

ORGANIZING "THE NEW TOWN SQUARE"

Florida Association of Museums Conference
2015



"Museums are the *New Town Square*"

Dr. Ed Able, President
Association of Science-Technology Centers

ONTS: Agenda

12-noon-12:05 p.m. **Welcome & Introductions – Sam Joseph, Facilitator**

12:05-12:35 p.m. **"State of Florida's Museums" Panel Discussion – Malinda Horton, FAM**

12:35-12:50 p.m. **Q & A – Sam Joseph, Facilitator**

12:50-1:20 p.m. **Identify the Issue/Challenges & the Cure – Sam Joseph, Facilitator**

1:20-1:30 p.m. **Q & A – Sam Joseph, Facilitator**

1:30-1:45 p.m. **Call to Action/Session Close – Malinda Horton & Sam Joseph**

SESSION GROUND RULES

- Assume no personal intent
- Everyone has the opportunity to be heard
- ALL INPUT IS VALUED
- Conversations and/or issues raised in here, stay here
- Treat others and their ideas as you would like to be treated

ONTS: Welcome & Introductions

**Malinda Horton, Executive Director
Florida Association of Museums**

- Executive Director of the Florida Association of Museums (FAM) since 1995. In addition to her regular Executive Director duties, she also serves as the lobbyist for FAM.
- Prior to working for FAM, she worked for the previous Executive Director and also worked in the Florida Legislature.
- Native Floridian and attended Florida State University. Her degree is in Political Science and her dream was to become a lobbyist and work in the legislative process.
- Serves on the VISIT FLORIDA Board of Directors as Chair of the Industry Relations Committee. She also serve on the Tallahassee Museum as Vice President.

Sam Joseph, Consultant

- More than 20 years of experience in the museum field/not-for-profit arena in many disciplines and roles: educator, manager, director, statewide board member, national program board president, evaluator, and consultant.
- Strong management, team building and community relations skills coupled with a "can do" attitude and an appreciation for people of all abilities, ages, and ethnicities.
- Educator, program developer and evaluator, experienced in planning, training, and conferences for local, statewide, and national groups.
- Experience serving on boards and working with trustees, volunteers, youth, school system administrators, politicians, and other community partners. Several years of ongoing service on Florida Association of Museums Foundation Board, on the Advisory Board of YMCA of Broward County's Child Advocacy Center, and on local, state, and federal grant review panels.
- Former president of a national board for youth program based in science and technology centers.

Malinda Horton, Executive Director
Florida Association of Museums

**"STATE OF FLORIDA'S
MUSEUMS" PANEL
DISCUSSION**

ONTS: Panel Discussion

Discussion Questions

- How have you personally made an impact on museum/cultural issues in your local community and throughout the State of Florida?
- After your experience with us today, what will you do to help support "The New Town Squares" (museums/culture) in your local community and throughout the State of Florida?

Sam Joseph, Facilitator

AUDIENCE Q & A

Sam Joseph, Facilitator

IDENTIFY THE ISSUE/ CHALLENGE & THE CURE

ONTS: The Issue/Challenge

Museums contribute \$21 billion to the U.S. economy each year. Museums spend more than \$2 billion a year on education; the typical museum devotes three-quarters of its education budget to K-12 students.

Despite engaging a larger audience than other attractions and sporting events combined, both locally and nationally, museums are still a minuscule portion of the overall local, State, and/or Federal budgets.

How do we harness the power of our successes and constituents to ensure we get what we deserve?

ONTS: The Issue/Challenge (cont.)



MUSEUM FACTS

- Museums are a critical part of the public interest, education and ongoing...
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Museum Source Study Community

- A total of 23 museums in the state of Florida...
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FAM FACT SHEET

Economic Impact

Florida museums:

- Serve 30 million visitors each year
- Employ over 5,000 people statewide
- Spend \$331 million each year on goods and services in-state
- Serve over 1 million school children each year via school trips

ONTS: The Issue/Challenge (cont.)



ONTS: The Issue/Challenge (cont.)

- Changing attitudes about public funding priorities locally and nationally
 - Miami Herald Article
 - Tampa Tribune Article
 - Sun Sentinel Article
 - The Chronicle of Philanthropy Article
- Boston charity/non-profit tax
 - National model

ONTS: Cause or Contagion

- Disconnection with constituents and the community
- "Best kept secret . . ." syndrome
- Poor governance & leadership
- Lack of time and/or passion
- Disconnection with institutional mission and/or values
- Disloyalty
- Entitlement issues ("We deserve . . .")
- Capital Campaign Culture (covet thy neighbor syndrome)

ONTS: Cure

- **Make time for advocacy**
- Address issues directly
- "Recommit to the cause", serve as a "New Town Square" ambassador
- Build in advocacy in everything you and your organization do
- **Stay relevant (get to know your constituents and community; make sure they know you and what you do)**
- **Organize, organize, organize!!!**
- Remind your constituents **often** how they can help you and FAM
- Recruit and train **ADVOCATES** from your constituents to support your efforts
- Lead the charge toward making your institution the communities "New Town Square"

Sam Joseph, Facilitator

AUDIENCE Q & A

Sam Joseph, Consultant
Malinda Horton, FAM

CALL TO ACTION / SESSION CLOSE

ONTS: Call To Action

- Create an Advocacy Action Plan (personal and professional)
- Support the organizations that support you (FAM, AAM, IMLS, local school districts, etc.)
- Make advocacy and constituent building a central part of your work
- Use FAM and it's resources to support your advocacy efforts (i.e. Legislative Updates, advocacy workshops, etc.)
- **ANSWER THE CALL WHEN YOU'RE NEEDED!!!**

GO FORTH AND BUILD ADVOCATES!

Thank you for your time, talent, and thoughts!

**TOGETHER WE CAN ENSURE
FLORIDA'S MUSEUMS ARE TRULY
"THE NEW TOWN SQUARE"**