college professor, to produce videos about the history of Chase County. Their first video - Rediscovering the West - Chase County, and second - Chase County's Hidden Wealth: Quarries, Stonecutters, and a Construction Empire, are available for viewing on YouTube at the links above. Congratulations on finding a great way to connect with people interested in history near and far!

KMA News and Updates

- The RFP for sessions for KMA's 2020 Conference is now open! Click here for details and to apply. Have a great idea but don't have the funds to come to the conference? Complete the RFP and apply for a scholarship! Information on scholarships will be available soon.

- The deadline for KMA's Advertising Newsletter has been extended to April 10. If you would like to advertise, click here to get started. Email Jamin with questions.

- If you haven't renewed your institutional or individual KMA membership, now is the time! Don't miss out on chances to apply for scholarships, grants, and the chance to help guide our strategic planning as we work to make KMA the best resource for you. Renew your membership here.

Spotlight On: Sheila Yrjanainen - Curatorial Assistant to the Director, Coutts Museum of Art

In 2019, ten deserving applicants received scholarships from KMA to cover their registration for the annual conference, as well as a stipend for travel and lodging. Our scholarship recipients hail from across the state; some are young professionals and some have years of experience but they all joined us in McPherson and Lindsborg eager to learn and grow with their colleagues in the profession. We will be sharing recaps of their experiences throughout the year as we look forward to the 2020 conference.

From Sheila Yrjanainen:
My name is Sheila Yrjanainen. I work at the Coutts Museum of Art in El Dorado, KS. I am the Curatorial Assistant to the Director. I look forward to the KMA conference every year. I have only lived in Kansas a few years so I enjoy taking notes about all of the wonderful places yet to be explored, and even better is meeting the great people who work in these museums. Without the KMA, I may not have discovered some of the out of the way places. The whole conference was great, the tours, eating Halloween candy for breakfast, meeting people with like minds, having cake AND pie at the banquet, and the workshops.

I really enjoyed listening to Dylan Thuras from Atlas Obscura. I am also from Minnesota, so we we were able to talk about some of the sights to see back home. My childhood was also spent exploring the out of the way oddities and tourist stops. I can spend hours looking at arrowheads, dolls, quilts or art of any kind. I love old buildings full of stuff. My parents and grandparents were explorers so my love of museums comes naturally. I have seen the Lincoln Memorial at night with no one else but my family present. My aunt Gloria worked for the Pentagon, so we had a great tour guide.

Kenneth Bé was informative and fascinating. Kenneth works for the Ford Conservation Center in Nebraska. His workshop was Conservation, Preservation and Restoration. Kenneth showed us very good examples of when each of those is needed. In the past I lumped those three things together, thanks to Kenneth each of the definitions, conservation, preservation and restoration are crystal clear. We learned about the controversy of restoration, especially the very famous works of art. For example, many people were very upset over the cleaning of the Sistine Chapel. I am definitely happy I am not a conservator, what a terrifying job. Kenneth made me understand how we, as museum personal, are very important in keeping our collections for the next generation.

I hope to see you all out there as I roam the state of Kansas, eating at diners and checking out all of the wonderful museums. Come visit me at the Coutts Museum of Art, we have some pretty cool stuff.
National Association for Interpretation’s Upcoming Webinars
Closed for Business. Open for Impact. Immersive At Home: Visitors Inside Your Interpretive Site Within 48 Hours With Nothing More Than A Camera and Laptop **[This webinar sponsored by TimeLooper is being offered by multiple organizations - choose a date and time that works best for you]**
April 3
11:00 am - 12:00 pm Central
FREE
Register

Best Practices for Going Virtual: Staying Engaged with our Visitors During Difficult Times
This event has passed, but check here for the on-demand version when it is available

American Association for State and Local History’s Upcoming Webinars
AASLH Conversations: Leadership, Boards, and Response to COVID-19
March 31
2:00 - 3:00 pm Central
Register
(promo code available at the link to waive registration fee)

Museum Closed. Open for Impact. Immersive At Home: Visitors Inside Your Interpretive Site Within 48 Hours With Nothing More Than A Camera and Laptop **[This webinar sponsored by TimeLooper is being offered by multiple organizations - choose a date and time that works best for you]**
April 1
2:00 - 3:00 pm Central
Free
Register

AASLH Conversations: Planning for an Uncertain Financial Future
April 2
2:00 - 3:00 Central
Register (promo code available at the link to waive registration fee)

Historic House Call: Mission
April 23
2:00 - 2:30 pm Central
Register

Connecting to Collections Care’s Upcoming Webinars
Collections Care in the Age of COVID-19
April 2
1:00 - 2:00 pm Central
Facebook live - click here for more information
Texas Historical Commission's Upcoming Webinars
Free Webinar-Organizational Practices: A Digital Repository's Perspective
April 22
10:00 am Central
Register

Free Webinar-Museums and Millennials: Tips for Successful Engagement
April 29
10:00 am Central
Register

Plus find a lengthy list of more coronavirus related webinars compiled by THC here.

National Art Education Association's Upcoming Webinars
Is It Art? Data Visualization: How Does Data Visualization Align With the National Core Art Standards?
April 9
6:00-7:00 pm Central
Register

"Let's Talk": Engaging in Social Action Conversations in the Art Room
April 30
6:00-7:00 pm Central
Register

Society of American Archivists' Upcoming Webinars
Suddenly Working From Home: Best Practices for Team Management in Crisis
This event has passed, but check here for the on-demand version when it is available.

Advocacy Connection and Museums in the News

Need More Museum-Related Coronavirus News Because You Can't Stop Reading?

Stuck at Home? These 12 Museums Offer Virtual Tours You Can Take on Your Couch - Andrea Romano, Travel + Leisure

How To: Super Quick DIY Podcasting for Museums and Other Nonprofits Closed by COVID-19 - Hannah Hethmon, Medium

Resources in Response to the Coronavirus - National Trust for Historic Preservation

The Coronavirus Virtual Museum Effect - Tony Cassar, Medium

See our website for additional related articles and updates.

Would Rather Never Hear the Word Coronavirus Again; I Need a Distraction

Smithsonian Open Access: 2.8 Million Images are Yours to Use

40 Free American Indian and Alaska Native Films - Vision Maker Media and the American Archive of Public Broadcasting

Too Many Boards Abuse Their Power, Let's Change That, - Joan Garry, The Chronicle of Philanthropy

Five Qualities of a Relevant History Experience - History Relevance


'Dead Sea Scrolls' at the Museum of the Bible are All Forgeries - Michael Greshko, National Geographic

Graduate Student Discovers One of World's Oldest Swords in a Mislabeled Monastery Display - Katherine J. Wu, Smithsonian Magazine

Vincent van Gogh Painting Stolen from Singer Laren Museum in the Netherlands - Kate Ng, The Independent

Oklahoma Cowboy Museum's Security Director Becomes Twitter Phenom: 'Thanks, Tim' - Jimmie Tramel, Tulsa World

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