

Advocating for Collections During Challenging Times

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FAIC CONNECTING TO COLLECTIONS CARE
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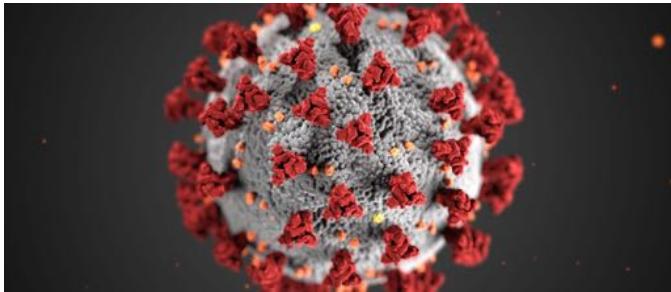


Photo via fda.gov

CORONAVIRUS PANDEMIC

Coronavirus update: Kenney budget calls for shuttering arts office; 53 N.J. hospitals get \$1.7B from feds

By Peter Crimmins - May 2, 2020



People gather on the steps of the Philadelphia Art Museum Sunday, March 15, 2020, in Philadelphia. (AP Photo/Matt Slocum)

Screenshot WHYY.ORG, May 3, 2020

Advocacy in 2020

George Floyd Protests LIVE Latest Updates Last Night New York Protests Activism Video Investigation Photos

George Floyd Updates: 10th Night of Protest Follows Somber Memorial

Thousands of demonstrators poured into streets across the nation, marching over the Brooklyn Bridge and gathering outside City Hall in Seattle.

Published June 4, 2020
Updated June 5, 2020, 5:11 a.m. ET



1400

This live briefing has ended. [Click here for the latest updates.](#)

Here's what you need to know:

- As violence eases, curfews are relaxed, but the push for change continues.
- Two Buffalo police officers are suspended after shoving a protester.
- 'We're in a battle for the soul of this country,' Biden tells a gathering of black supporters.
- New details emerge from an eyewitness to Mr. Floyd's death.
- Protests against police violence have prompted more police violence.

Screenshot, NYT, June 5, 2020







Advocacy 101

§Agenda

§Preparation

§Plan, Strategize, Adapt

§Research and Analysis

§Messaging

§Advocacy Partners

§Outreach

§Influence



Set Your Agenda

Set advocacy goals that are:

- Clear
- Concise
- Relevant to organizational strategy
- Show awareness of climate
- Measurable
- Attainable



Specific Goals and Outcomes

- ❖ Funds
- ❖ Time
- ❖ People
- ❖ Support, authority



Prepare

- Know the landscape
 - Knowledge
 - Skills
- Resources – internal and external



["Mise en place + Wok"](#) by [marcomassarotto](#) is licensed under [CC BY-NC-SA 2.0](#)

Why do we have to make the case?

- Perhaps not considered as exciting as other institutional functions like exhibitions
- Often not public facing
- Impacts are longer-term – there may be more immediate fires to put out
- Donor considerations



Mission Statement:

- ❖ Collect
- ❖ Preserve
- ❖ Disseminate

“Chester County Historical Society is a not-for-profit educational institution whose mission is to promote an understanding of the history of Chester County and southeastern Pennsylvania by collecting, **preserving**, exhibiting and interpreting that history and its relationship to the region, and nation beyond, to audiences of all ages and interests.”

“The National Museum of Wildlife Art’s mission is to collect, display, interpret, and **preserve** the highest quality North American wildlife art, supplemented by wildlife art found throughout the world. The Museum enriches and inspires appreciation and knowledge of humanity’s relationship with nature.”

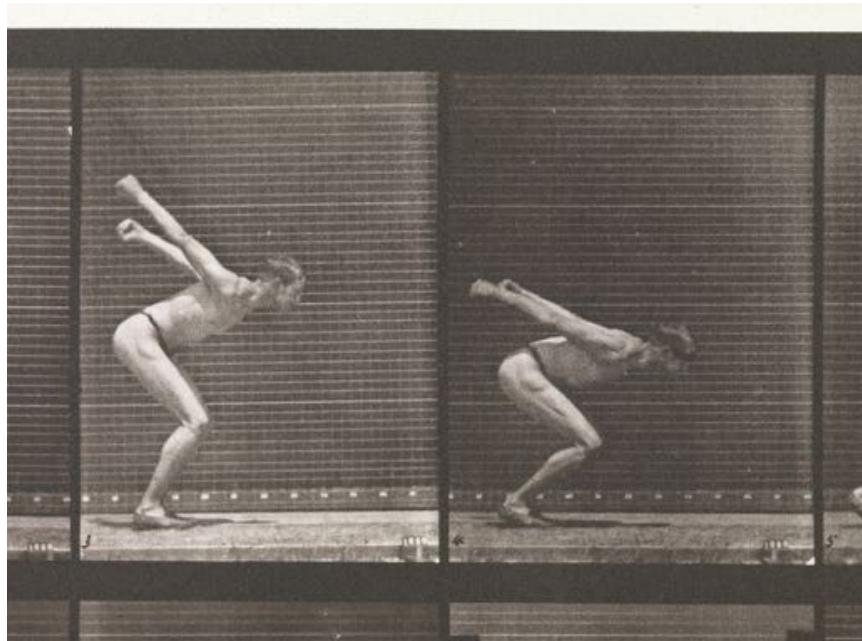
“The DePaul University Art Museum extends the institution’s commitments to excellence, diversity and social concerns through innovative exhibitions, programs, and events that analyze the variety and depth of artistic expression. The Museum acquires, **preserves** and displays the University’s diverse and growing collection of works of art.”

Institutional Strategic Plan

- To “adopt proactive preventive conservation as a standard practice.”
 - “Develop and implement collections policies and procedures.”
 - “Develop emergency procedures and responsibilities for site, staff and visitors.”
 - “Develop a preservation plan for the House.”
- To “establish short-term and long-term preservation and conservation strategies for the [site] and [collections].”
 - “Strategy 1: Establish protective procedures to minimize damage to permanent installations
 - “Strategy 2: Develop a conservation and preservation plan
 - “Strategy 3: Protect [the] main site and [collections]”

Plan, Strategize, Adapt

- ID key decision makers
- How will you gain support
- Flexible strategy



["Animal Locomotion. An Electro-Photographic Investigation of Consecutive Phases of Animal Movements. Commenced 1872 - Completed 1885. Volume V, Man \(Pelvis Cloth\)"](#) by Eadweard Muybridge is licensed under [CC0 1.0](#)

Preservation Plan

F.A.3 Strategy: Obtain a collections survey from a photograph conservator for the Religious News Service Photographs. Embark on digitization and post-digitization housing initiatives, and subsequent disposition of originals when necessary.

Desired Outcome: 68,000 prints, negatives (the majority cellulose acetate), and caption sets, which are presently housed together in acidic envelopes, are safely transferred and rehoused.

Resources Needed: Funding from an NEH Foundations Grant, associated resources, staff time.

Staff Lead for Implementation	Impact	Feasibility	Feasibility/Impact Rating	Priority	Timeline
Preservation Archivist	4	3	12	Medium	2017 and ongoing
Stakeholders/Collaborators: Director of Programs and Services; Reformatting Technician; Executive Director; Development and Communications Coordinator					

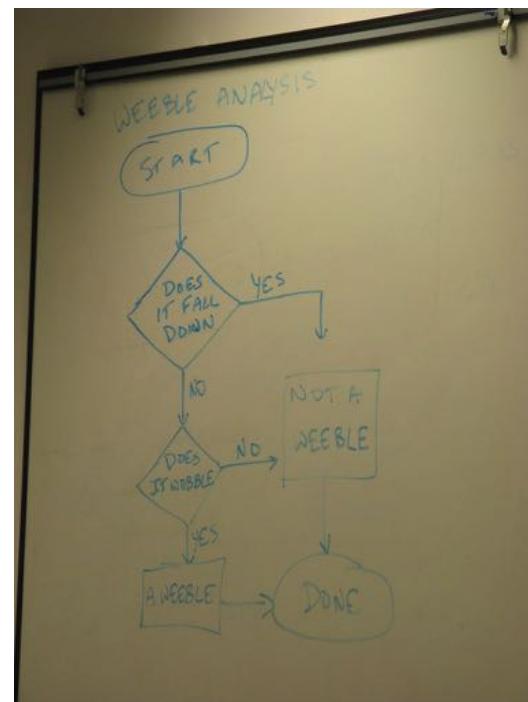
Understanding Different Types of Value

- ❖ Intellectual (content)
 - Evidentiary
 - Informational
- ❖ Intrinsic
- ❖ Administrative
- ❖ Aesthetic
- ❖ Legal
- ❖ Historic (age)
- ❖ Rarity
- ❖ Commemorative
- ❖ Monetary



Research and Analysis

- External data
 - Budgets/staffing similar
 - Metrics
 - Audiences
- Internal data
 - Access/use
 - Collections size
 - Cost per item



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IMLS Heritage Health Information Survey

[HTTPS://WWW.IMLS.GOV/DATA/SURVEYS-DATA/HERITAGE-HEALTH- INFORMATION-SURVEY-HHIS](https://www.imls.gov/data/surveys-data/heritage-health-information-survey-hhis)

Heritage Health Information Survey (HHIS) Report

A Snapshot of Facts & Figures

About

The Heritage Health Information Survey (HHIS), collected in 2014, was designed to provide insights into how the institutions that hold our national heritage in trust are progressing over the past decade in the level of care they provide these invaluable items.

The HHIS Report, released in 2019, provides selected updates from the Heritage Health Index of 2004 and assesses the stewardship needs of today's cultural heritage institutions with non-living, tangible, and digital collections. The resulting facts and figures highlight the real need for collections preservation and shine a light on the challenges faced by collecting institutions—most notably, smaller organizations.

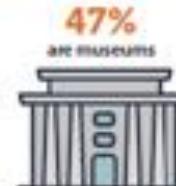
Collecting Institutions: A Breakdown

The survey's **1,714 respondents** are representative of the nation's **31,000 collecting institutions**



Around **70%** of all collecting organizations have **preservation or conservation** of their collections named as a priority in their mission.

Of institutions with collections,



47%

are museums



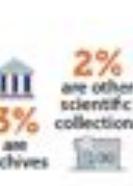
35%

are libraries



12%

are historical societies



2%

are other scientific collections



96% of collecting institutions are small institutions.

Our nation's collecting institutions hold more than **13 billion items** from furniture to photos and sheet music to soil samples. All are cataloged, shelved, stored, and protected to varying degrees.

❖ Cost of Inaction Calculator

AVPreserve

<https://www.weareavp.com/products/cost-of-inaction/>

❖ Digitization Cost Calculator

Digital Library Federation Assessment Interest Group's working group on Cost Assessment

<http://dashboard.diglib.org/>

❖ Preservation Statistics Survey Report

American Library Association, Association of Library Collections and Technical Services, Preservation and Reformatting Section

<http://www.ala.org/alcts/sites/ala.org.alcts/files/content/resources/preserv/presstats/FY2015/FY2015PreservationStatistics.pdf>



University of New Mexico Library

Messaging

- Messaging
 - Clear
 - Compelling
 - Concise
 - Adapted to audience

SHORTHAND ALPHABETS

Pitman	Gregg	Pitman	Gregg
— K	~	{ TH	/
— G	~	/ CH	/
) M	—	/ I	/
) N	—) Z	/
) NG	~	Z	~
~ P	~	SH	/
~ B	~	ZH	/
T	—	H	/
D	—	H	/
o S	~	R	—
) S	~	R	—
) F	~	L	—
) V	~	W	~
{ TH	~	Y	Ø

Image via Britanica.com



“Good communication cuts through the clutter, it doesn’t add to it. It does this by getting the **right message** in the **right medium** delivered by the **right messengers**, to the **right audience**.”

From Now Hear This: The Nine Laws of Successful Advocacy Communications. Fenton Communications, 2001.

Collections 20 Questions

1. What do you collect?
2. What individual(s), event(s), or historical era(s) do your collections represent?
3. How do these collections fit into local, regional, national, and world contexts?
4. How do these artifacts illuminate a significant aspect of art or history?
5. What is unique or extraordinary about your collections?
6. How would you describe your site and these collections to someone who doesn't usually visit museums, historic sites, and other collecting institutions?
7. How do these collections impact your visitors?
8. Who are your core audiences?
9. How do your collections, exhibits, and programs serve your core audiences?
10. How do you go about discovering how you are serving your audiences?

Collections 20 Questions Cont.

11. What do you think about or see differently after interacting with your audiences?
12. How do you engage your audiences?
13. How would you describe the physical condition of the artifacts in your collections?
14. What plans do you have for improving the environment and long-term care of the collections?
15. What exhibits or programs have you developed to highlight preservation of the collections?

16. In what ways is your organization, site, or collection distinct from others in your area?
17. Do you collaborate or partner with institutions that complement yours?
18. What initiatives, coalitions, or partnerships have you joined or do you plan to join?
19. If you could carry out your complete vision, what would your institution, collections, and visitors look like in a decade or two?
20. What would be lost if your institution no longer existed?

Tools



Introduction

Welcome to the Smart Chart!

This process is not rocket science, but it does require time, commitment and focus. Building consensus among your partners around the decisions you need to make is not always easy – but it is necessary. Abdicating decisions will lead to less effective communications.

The Interactive Smart Chart takes you through six major strategic decision sections:

Step One: Program Decisions (Broad Goal, Objective, Decision Maker)

Step Two: Context (Internal and External Scans and Position)

Step Three: Strategic Choices (Audience, Readiness, Core Concerns, Approach, Message and Messenger)

Step Four: Communications Activities (Tactics, Timeline, Assignments and Budget)

Step Five: Measurements of Success

Step Six: Final Reality Check

Compelling Stories

Data-driven:

- ❖ Economic impact
- ❖ Audiences served
- ❖ Outcomes achieved



Less tangible impacts:

- ❖ Knowledge gained
- ❖ Expression and recognition of community or group identity
- ❖ Engaging with historic and cultural collections teaches critical thinking – history helps contextualize and orient our current experiences
- ❖ Community enhancement

Partnership

- Other departments/staff
- External collaborations
- Other stakeholders



Make friends!

- ❖ Cross-disciplinary, cross-departmental collaboration
- ❖ Presentations to and special events for the Board and other administration
- ❖ All-staff meetings
- ❖ Departmental or working group meetings
- ❖ Tours of collections storage
- ❖ Inter-office memos, newsletters, emails



Outreach

- Communicate
- Educate
- Engage
- Network



Influence

- Put plans into action
 - Build relationships with decision makers
 - Share advocacy agenda
 - Nurture



["Mother and Child"](#) by Jacques Francois Amand is licensed under [CC0 1.0](#)

Stakeholder Analysis

Who is your audience?

- ❖ Are they change-makers (primary) or influencers of change-makers (secondary)?
- ❖ What is their current position, and what stakes do they hold?
- ❖ How best to reach them?
- ❖ Internal politics – understand relationships, timing



You're an Advocate!



1 : ONE WHO PLEADS THE CAUSE
OF ANOTHER



2 : ONE WHO DEFENDS OR
MAINTAINS A CAUSE OR
PROPOSAL



3 : ONE WHO SUPPORTS OR
PROMOTES THE INTERESTS OF A
CAUSE OR GROUP

Source: Merriam-Webster Dictionary

Resources

- ❖ American Alliance of Museums advocacy resources
<http://www.aam-us.org/advocacy>
- ❖ Morgan, Elizabeth. *Delivering Value for Money: why and how institutional archives should market themselves to their internal publics*. University College London, 2010.
<https://www.history.org.uk/files/download/9148/1317202347>
- ❖ CCAHA's Save Pennsylvania's Past Collections Advocacy Toolkit
<https://ccaha.org/initiatives/past-initiatives>
- ❖ IMLS Heritage Health Information Survey
<https://www.imls.gov/data/surveys-data/heritage-health-information-survey-hhis>
- ❖ SAA Issues and Advocacy Toolkit
<https://issuesandadvocacy.wordpress.com/advocacy-toolkit/>

Thank you! Questions?

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