

# GAMG 2011

Georgia Association of Museums and Galleries Newsletter

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## President's Message

### Brent Tharp

My teenage daughter enjoys changing my phone's ringtone to obscure things like the Norwegian national anthem. A fellow GAMG board member suggested I lock that feature. It's a good idea except I would have to ask my daughter how to do that. Keeping up with technology is a challenge, but an exciting one.

Exhibit lighting, a basic function of museums, is on the verge of exciting changes. The 75-watt Halogen incandescent bulb has been a standard in museum exhibit galleries. For a short time, it looked possible that compact fluorescents might change the rules, but it has been difficult to find reliable information about their UV output and appropriateness for various exhibit conditions. It seems not to matter, now, because many tout new LED technologies as the wave of the future.

On the surface, light emitting diode technology could be very promising. New LED bulbs may emit little or no UV or Infrared. Also, the newest versions of these technologies, designed to replace the Halogen bulb, are able to achieve a whiter light. Together, these attributes could make LED bulbs a very good lighting source for sensitive museum environments.

Another very appealing quality of LED technology is its energy efficiency. The potential energy savings compared to Halogen bulbs could be as much as 75%, a cost savings of significant amount to cost conscious museums. Additional savings are expected from the longevity of LED bulbs. While still significantly more expensive than incandescent bulbs, LED bulbs will last up to 25,000 hours reducing the number of bulbs purchased and staff time spent replacing them. Finally, LED bulbs produce very little heat, thus lightening the load on HVAC systems.

The claims of new technology sound promising, but reality is often very different. Not all LED bulbs currently on the market perform the same and museums and conservators are just beginning to test these claims. Lighting Services Inc. created a paper addressing claims of white light LED bulbs. *You can find it at:*

[www.lightingservicesinc.com/LEDs\\_in\\_Museum\\_Environments.pdf](http://www.lightingservicesinc.com/LEDs_in_Museum_Environments.pdf)

The July 2011 issue of LD+A, the magazine of Illuminating Engineering Society of North America, reported in an article entitled "Can Museums Measure Up?" on scientific trials conducted by the Department of Energy in cooperation with the Smithsonian, the Getty Conservation Institute, and the Jordan Schnitzer Museum of Art. You can search the web for a PDF summary of the article or find the complete results in the July issue.

## Administrative Director's Report



**Michele Rodgers**

It's that time of the year to start making plans to attend the GAMG annual meeting, to be held January 18 – 20, 2012, in Milledgeville. Once again you may be facing tight budgets and the task of trying to justify traveling to the conference. Let me remind you of some important reasons to join your colleagues at the annual meeting:

- \***Network** with museum professionals from throughout the state
- \*Take home **knowledge** you can put to use in your job – right away!!
- \*Enhance your **support** network through the “Mentoring Speed Date” session
- \*Learn about **cutting-edge products and services** at the Exhibit Hall
- \*Be **inspired** by featured speakers
- \*Invest in reasonably priced **staff development** - and no air fare required!
- \*Learn how to **survive** everyday minefields in the museum profession
- \*Experience the **rich culture** and **warm welcome** of Milledgeville

*Hope to see you in January!*

## HELP IS ON THE WAY!

### Help is on the Way! Guidance Program for Small and Mid-Sized Museums!

Do you want the answers to help your museum move forward?  
Would you like a roadmap for future success?

Consider participating in the Museum Assessment Program (MAP), which assists all types of small and mid-size museums (e.g., aquariums, art, children's, history, nature centers, natural history, public gardens, science centers and zoos). While engaging in guided self study, your museum will be matched with an expert peer reviewer who will provide a customized site visit and report. In less than a year, MAP will help you develop strategies for improved operations, planning, staff and board education and fundraising.

Since 1981, over 4,300 organizations have participated in MAP as a low-cost method of becoming more sustainable. Become the next museum to take advantage of MAP. The next application deadline is December 1.

Visit [www.aam-us.org/map](http://www.aam-us.org/map) for more information about MAP. MAP is administered by the American Association of Museums and supported through a cooperative agreement with the Institute of Museum and Library Services.

“The Collections Management Assessment at our museum was, and continues to be, so very helpful.”

- Christine Miller-Betts,  
Executive Director, The Lucy Craft Laney Museum of Black History



## MAP at 30

AAM's Museum Assessment Program has been helping museums achieve excellence for 30 years!

# KSU History & Holocaust Museum receives \$78,000 Grant to expand Museum work in Morocco

*Project aims to dispel misinformation, negative stereotypes about the Muslim world.*

**Kennesaw, GA (July 2011)** — Kennesaw State University's Museum of History and Holocaust Education (MHHE) will expand a cultural exchange with Casablanca, Morocco, thanks to a \$65,000 grant from the U.S. Department of State's Bureau of Educational and Cultural Affairs and the American Association of Museums. Following the initial distribution of grant funds, the MHHE received an additional \$13,000. The MHHE is one of only two institutions to receive the grant renewal as part of the Department of State's Museums & Community Collaborations Abroad (MCCA) program.

Dr. Catherine Lewis, the executive director of the Department of Museums, Archives & Rare Books and a professor of history, said the new grant will finance a project titled "Identities: Understanding Islam in a Cross-Cultural Context."

"This grant will allow us to carry out Kennesaw State's mission of making students global citizens," Lewis said. "We will deepen existing relationships, explore the diversity of Muslim culture locally and abroad and work to dispel misinformation and negative stereotypes about the Muslim world."

KSU has already accomplished much in Casablanca. In 2009, the university used a grant to compile oral histories, produce a documentary and create the Ben M'sik Community Museum —the first community museum in Morocco.

With the new grant, the KSU museum plans to:

- ▶ Create an online exhibit that will highlight information about immigrant identity, the practice of Islam in various cultures and communities and common stereotypes and misperceptions about Islam. The exhibit will be completed by the KSU and Moroccan delegations – faculty, students, staff and community liaisons.
- ▶ Send the KSU and Morocco delegations to Washington, D.C., for one week in October to meet with officials from the State Department and the American Association of Museums.
- ▶ Send the KSU delegation to Morocco for one week in February 2012 to refine the online exhibition's content and to conduct an open house for community members.

- ▶ Hold community focus groups to provide support and content for the online exhibition and to appoint experienced community liaisons. The project teams from KSU and Morocco will also conduct two workshops via Skype to discuss the online exhibition.

Only a handful of American universities engage in this kind of diplomacy. In 2009, the MHHE was one of five institutions awarded a prestigious Museums and Community Collaboration Abroad (MCCA) grant from the U.S. Department of State's Bureau of Educational and Cultural Affairs and the American Association of Museums. That grant was for \$72,000 and was supplemented by KSU.

Creating the Ben M'sik Community Museum —the first community museum in Morocco — was a major accomplishment.

The Casablanca museum documents the day-to-day lives of local people — their customs, traditions, language, transportation, cuisine, dress, art and stories — as well as the community's architecture, migration and personalities. It was the first of its kind among Morocco's 14 public museums, none of which are located in Casablanca.

The 2009 grant grew out of a 2005 partnership between KSU and Hassan II University in Casablanca, Morocco. The first exchanges involved various academic departments, including American Studies and foreign languages, and in 2007 expanded to include museums.

The 2009 grant also was used to create a documentary, "Creating Community Collaboration;" publish a book, "Crossing Borders: A Transatlantic Collaboration," compiled and edited by Lewis, Dr. Jennifer Dickey and Professor Samir El Azhar; and launch a website, <https://commons.kennesaw.edu/mcca/>. The online exhibition and the documentary will be linked to this website at a date to be determined.

"These two institutions have already done great work, bolstering the impact of MCCA in Georgia and in Morocco, and this continuing grant is indicative of their success" said AAM president Ford W. Bell. "MCCA is all about building cultural bridges, and this new project will go far toward doing exactly that, furthering the mission of these museums and museums everywhere -- namely education and enlightenment."

The Bureau of Educational and Cultural Affairs (ECA) promotes international mutual understanding through a wide range of academic, cultural, private-sector, professional, and sports exchange programs. ECA exchanges engage youth, students, educators, artists, athletes, and emerging leaders in many fields in the United States and in more than 160 countries. Alumni of ECA exchanges comprise over one million people around the world, including more than 50 Nobel Laureates and more than 320 current or former heads of state and government.

Kennesaw State University is the third-largest university in Georgia, offering more than 70 graduate and undergraduate degrees, including doctorates in education, business and nursing, and a new Ph.D. in international conflict management. A member of the 35-unit University System of Georgia, Kennesaw State is a comprehensive, residential institution with a growing population of more than 23,400 students from 142 countries.

## HELP AAM HELP OUR STATE'S MUSEUMS

# AMERICAN ASSOCIATION OF MUSEUMS



Please share your financial data to help AAM fight for all museums on Capitol Hill and elsewhere. In the past, museums across the nation contributed data to AAM's Museum Financial Information survey; now museums can contribute the same key data through AAM's secure online tool, Museum Benchmarking Online (MBO) ([www.aam-us.org/MBO](http://www.aam-us.org/MBO)). Museums need credible, comprehensive data to make our case to policymakers – especially when they start cutting budgets. MBO is a quick, easy way to support the advocacy efforts of the entire museum field.

Go to [www.aam-us.org/MBO](http://www.aam-us.org/MBO) for details, including a list of the data being collected, a list of the documents you'll need to assemble, a video introduction to the system and highlights of its benchmarking capabilities. ***You do not need to subscribe or be an AAM member to enter your museum's data.*** For the good of the museum field, please take a few minutes to share your vital statistics with AAM. If you have questions, send them to [www.benchmark@aam-us.org](mailto:www.benchmark@aam-us.org).

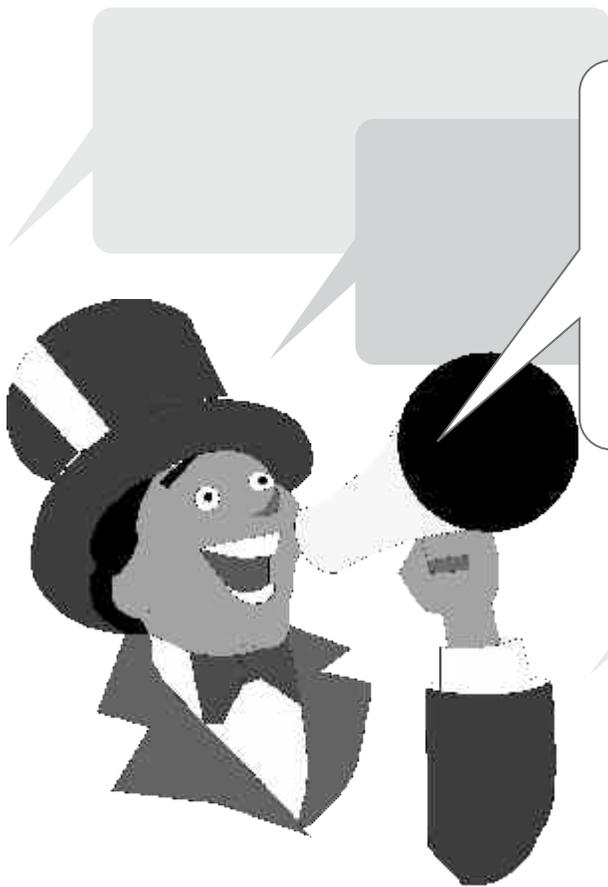
## GAMG AWARDS

Each year at the GAMG Annual Meeting, we gather to present awards to organizations that have created thought-provoking exhibits and exciting special projects. In addition, we honor volunteers, companies and staff members who help us do our work just a little bit better...well maybe a lot better!

Now is the time to recognize your museum's most important Patron, newest blockbuster exhibit, or most dependable volunteer. GAMG award nominations for this year are due to the Awards Committee on Friday, November 18, 2011. The GAMG Awards Luncheon will be held on Friday, January 20, 2012, in Milledgeville as part of the Annual Meeting.

Awards recognize the achievements of organizations and individuals in the following categories: Patron, Museum Professional, Business/Corporation, Institution, Museum Volunteer, Education, Museum Exhibition, Special Projects, Advocacy, and Lifetime Achievement Award. Watch for further information on the GAMG website and GAMG list-serve. *If you have questions or need nomination forms, contact GAMG Administrative Director, Michele Rodgers at [gamg@gamg.org](mailto:gamg@gamg.org) or by calling 770-853-7539.*





# UpNext

topics and discussions for readers to explore as well as the opportunity to get to know more about IMLS projects, initiatives and staff and to engage with thought leaders both in and outside the museum and library communities.

"In the past month we heard ideas and comments from 1,400 users who participated in our online community to help shape the IMLS strategic plan," said Susan Hildreth, IMLS Director. The UpNext blog provides one response to users who called on IMLS to create more opportunities to share best practices, spur innovation and reach out to partners. We welcome you to continue that conversation and share what you know."

Visitors to <http://blog.imls.gov> can subscribe to UpNext! and receive email updates when new articles are posted. Along with release of the blog, visitors to the IMLS website will notice some additional changes. The site offers users new page views that aggregate content from across the site. Users can view all content associated with a particular grant program or a particular "issue" and get more in-depth information about their interests.

The Institute of Museum and Library Services (IMLS), today announced the launch of a new blog, UpNext!

The primary goal of the blog is to be a relevant and engaging online community where readers and contributors have a collaborative, open, and transparent environment to share their views and expertise. IMLS wants the blog to be a place where libraries, museums and their partners can share ideas, questions, and experiences.

Focusing on what works and lessons learned in library and museum service, the blog will feature a wide variety of



INSTITUTE of  
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# GAMG



# 2011

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## NEW AND RENEWING MEMBERS SINCE JUNE 2011

### **Institutional**

Allman Brothers Band Museum  
Barrington Hall  
Bartow History Museum  
Booth Western Art Museum  
DeKalb History Center  
Hills and Dales Estate  
Jeff Davis County  
Ocmulgee National Monument  
Robert W. Williams Paper Museum  
Sautee – Nacoochee Arts & Community Association

### **Individual**

Wayne Robinson  
Donald R. Rooney

# **GAMG**

## **INFORMATION ON BECOMING A MEMBER**

Georgia Association of Museums and Galleries is comprised of more than 200 members including individuals, businesses and art, history, natural history, and science museums.

We are open to all non-profit museums, galleries, history centers, science museums and museum associations dedicated to the development and implementation of professional museum practices.

if you are interested in becoming a member or are interested in the exceptional benefits GAMG has to offer, please visit:  
[www.gamg.org](http://www.gamg.org) for more information