MAP and CAP
Assessment Programs for Small and Mid-Sized Museums
Collections Assessment for Preservation (CAP) Program

Tiffani Emig
CAP Coordinator
Foundation of the American Institute for Conservation of Historic and Artistic Works (FAIC)
I. What is the Museum Assessment Program?
II. What is the Collections Assessment for Preservation program?
III. How do I find the right program for my museum?
IV. Q & A
MAP and CAP
Assessment Programs for Small and Mid-Sized Museums

Why assessments?
• Improve professional practice
• Re-energize board and staff
• Foundation for planning
• Non-judgmental support
Danyelle Rickard
Museum Assessment Program Officer
American Alliance of Museums
AAM proudly represents 30,000+ museums (from art to zoos!) and museum professionals.
Member breakout by staff size
We champion museums by communicating their value and impact through advocacy.
The Continuum of Excellence
Supporting and celebrating your museum’s commitment to standards

MEMBERSHIP
The foundation for excellence

PLEDGE OF EXCELLENCE
A commitment to the field

CORE DOCUMENTS
A demonstration of professionalism

ACCREDITATION
A mark of distinction from the Alliance and AZA

MAP, StEPs, CAP, SMAA
Customized roadmaps for improvement
The Museum Assessment Program Is…

- Consultative
- Self-Assessment
- Peer Review
- IMLS funded
- 1 year
Assessment Types

- Organizational
- Collections Stewardship
- Community Engagement
Eligibility

- At least one professional staff or FTE
- Nonprofit (private or public)
- Located in a U.S. state or territory
- Open at least 90 days a year
- Cares for/owns/uses tangible objects
## Costs

<table>
<thead>
<tr>
<th>Operating Budget</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125K or less</td>
<td>FREE</td>
</tr>
<tr>
<td>$125,001 and $400K</td>
<td>$350</td>
</tr>
<tr>
<td>$400,001 and $1M</td>
<td>$550</td>
</tr>
<tr>
<td>Greater than $1M</td>
<td>$750</td>
</tr>
</tbody>
</table>
The Self-Study Workbook

Museum Assessment Program
Collections Stewardship
Self-Study Workbook

Deadlines:
- Museums beginning in July – due by December 15th
- Museums beginning in December – due by May 15th

Contact MAP:
museumprograms@map.org
202.289.3110

Museum Assessment Program
Community Engagement
Self-Study Workbook

Deadlines:
- Museums beginning in July – due by December 15th
- Museums beginning in December – due by May 15th
The Report
(what to expect)

• An honest snapshot

• Not all rainbows and unicorns

• Manageable recommendations and resources
The museum

The peer reviewer

MAP staff

The Players
AAM Peer Reviewers

- Volunteers
- MAP & Accreditation
- Review materials
- Conduct site visits
- Write reports
Qualifications

• 5 years experience (decision-making authority)
• Knowledgeable about standards, ethics, practices, operations
• Engaged beyond own museum
<table>
<thead>
<tr>
<th>Qualifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good communicator</td>
</tr>
<tr>
<td>Critical thinker</td>
</tr>
<tr>
<td>Committed to the highest ethical standards and level of professionalism</td>
</tr>
</tbody>
</table>
Benefits

- Learn
- Network
- Give back
- Professional development
Time and Cost

• ~40-60 hrs per assignment
• AAM reimburses expenses
• MAP: $400 honorariaum
• Keep online profile & availability up-to-date
Children’s Museums
University Museums
Specialized Museums
Zoos & Aquariums
Science Centers
Nature Centers
Botanical Gardens
Art
History
A Learning Experience for everyone!

Center for the Future of Museums
“Participating in MAP has been among our best decisions. MAP has given us the depth of knowledge needed to develop a plan for the museum’s long term viability and sustainability.”

- Jamie Berry, Director, Toy & Miniature Museum of Kansas City
Application

- Email MAP at map@aam-us.org to have your name added to the notification list
Learn more

www.aam-us.org/map

map@aam-us.org
MAP

Questions?
Collections Assessment for Preservation (CAP) Program

Supports general conservation assessments for small and mid-sized museums.
The CAP Program

Supports general conservation assessments for small and mid-sized museums.

Goal: Provide specific recommendations for improving the care of your collections.
The CAP Team

**Museum**
- Collections staff (curator, registrar)
- Facilities staff
- Director
- Board/Governing body
- Other Stakeholders

**Outside Consultants**
- Collections Assessor
- Building Assessor
How does it work?

Assessor Selection → Site Questionnaire → Phone Conference → Site Visit → Report → Implementation
Sample CAP Executive Summary

Critical
• Develop a written collections management policy

High Priority
• Caulk gaps around windows to prevent water, air, and pests from entering the building.

Medium Priority
• Install UV filters over light fixtures in areas that house or display collections.
• Rotate items on display at least every 6 months to reduce exposure to light.

Low Priority
• Plan and fundraise to add a full-time collections manager
How can CAP help museums?

- Provides a path forward
How can CAP help museums?

- Provides a path forward
- Shows evidence of need for grant funding
How can CAP help museums?

• Provides a path forward
• Shows evidence of need for grant funding
• Outside prospective -> improved board support
Eligibility

• Size: Reviewable in 2 days
• Nonprofit or unit of state, local, or tribal government
• Located in the United States
• Own objects and make them available to the public
• At least 1 full-time staff member (paid or unpaid) or 1 FTE
## Allocations

<table>
<thead>
<tr>
<th>Annual Budget of the Institution</th>
<th>Allocation Per Assessor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $250,000</td>
<td>$3,900</td>
</tr>
<tr>
<td>$250,000 to $750,000</td>
<td>$3,700</td>
</tr>
<tr>
<td>More than $750,000</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
2018 Program Cycle

November 1, 2017 –
February 1, 2018
Learn more

www.conervation-us.org/cap

Join our notification list
Email temig@conservation-us.org

Tiffani Emig
CAP Program Coordinator
202.750.3346
temig@conservation-us.org
CAP Questions?
<table>
<thead>
<tr>
<th></th>
<th><strong>MAP</strong></th>
<th><strong>CAP</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program focus</strong></td>
<td>Organizational; Collections Stewardship; or Community Engagement</td>
<td>Collections care</td>
</tr>
<tr>
<td><strong>Internal or with outside consultants?</strong></td>
<td>Internal, followed by external peer reviewers</td>
<td>External assessors</td>
</tr>
<tr>
<td><strong>Time to complete</strong></td>
<td>1 year</td>
<td>Less than 1 year</td>
</tr>
<tr>
<td><strong>Final product</strong></td>
<td>Self-completed workbook and report from peer reviewer</td>
<td>Report from assessors</td>
</tr>
</tbody>
</table>