



GAMG 2009

Georgia Association of Museums and Galleries Newsletter

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President's Message

Brent Tharp

A colleague at the recent *American Association of Museums* conference suggested that, in general, museums are not very good at reacting to change, whether technological or economic. He suggested that museums have not traditionally been funded or structured to deal quickly with change. In general, he is probably right. However, the bright spot is that museums are well staffed and structured to take advantage of change in the long run better than many others. Because our missions of interpreting and understanding large trends over long periods of time, we can be analytical and creative in approaching change.

I like this idea. It struck me during so many sessions at *AAM* concerning the use of Web 2.0 technologies that although museums may not quickly adopt and adapt these new tools to change their organizations, they are finding interesting ways to do this. Museums were by no means early adopters of Web 2.0 technologies such as Facebook and MySpace, but they have begun to use them, and I am anxious to see how they leverage them for our missions. Certainly all these opportunities are new and interesting ways of engaging audiences, but how will these connections translate to ways of meeting the core mission of education? History has shown us that technology is rarely adopted by the general public exactly in the ways that inventors intended. Rather the unintended uses are far more interesting.

GAMG NEWSLETTER CHANGES

Special thanks to Sylvia Mansour Naguib who served GAMG as Newsletter Editor for the past several years. Sylvia's attention to detail made sure that every issue was "letter perfect." We wish her the best as she takes a break from GAMG duties and as she jumps headlong into renovations at the Jimmy Carter Library.

Another Newsletter note...As you can see, this GAMG newsletter is appearing to you in black and white rather than color. The GAMG board has agreed that during this time of belt-tightening, one way to save costs is to forego a full-color newsletter. Hopefully, you will enjoy its content as much as always. Let us know what you think.



Administrative Director's Message

Michele Rodgers

Although times are tough, GAMG members are continuing to produce great programs for their audiences. Over the last few months, I have been contacting members to let them know how much the board and I appreciate their membership, but also to find out how GAMG can provide more assistance during these challenging times, and what I've found out is that you are all rising to the occasion and using this time to think "outside the box," and as a result,

come up with great ideas for attracting visitors. If you have developed a new program that has worked for you, drop me an email (gamg@gamg.org) and let me know about it. I'll be happy to share it with others. Also, don't forget that the GAMG listserv is a great way to share ideas, and needs, with fellow members. Just contact Tom Bowden, tbowden@gsu.edu, to get signed up. Finally, don't forget to submit your events for inclusion on our website calendar; just go to www.gamg.org and follow the directions.

KEEPING THE FAITH: RECOVERY AND RENEWAL

A CALL FOR PAPERS

**City of Roses, Thomasville, GA
Host to the 2010 Georgia Association of Museums and Galleries
Annual Meeting
January 20 through January 22**

KEEPING THE FAITH: RECOVERY AND RENEWAL



Last year's sessions included a little something for everyone. If you would like to participate as a presenter or if you have participated in a professional development session that you feel would be particularly helpful to your colleagues, I'd like to hear from you!

Send ideas to Pat Morris
Coastal Georgia Historical Society
PO Box 21136
St. Simons Island, GA 31522
Email: pat@saintsimonslighthouse.org

Your participation is important to us! Be part of the Recovery and Renewal!!

Deadline: July 25, 2009

NEW MEMBER SPOTLIGHT

Historic Banning Mills is dedicated to the preservation of Banning Mills Township, located in the beautiful Snake Creek Gorge about ten miles east of Carrollton, Georgia. The center's interpretation begins with the area's Creek Indian history, as several village sites were along Snake Creek. The creek connected two large mounded villages, one on the Chattahoochee River and one on the Little Tallapoosa, making this region a major thoroughfare for Creek travel.

Exhibits then examine the Civil War history of the area, with special focus on Horace King, master bridge builder of the south, who constructed the Confederate Mill located here. Incidentally, during the late 19th century, King lived only a few miles from Banning Mills.

Another important aspect of local history is explored through the story of The Banning Paper Mill. This mill was the first in the south to produce



paper from pine trees instead of cotton rags. It was once the biggest producer of paper in Georgia and even supplied paper for the Atlanta Constitution.

The final exhibits at the center highlight the impact several mill owners made on Georgia's educational system, with involvement spanning from the College Temple Institute to Mercer University and Georgia Tech.



GAMG members are encouraged to visit Historic Banning Mills, view the 25 minute historical documentary, tour the exhibits, and welcome the newest member of the Georgia Association of Museums and Galleries. For more information, call 770-834-9149, or visit www.historicbanningmills.com. This historic site is located at 205 Horseshoe Dam Road, Whitesburg, GA.

HEALTHY COLLECTIONS INITIATIVE UNDERWAY

By Christine Wiseman, *Preservation Services Manager*
Healthy Collections Initiative, Project Manager - Georgia Archives

In April, 2008 the Georgia Archives received a statewide preservation planning grant from the Institute for Museum and Library Services (IMLS) as part of its Connecting to Collections initiative. Georgia's project, known as the Healthy Collections Initiative, is in the process of assessing the state of collections care and emergency readiness in Georgia's archives, libraries, museums and historical societies. The project, which counts GAMG as one of its partners, affords an important opportunity for cultural institutions in Georgia to identify collections care needs and to shape future statewide activities to meet these needs.

Over the past year project staff based at the Georgia Archives expanded a database of cultural organizations, mapped GIS coordinates for each organization to strengthen statewide emergency preparedness, developed and tested a statewide survey that includes mapping each respondent to a stair-step type chart, and provided respondents with a report of their level of collections care with tips on how to move to the next level.

An integral part of conducting the survey includes identifying the diverse range of cultural organizations in the state, and compiling contact information about each in a centralized database. The foundation of this database is the Georgia Archives' online Historical and Cultural Organizations Directory (<http://content.sos.state.ga.us/GHRAB/>). A primary goal of the planning grant is to expand the directory to include all cultural organizations in Georgia. To date 146 new entries were added with a total of 644 entries overall.

The Directory was then used to identify organizations to test the survey, which began in February 2009 with a sample of 117 organizations. We ended up with a return of 80 (94.1%) completed surveys. A unique aspect of this project is that the survey functions as an assessment tool mapping respondents to one of four preservation stair-step levels: minimal, basic, advanced, and comprehensive. For each preservation category in the survey (collection description, preservation management, environment, emergency planning, collections

care, expenditures and funding, and advocacy and training), project staff identified activities to match each stair step level. The Project Consultant is in the process of conducting test survey data analysis, with two primary goals: providing a preliminary picture of collections care and emergency preparedness in Georgia; and determining the current level of preservation activity for each participating institution by mapping their responses on the stair-step chart.

Detailed analysis of the survey data will provide information about institutional preservation activities within the state, including types of collections perceived to be at risk, current levels of staffing, preservation planning activities, methods of environmental control and monitoring, the status of institutional emergency plans, current levels of funding for preservation, and preservation training needs. Preliminary analysis shows that when institutions were asked to indicate their three highest preservation/conservation needs, the first priority was funding for preservation, the second was a prioritized long-range preservation plan and additional staffing (these options scored equally), and the third was an emergency plan.

Participation in this project allows institutions to view preservation needs in the context of their peers and acts as a tool for elevating institutional awareness and promoting long-range planning for the care of collections. In the future, the Georgia Archives hopes to apply for implementation grants to assist Georgia's cultural institutions in meeting preservation needs.

To be included in this initiative, please visit the Directory at <http://content.sos.state.ga.us/GHRAB/> and select the link to add a new organization. If your institution is listed in the Directory already, you can help the Georgia Archives by keeping your entry up-to-date. By doing so, Georgia Archives staff can better assist your organization in the event of an emergency. For additional information on the project, see http://www.sos.ga.gov/archives/Healthy_Collections_Initiative/default.htm

GEORGIA MUSEUM EDUCATORS SPRING MEETING

By Lisa Wheeler, *Director of Education - Booth Western Art Museum*

Cindy Bowden and Fran Rottenberg hosted the spring meeting of Georgia Museum Educators (GME) on April 17th at the Robert C. Williams Paper Museum located on the Georgia Tech campus. Nineteen people representing fifteen different institutions attended the meeting. Some newcomers to the group included Audrey Anderson from the Georgia Aquarium and Heather Ridgeway from the Georgia Capitol Museum and Tours program.

The first part of the discussion centered around how to find contact information for home school groups and some of the unique challenges that we've encountered with these groups. Together, we put together lists of contact information and places to advertise our programs to home school groups. We discussed ways to control the reservation process, and shared ideas and policies that different organizations are using when booking home school groups.

The second half of the discussion pertained to scout groups and some of the differences between

working with Boy Scout troops as opposed to Girl Scout troops. GME members shared ideas for advertising to scout groups, hosting scout days and planning programs that would meet scout requirements for earning badges. Two members of the group reported success in training senior scouts to develop and teach badge workshops. This helps the museum to staff the program and the senior scouts receive credit they need for service hours.

GME is an informal group of museum educators and other museum professionals that meet quarterly to discuss issues and trends in museum education. More detailed notes from the spring meeting are available to museum educators in Georgia that subscribe to the GME list serve. If you would like to join the group, e-mail david.tucker@themorris.org or lisaw@boothmuseum.org.

The summer meeting will be held at the High Museum in Atlanta. Watch the list serve for details about the date and topic.

MUSEUM STORE NEWS

With the economic situation as it is, Georgia museums are looking to maximize earnings in every possible way, and museum stores can be a great source of revenue while furthering the mission of the museum. Although IRS guidelines limit types of items that museum stores can purchase, there are still many sources for appropriate merchandise, if store buyers know where to look.

One excellent source of merchandise is as close as Atlanta, and it is known as AmericasMart. The "Mart," as many refer to it, provides wholesale vendors offering

everything from clothing to home furnishings to gourmet foods to gifts. The next show, September 12-14, 2009, features Gift and Home Furnishings and according to Mart Retail Services Manager,

Jamie Crimi, is a good one for "first time buyers" to attend because it is one of the smaller shows and buyers won't "feel overwhelmed."

Jamie has invited GAMG members to visit the September show to "see what AmericasMart is all about," so anyone interested should contact her at 404-220-2441 or jcrimi@americasmart.com





Georgia Association of Museums & Galleries
c/o Michele Rodgers, Administrative Director
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Marietta, GA 30061

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NEW AND RENEWING MEMBERS SINCE MARCH 2009

Institutional

6th Cavalry Museum
Albany Museum of Art
Altamaha Heritage Center
Atlanta Historical Society
Barrington Hall
Bellevue
Blue and Gray Museum
Bowdon Historical Society
Center for Puppetry Arts
Church-Waddell-Brumby House
Crawford W. Long Museum
Cultural Arts Council of Douglasville
Davenport House Museum
Elachee Nature Center
Fernbank Science Center
Fort Frederica National Monument
Foxfire Museum & Heritage Center
Gallery RFD

Georgia College & State Univ. Museum
Heritage Station Museum
Hills and Dales Estate
Historic Augusta/Boyhood Home
of Pres. Woodrow Wilson
Historic Banning Mills
Historic Oakland Foundation
Laurens County Historical Society
Lucy Craft Laney Museum
Madison Morgan Cultural Center
Marietta/Cobb Museum of Art
Morris Museum of Art
Museum of Aviation Flight &
Technology Center
Museum of Arts and Sciences
Port Columbus Civil War Naval Center
Rome Area History Museum
Root House
SCAD Art Museum

St. Simons Island Lighthouse
Tellus
Tunnel Hill Heritage Center

Sponsor

Avery Gallery
Inox Design
Malone Design/Fabrication

Individual/Student

Rebecca Cline
Tyler Crafton
Jessica Leming
Anne Letkeman
Ann McCleary
Sylvia Mansour Naguib
Don Rooney
Michael Rowland
Nancy Watson