

Working through FAIC staff, the Connecting to Collections Care (C2C Care) **Outreach Working Group** aims to develop and expand the C2C Care audience, to respond to the evolving needs of our key stakeholders (the staff and volunteers in small- to mid-sized cultural institutions), to foster a vibrant online community, and to plan and develop new resources accordingly.

The Outreach Working Group (OWG):

- Recommends and evaluates marketing methods for C2C Care resources to our key stakeholders, in order to increase audience participation and to expand the reach of C2C Care.
- Recommends necessary or desirable additions or changes to C2C Care online resources, including, but not necessarily limited to, the website, the C2CC-Announce List, the Connecting to Collections Care Community on the Higher Logic platform, Facebook, and Twitter.

The OWG accomplishes these tasks through cooperation with key groups within the American Institute for Conservation (AIC) including the ***Collections Care Network*** and the ***Emerging Conservation Professionals Network***, through exchanges of information with national and regional organizations for cultural institutions outside AIC including the ***Association of Registrars and Collections Specialists*** (ARCS), the ***Society for the Preservation of Natural History Collections*** (SPNHC), ***Preparation, Art Handling, Collection Care Information Network*** (PACCIN), and the ***Field Service Alliance*** of the American Association for State and Local History (AASLH), and in consultation with the ***C2C Care Professional Development Working Group***.

***Connecting to Collections Care*** is a program of the ***Foundation of the American Institute for Conservation*** (FAIC) and is generously supported by a grant from the ***Institute of Museum and Library Services*** (IMLS). Outreach Working Group members are appointed by and report to the Connecting to Collections Care Advisory Group. The OWG serves at the discretion of the FAIC Executive Director.