CWAM BOARD MEETING MINUTES  
Friday, February 26, 2016 / Denver, CO


BOARD MEMBERS ABSENT: Brian Briggs*, Caitlin Barrett, Meghan Vickers, Kelly Rasmussen, Valerie Innella Maiers, Sarah Saxe, Brooke Gladstone

CALL TO ORDER: The meeting was called to order at 1:11pm by President Katy Lewis. 
Roll call and greetings.

DISCUSSION OF MINUTES: 
Britt Scholnick moved that the minutes from the November Board meeting in Laramie, WY be approved. Rebecca Hunt seconded. All in favor. The motion carried.

OFFICER’S REPORTS:

PRESIDENT: Katy Lewis reported: I attended AAM’s National Advocacy Day earlier this week in Washington, D.C. Meetings went well. If someone would like to join next year, there is space in the room.

VICE-PRESIDENT: Katie March: No new report.

SECRETARY: Isabel Tovar reported: 
I spoke with our insurance company representative Christina Lythgoe. She explained that our current General Liability policy covers us during our events for things like “slip and fall”. She will be sending me an updated document with different scenarios for us to get a handle on what that $2,000,000.00 limit. HOWEVER, our policy does not cover us for event cancellation. For that we would need to purchase separate Event Cancellation Coverage. This could be done either on an as-needed basis (for an annual event such as our AM), or an annual coverage if we were to have several events during the course of the year which could be subject to cancellation (if we were to run workshops for example). This Event Cancellation policy is what would pay any vendor contracts that we would need to honor. Christina explained that sometimes this extra coverage is quite steep and that many groups choose not to carry it as the amount that we would need to pay the vendors to cover contracts might be less than the cost of the coverage itself. We can request an estimate of the coverage if we would like to see what that is.

Hotel minimum (roughly $4K), food and beverage, etc. Discussion. Isabel will send email following up Katie M., Katy M, Nathan Doerr, EC.

I would also like to discuss putting the Board minutes up on the website for the membership. I believe other organizations do this for transparency and sharing. How does everyone feel about this? Uploading of the minutes could also coincide with one of the e-blasts to let the membership know of a Board meeting which has just completed.

Previous e-blast can share information on upcoming Board meeting, the followup meeting would include snapshot with link to Board minutes on website. Isabel will check with Brook about loading on website. We can coordinate with Networking group for happy hour with local folks.
TREASURER: Michelle Bahe reported:

Colorado-Wyoming Association of Museums
Fiscal Year 2015-2016
February 19, 2016

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Colorado-Wyoming Association of Museums  
Fiscal Year 2015-2016  
February 19, 2016

**Revenue:**

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Cecil submitted receipts for his meetings and were a little over budget. Travel has been more expensive this past year to Wichita for both State representatives.

Advocacy Team and Katy Lewis Advocacy trip will be underbudget, so it should even out.

Next year we can adjust the budget to be sure that State Rep travel is covered.

Carl Patterson reminded us to apply to the Greenwood Fund for $1000 to cover the keynote speaker. Britt Scholnick will contact them regarding funding for Annual Meeting events this year. Isabel to send contact information to Britt.
Anne and Brooke will be doing a grant session and will include Greenwood Fund and previous recipients. Brooke asked Britt to share that information with the Greenwood Fund.

**COMMITTEE REPORTS:**

**ADMINISTRATIVE TEAM LEADER:** Katy Lewis reported: Has everyone given Isabel their updated contact information?

Other points:
- Discussion of P&P updates.
- Membership recommendations and discussion (see Appendix I)
- Budget sustainability
  - discuss additional funding plans or sources to reach one-year + 3-9 months savings.
  - Peer Assessor program (2017 deadline and/or spreading program into Wyoming via subcommittee or grant)
  - Fellowship program

**NOMINATIONS:** People and positions who will term out in 2016 at the Annual Meeting:
Katie March (eligible for re-nomination)
Cecil Sanderson (not eligible for re-nomination)
Nathan Doerr (not eligible for re-nomination)
Rebecca Hunt (eligible for re-nomination)

People interested in 2016-2019 Wyoming positions:
Angela Beenken, Registrar, Campbell County Rockpile Museum
Nicholas Neylon, Western Regional Manager, State of Wyoming, Dept. of State Parks & Cultural Resources
John P. Woodward, Museum Director, Sheridan County Historical Society & Museum

Deadline for bios April 1. To be sent out in early April in E-blast. Katy Lewis will send out a call for nominations in the next week or so. Nathan will send template.

2017 Term limits: Secretary (Isabel), Treasurer (Michelle), Annual Meeting Lead (Britt), CO Rep. (Katie H.)

**HISTORIAN/ARCHIVIST:** Ronda Frazier reported: Rebecca Hunt has many photos to share with Ronda who will buy a flash drive to carry them over.

**MEMBERSHIP CHAIR:** Alison Salutz reported: The membership totals for the February 2016 report do not include two-year memberships due to the difficulty correlating the numbers in a consistent fashion.

June 2015: 282
August 2015: 283, as of August, we had 36 additional two-year memberships.
November 2015: 257
February 2016: 252 (see figure below)

Subcommittee meeting for membership drive. Still in planning phase.
ANNUAL MEETING TEAM LEADER REPORT: Britt Scholnick reported: Registration is open. Britt is taking over Eventbrite until a new communications chair is assigned. Tentative session schedule is attached (see appendix II)

Updated program will be posted once we have given the speakers time to respond with their text.

Annual Meeting team’s recommendation for 2018 hosting site is Cheyenne, WY. Katie March motioned to approve the location recommendation, Katie H. seconded. All in favor. Motion carried. Location will be brought to the membership at the annual meeting in Casper, WY for a vote.

2017, Glenwood Springs location update: Britt will contact individuals shared by Cindy Hines to follow up on shifting responsibility for Local Arrangements assistance.

2:00-2:11pm break

Michelle reminded Board members to register for the Annual Meeting. Only three Board members have done so at this point in time. Early Bird registration ends March 31st.

Annual Meeting Policies & Procedures (P&P) updates discussion: Focus on shifting more responsibility to the Annual Meeting team from the Local Arrangements team in order to make work for Local Arrangements less daunting.

High points of changes to P&P:
- Specify how we select sites. Changing wording on the website to allow for people to nominate locations, with Board reviewing and selecting.
- Need to update that the Annual Meeting Team Leader is no longer the Vice Present.
- Participation from local entities, Local Arrangements would still exist, but there would be shared responsibilities with the Annual Meeting Team.
- Britt will update and send documents back out for review.
- Desire is to update P&P so that these changes will be put in place for 2017 meeting
- 2 year commitment
- Someone who has experience and understanding with the Board so that Annual Meeting will be well supported
- Make sure to take advantage of appointing positions to help put Annual Meeting together.

2016 Casper Meeting Updates

LOCAL ARRANGEMENTS: Rick Young, Michelle Bahe reported:

Plans for the CWAM meeting in Casper are on track and within the budget planned for local arrangements.

Wednesday evening: We will have a meet & greet at a local gallery – ART321 – to be followed by a free Planetarium show.

Thursday:
Morning Keynote will feature Wyoming author Craig Johnson. The locations for the afternoon workshops have not been determined since we do not yet know attendance numbers.
Evening will offer a progressive dinner with stops at the Nicolaysen Art Museum, The Bishop House, and the National Historic Trails Interpretive Center.

Friday:
Morning plenary session will feature Wyoming author Tom Rea.
Afternoon offers options for attendees to attend one of three different tours around Casper. There will be a science tour of the Werner Wildlife Museum, The Science Zone, and Tate Museum. There is a history tour featuring the Western History Center at Casper College and the Wyoming Veteran’s Museum located on the grounds of the WWII era Casper Army Air Field. The third tour is a walking tour of art in downtown Casper and discussion at the Ncollyasen Art Museum.
Evening dinner will a BBQ at Fort Caspar Museum.

Saturday: Meeting will stay at the Ramkota Hotel for sessions to be followed by the Annual Banquet and Auction.

Sunday: Morning will offer a historic tour of downtown Casper and yoga at the local distillery prior to attendees leaving for home.

Launch of the on-line registration was inadequate for the needs of local arrangements. None of the attendee registration information was included in the registration form. We provided all our requirements in advance of registration kick-off. While many have since been addressed, as of today not everything has been corrected. This has to be addressed and corrected for future conferences. Had the local arrangements committee been given an opportunity to preview/edit materials prior to launch this could have been avoided. This has created extra and unnecessary work for the local committee.

PROGRAM CHAIRS: Jessica Brunecky, Anne Amati: no new report.

SCHOLARSHIPS: Meghan Vickers: Please spread the word so we get lots of applicants this year. I’m going to contact my committee from last year to see if they want to help review again. The deadline is March 4th (needs social media promotion). See Appendix III.

FUNDRAISING: Caitlin Mans: The vendor letters have gone out. We introduced the Sponsorship program (6 @ $50) for 3 meet-ups this year but haven’t heard back from anyone yet. We have received 4 vendor registrations.
• Collections, registration, and exhibition
• Education, visitor services and admin.
• Students and mentors/mentees
There was discussion about possibly having the Board sponsor the “Students and mentors/mentees” meet up. This is included in the Annual Meeting budget.

Someone will follow up with MPMA regarding their booth/participation in Casper, WY.
Caitlin will follow up with universities.

Please remember that Board members are asked to participate by providing something for the auction.
Schedule for helping out at the registration table will be put together. Board members please sign up to help!

SERVICES TEAM LEADER: Rebecca Hunt reported: Rachel has been working with Laura Mooney and doing a wonderful job of getting the Co-op Purchasing into great shape. She has requested that information be sent out via E-blast and Facebook. Plan is January 1, 2017 deadline for 2017 Co-op numbers.
COOPERATIVE PURCHASING: Rachel DeShong. No new report.

EMK (CO/ WY): Sarah Saxe: Colorado/Wyoming EMK: The Wyoming EMK was collected by JP Cavigelli of the Tate Geological Museum, Casper College on Feb 10th 2016. The EMK will remain with JP for one month, unless an extension is requested. It might be a good idea to revisit the idea of recalibrating the WY EMK once JP has returned it. The Colorado EMK is still with me at Greeley Museums. Money has been allocated to do the recalibration.

CWAM GRANTS: Brooke Rohde and Anne Amati: We are presenting a session on grant writing at the annual meeting and are currently recruiting museums who have written successful grants. We are focusing on small grants, like NEH Preservation Assistance, CWAM grants and the Greenwood Fund. Deadline for applications for CWAM grants will be after the meeting.

Grant applications will be ready for the Annual Meeting. Anne and I are still working on deadlines but we will stick to what we had last year and have the grants due after the Annual Meeting. Application numbers went down last year, but will do this timing again to see if numbers improve.

EMERGENCY PREPAREDNESS CHAIR: Rebecca Hunt reported: There is not much to report on this area and on services in general. I presented on disaster preparedness and organizational collaborations at the 2016 Colorado Preservation, Inc. conference. We had about sixty people in the audience. I highlighted the cooperative efforts of CWAM, CHR (Colorado Historic Resource Taskforce) and CCC (Colorado Collections Connections, formerly Colorado Connecting to Collections).

I am still the CWAM liaison to CCC and to CHR. Just a note: CCC and CHR are both becoming more closely aligned with Denver Public Library as other resources dry up. Jim Kroll, Manager at DPL Western History is very supportive of the joint museum/library and archive preservation efforts.

As a representative of CWAM I am still working with Wyoming’s 10 Most Significant Artifacts program which is in its second year. It is a joint initiative of the Wyoming State Historical Society and the Wyoming State Library.

RESOURCE GUIDE: Isabel Tovar reported: I took the Resource Guide format I built for the Collections care document and stripped it down so we could work on the foundation to make it into an Education and Outreach guide. I left some information that might be generic, but I also left sections just so that the formatting/spacing was maintained. Hopefully this will make it easier to make the two documents work in tandem. If we need to start completely from scratch that would work as well. Perhaps we can send information via E-blasts for suggestions for inclusion.

Isabel will also recheck the Collections/Conservation Guide to make sure links are still live before the Annual Meeting.

PROFESSIONAL DEVELOPMENT TEAM LEADER: Nathan Doerr reported:

COLORADO & WYOMING WORKSHOPS: Nathan Doerr reported:
I’m still working on the professional development evaluation for the membership. My intention is to roll that out online about a month prior to the Annual Meeting. The Professional Development Team will have a table at the Thought Café in Casper, and I will gather additional evaluations there. My plan is to do the drawing for the gift cards at some point during the remainder of the Meeting. I will then write up a report based on the evaluations and have a document to pass along to my replacement prior to the summer board meeting.

ACADEMIC LIAISON: Valerie Maiers reported: The survival guide has been posted to the website.

MENTORING PROGRAM: Bethany Williams reported:
Draft position description for discussion:
Networking Facilitator:
Connects students, emerging professionals, and professionals at the Annual Meeting and throughout the year.
1) Mentorship: Connect students and emerging professionals with professionals with similar interests
2) Meeting Guidance: Connect First Time Attendees with a knowledgeable guide
3) Networking: Connect professionals with other professionals

Katie March will send Bethany her page of the P&P for updates. Changes will then be sent along to the group for review.

Snacks will be provided via the Local Arrangements budget for the Wednesday night get together. Katie March will provide Bethany with name tags for the event.
FELLOWSHIP PROGRAM: Caitlin Mans reported:
I discussed with Nathan my research and ideas for the fellowship program, particularly what will best work for CWAM at this point in time. The next steps will be preparing a more formal proposal and report about the program as well as looking into the interest of CWAM institutions. There will be immediate and long term goals that will be captured.

Break 2:58-3:16pm

Membership Drive discussion: (see Appendix I)
- clear communication of membership benefits
- increase institutional and individual membership for both new and renewing members
- highlight email as CWAM preferred communication method, sustainability/green
- Better articulation of CWAM values and benefits
- CWAM become more brand/communication
- Increase funding for CWAM programming
- Increase support for museums in Colorado and Wyoming

Desire to run annual membership drive, given timing of Advocacy Day, Annual Meeting, etc, it seemed that January would be a good time to do so.

Not looking to increase the membership rate, however Institutional membership may increase with January 2, 2017 unveiling

CWAM membership fees are comparable with MPMA and other state museum organizations.

Send card to students, do presentations at various schools regarding CWAM.
Perhaps finding student representatives to work on their individual campuses.
Phone calls may be a good tool for members who have lapsed.

Institutional $40/$75. Change for institutions above $50K to go to $60 (one year memberships). Should it be a higher limit? Corporate increase as well. Do we need a tiered system for Corporate?

Schedule would include survey asking how people would feel with increase.
5 year budget plan
Create elevator pitch
Create business card
Flyer

Reasons: inflation, support budget to support organization
Concern: making CWAM budget well
One year budget plus 3 months, for us that would be $50K in savings.
Membership drive is to close gap in $5K and needs to be sustainable into future.
Getting savings up to $50K could be a separate path/opportunity for people to donate to that specific cause.
Donations for special initiatives.
Perhaps offer some options at registration?
Tax letters can be generated for donations.
Sponsoring memberships?

Katy Lewis will send out updated amounts and budgeting. This is a long term project.
Additional funding sources:
- Increasing dues
- Increasing registrations
- Donations to causes
- Greenwood Fund
- Other grants? Wyoming Cultural Trust Fund, Colorado Creative Industries
- Wills / Planned Giving?
- Endowments?
- Encouraging auction items

Peer Assessor Program:
CCC is still waiting to hear about how CWAM can collaborate with the peer assessor program. Rebecca Hunt now has better numbers for us to consider. When the assessor program was hosted in C2C the assessors each received $300 per year as a stipend. For 11 assessors that would cost $3300 per year. We do not yet have a Wyoming program worked out and need to continue looking at how we would make that work.
Center for Colorado and the West has dissolved and that support is gone. Denver Public Library is able to coordinate scheduling, but there is no further funding.

Board discussion:
Can hiring Museum offset the cost? $150 per assessment which is honorarium paid to assessor. Rebecca will bring to Dana to discuss with assessors to see interest in this option.

We should develop a 5 year plan for sustainability. Initial year should break even. Very important that CWAM not take a financial blow when taking on this program.

CWAM responsibility:
- Coordination of scheduling.
- Coordination of payments should not be needed as the hiring institutions should be able to directly pay the assessors.
- CWAM information should appear on documentation and contracts.
- How will training continue into future? Current peer assessors can train the next set.
- In 2016 Dana Echo-Hawk can be an appointed team member under Services Team. She can either stay on if desired or transition information to another appointed team member into 2017.
- Plan will include both Colorado and Wyoming
- Need to develop a manual and put together paperwork to present to Board as a finished product to vote on. Isabel will take over responsibility of presenting this in consultation with Rebecca and Dana.

Temporary adjourn by Rebecca Hunt 4:53PM
Saturday, February 27, 2016 / Denver, CO


BOARD MEMBERS ABSENT: Caitlin Barrett, Meghan Vickers, Kelly Rasmussen, Valerie Innella Maiers, Sarah Saxe

CALL TO ORDER: The meeting was called to order at 9:11am by President Katy Lewis.

When You Work at a Museum dance off contest. If anyone is interested in participating, contact Britt Scholnick.

Quick recap of Friday end of day for Board members who were not present on Friday or had to leave early.

COMMUNICATIONS TEAM LEADER:  Brooke Gladstone reported: Cindy Hines has recently resigned from the CWAM Board due to a relocation to New Mexico. She's handed over all duties to Brooke Gladstone for the interim until the Annual Meeting. Brooke will be working with Britt to manage the website and Eventbrite registration.

WEBSITE CHAIR: Brooke reported: CWAM website has been fixed.

SOCIAL MEDIA/MARKETING: Brooke Gladstone reported: We are considering using HootSuite, a social media management tool, for a 30 day trial over the Annual Meeting period. This management tool costs about $19.99/month for future months and we would like to evaluate the need before making the purchase. In preparation for the Annual Meeting I've been working closely with the team to include hashtags throughout the materials. I also created a simple Social Media Etiquette outline for the program to help our members engage with social media accounts during the meeting. Last, a Twitter CWAM account has been created. We will test the platform during the meeting and leading up until to see if the membership is engaged in this platform. The hope is to utilize Facebook, Instagram primarily and Twitter as a secondary platform for this year's annual meeting and work towards utilizing all three in future years.

Please talk with Jessica Brunecky if you would like to learn how to use Twitter more effectively.

Discussion on coordination for posting on Facebook. Perhaps a Google doc or spreadsheet so we can plan out posts? Will look at Google calendar options for individuals who will post to Facebook so we can plan. Aim for

E-BLAST EDITOR: Kelly Rasmussen: no new report.

Brooke will contact Kelly about sending  E-blast out every two weeks. Developing Special Editions or something similar to ramp up communication with membership.

Google calendar can be a Communications calendar so various people have access to design/plan for content. Promoting session descriptions.

There was a previous discussion regarding our policy on how to handle requests for links and posts on our website from non-CWAM members: If the posts are for the benefit of the membership? Could also be a revenue source? Cindy was going to write a proposal, to outline whether to make these decisions on her own, through executive board – whatever she is comfortable with. Was this completed?

Board discussed briefly and determined that entity could simply become a member/vendor.

Discussion brought up need to update Living History Guide – roll into Education Resource Guide. Brooke Rhode will assign a work study to check/update.

Rebecca Hunt made a motion to appoint Brooke Gladstone to finish out Cindy Hines term (ending 2018). Katie March seconded. All in favor, motion carried.

Board members will help find support for Communication team.

Break 9:43-9:48am
Budget discussion: $25K in savings, $5K shortfall in budget we are solvent for 5 years. We have been running a deficient budget and we need to address this. Money is to support more Advocacy, Communications, Services. Need to be sure membership sees that this is related to increase in Board activities which promote and support Museums. How to reach out to get more members on board year-round not just individuals coming to Annual Meeting.

Annual Report: One way to communicate better with membership would be to share an Annual Report. Let’s aim to have one ready for the Annual Meeting in Casper.

- April 1st: send content to Brooke Gladstone. Board members send content directly to Brooke.
- April 20th: final PDF

Make sure Ronda is copied for the Archives and that materials are collected for her since she can’t come to the Annual Meeting.

Britt and Jessica B will look into participating in Colorado Gives Day.

ADVOCACY TEAM LEADER: Katie March reported: What a busy CWAM-quarter! We have been involved with helping with Membership committee, CO Advocacy Day, talking with Brian about his exciting WY Advocacy changes, MPMA reporting and more. Our team has been working really hard and getting a whole lot done.

COLORADO STATE REP: Katie Heidsiek reported: I attended MPMA's mid-winter meeting in Oklahoma City on February 9-11. The conference will be in OKC October 23-27. Because of the tribal presence in Oklahoma this conference will have a heavy emphasis on working with tribes and other American Indian foci (speakers, sessions, etc.). If you or someone you know is interested in that I'd encourage coming to the conference!

Monta Lee gave a shout out to Rachel DeShong for her work with the co-op, so I want to pass that along. She mentioned that Rachel and Laura (MPMA rep) have been working really well together and making great progress. Thanks for representing us well, Rachel!

MPMA is adding several Board member at large positions. So, if you're interested in that Board (or have questions) please let me know.

Finally, the Nebraska state rep talked about a workshop program they did where they ran the same workshop in 4 places in the state on the same day. It was successful and well-attended. If anyone is interested in hearing more about that as we revamp our workshop arm, I'm happy to provide contacts!

MPMA has shifted their technology to Wild Apricot (website, registration, whole bundle). They have good feedback.

WYOMING STATE REP: Cecil Sanderson: Attended MPMA annual meeting Oct 2015, Wichita KS. While at the meeting talked with John Woodward Museum Director Sheridan County Museum www.SheridanCountyHistory.org he expressed interest in becoming the next Wyoming CWAM Rep.

Attended MPMA mid-winter meeting Feb 2016, Oklahoma City OK. Planning to attend next meeting will need a motel room for the night.

We should make sure to schedule our membership drives around when MPMA already does theirs so we don’t overlap.

COLORADO LEGISLATIVE AND TOURISM CHAIR: Caitlin Barret reported: Museum Advocacy Day 2016 went well considering we had to reschedule the date due to snow from Tuesday February 2nd to Thursday February 4th. We cancelled the day time portion of advocacy at the Capitol but we still had the Museum of Friends from Walsenburg advocate at the Capitol on February 4th and Katie March also passed out some letters during the day. We will work on sending letters to any other legislators. The evening reception had 75 people which was less than last year but better than we hoped for considering the rescheduling of the reception. DMNS was an excellent host again this year and well represented at the reception with quite a few staff, and David Allison Manager of Onsite Programs giving remarks. Representative Rupee also gave a few remarks and her support and positive outlook about museums was contagious. All in all it was a successful evening for promoting museums. We also have representatives from Colorado Springs set to meet Representative Carver in Colorado Springs at a date in the near future, so advocacy continues.

WYOMING LEGISLATIVE AND TOURISM CHAIR: Brian Briggs: Continued work with Wyoming Arts Alliance and Wyoming Non Profit Network. Seven videos in total available which he is hoping to put up online. Videos contain
individuals participating in how-to workshops for Advocacy. Release forms have been procured for individuals. Brian has passed these releases on to the Archives.

Working on building grassroots networks in order to build up Wyoming Advocacy Day. Annual Meeting session is aimed at this work as well. Hoping to hold another meeting May/June to continue training. Live Skype broadcast in the works to help those that are not able to participate in person.

Continuing with Call to Advocacy letters

Updated letter (see Appendix IV) includes a Colorado call for advocacy.

Asking for feedback reaction: do we need to do more or less? Board is happy with work and direction.

Thanks to Caitlin Mans for all the invitations and thank yous that she did for the CO Advocacy Day.

NEW BUSINESS
• Britt will not be able to come to Annual Meeting, Jessica Brunecky is very familiar with workings and with a great Local Arrangements team will make everything run smoothly.

Next Meeting
• Annual Meeting April 27- May 1, 2016 in Casper, WY

Katie March motioned to adjourn. All in favor.

ADJOURN: The meeting adjourned at 10:45am.

Respectfully Submitted,
Isabel Tovar, Secretary
Appendix I: Membership discussion

**CWAM’s Membership Program Goals:**
1) Ensure membership benefits are clearly communicated.
2) Encourage increased and repeat institutional and individual membership.
3) Highlight why email is CWAM’s preferred communication method.

**CWAM’s Membership Program Desired Outcomes:**
By better articulating values and benefits, CWAM will:
1) Become more of a brand and a community.
2) Increase funding to support organization-wide fiscal responsibility.
3) Increase support for museums throughout Colorado and Wyoming.

*Is January 2, 2017 a good “Go-Live” Date for new membership pricing and messaging? Best time for membership drive each year seems to be in January for Advocacy and AM. Membership/Annual Meeting and Advocacy information will go out by eblast to all members each year. Board members would call lapsed members in person. Student members would be reached through other procedures (see below). To encourage institutional/corporate membership, could call about 30 potential new members and do physical mailing/year. Should we just require everyone who attends AM to become a member at registration?*

**Current Pricing and Tangible Member Benefits:**
(comparable pricing below; changes in pricing require a P&P board vote)

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Annual Fee</th>
<th>2-year Fee</th>
<th>2-year Fee Range</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 Student/Volunteers</td>
<td>$10 ($15/2 years)</td>
<td>$10 ($15/2 years)</td>
<td>[ID = $10, NV = $15, UT = $30, MPMA = $25, AAM = $50]</td>
<td>Coordinate board members for 1x/year talk if possible, email program advisor and mail cards</td>
</tr>
<tr>
<td>86 Individual</td>
<td>$20 ($35/2 years)</td>
<td>$20 ($35/2 years)</td>
<td>[ID = $10, NV = $15, UT = $30, MPMA = $30-$45, AAM = $90]</td>
<td>• Discount to Annual Meeting • Annual Meeting scholarship opportunities • Discount to professional development workshops • Invitations to mentoring and networking opportunities • Opportunity for professional growth through committee and board participation</td>
</tr>
<tr>
<td>128 Institutional</td>
<td>$40 ($75/2 years)</td>
<td>$40 ($75/2 years)</td>
<td>(444 CO/WY museums listed in Guide)</td>
<td>[ID = $15-$50, NV = $35-$100, UT = $200-$1000, MPMA = $50-$550, AAM = $120-$3000] Institutional Tier 1 @ above $50,000 = $60 dues w/ 4 AM discounts Institutional Tier 2 @ below $50,000 = $40 dues w/ 2 AM discounts The above benefits and: • Membership in Purchasing Cooperative • Discount for multiple staff members to attend Annual Meeting • Eligibility for CWAM grants program • Access to Environmental Monitoring Kits • Consultation provided by the Advocacy Team on advocacy and outreach to legislators and elected officials at the local, state, and national level • Access to consulting services provided by the Emergency Preparedness Committee</td>
</tr>
<tr>
<td>12 Corporate</td>
<td>$50 ($95/2 years)</td>
<td>$50 ($95/2 years)</td>
<td>Discussed raising Corporate dues to $80</td>
<td>[ID = $15-$50, NV = $35-$100, MPMA = $100-$200, AAM = $650] The above benefits and: • Discounts on Annual Meeting vendor and booth rental fees • Free listing on CWAM Website</td>
</tr>
</tbody>
</table>

**Current Messaging (keep under 125 words or so)**

About CWAM
CWAM exists to unite and serve museums in our two states. Membership is open to anyone who is interested in the field of museum work. Member institutions include art museums, history museums, natural history museums, historical sites, and other museum-related...
organizations. At our member museums you can see everything from astronauts to arachnids, dinosaurs to dolls, and pioneers to Picassos. We have western forts, Victorian homes, living historical farms, and modern art centers. Our museums are located in the heart of modern cities like Denver and Cheyenne, nestled in spectacular mountain valleys, and on wide-open plains with more sky than any other place in America.

Why should you become a CWAM member?
Since 1972, the Colorado-Wyoming Association of Museums (CWAM) has existed to benefit individuals, institutions, and organizations related to the museum profession throughout our region. CWAM programs bring small, mid, and large-sized museums together in an atmosphere of common growth and professional development. Museums of any size are welcomed and valued members. Individual membership further enhances networking opportunities for volunteers and paid staff alike.

Changes to messaging: Make values-based in addition to highlighting tangible benefits.
- Communicate what CWAM does for museums and individuals (potentially increase workshop, mentoring and networking opportunities)
- Don’t just ask for memberships; encourage donations in general and for special initiatives (add section for donations).
- We are keeping our rates low for students, volunteers and individuals because CWAM values accessibility for professional development but we encourage donations to inspire growth in the museum community.
- Communicate CWAM’s commitment to fiscal responsibility which is the reason behind raising costs for institutional and corporate members.
- We are asking potential members to pay to be a part of something.
- Create a survey to determine “Why are YOU a part of CWAM?” or “Why do YOU join other professional organizations?” Is it values-based or benefits-based or both (networking vs. use of the CO-OP or both).
  - Deadline: April Annual Meeting 2016
- Create 5-year budget plan with entire board.
  - Deadline: September Budget Board Meeting 2016
- Create an elevator pitch to use when at AM or on membership drive calls.
  - Deadline: November Board Meeting 2016
- Create a business card with basic CWAM membership information on it to hand out.
  - Deadline: April Annual Meeting 2017
Appendix II: Tentative Annual Meeting session schedule

**Thursday Workshops 1:30-4:30:**

Tech Panels on a Budget: LED Push Button Panel Builds (Brian Briggs)
Interactive technology concerns face all museums. Big expenses, long production delays, and contractor runaround are all part of the game. They don’t have to be that way though. One simple way to add a technological touch to your galleries is through adaptive deployment of push button LED panels throughout your interpretive efforts. From simple light up boards to lighting up gallery cases, this workshop will equip you with the tools necessary to make your visitor’s faces light up!

Resumes 3.0 (and other skills to get you hired) (Katie March and Anne Amati)
Writing a resume is a behemoth task. It has to be skim-able yet detailed and flattering yet not braggadocios. Learn how to write a resume that will quickly and succinctly communicate your skills and experience and see the types of skills that museum hiring managers are looking for. Also, pick up some tips and tricks for interviews, cover letter writing, and more.
Bring a copy of your updated resume if you would like some personalized feedback.

Exploring History Through Ethnographic Video Game Design (Jeremy Blair)
Participants will learn how to create history-inspired video games through exploring free browser-based game design programs in this hands-on workshop. Participants will learn the basics of game design and start designing an original game that explores a specific moment, artifact, culture, or location in history that interests them. The session will address how to implement this type of project in museums, how to engage various types of audiences through games, and review how museums are utilizing game design across the country. No prior experience necessary. Laptop with WiFi connection is required.

Labeling Collections (Isabel Tovar)
Physically applying numbers to collections can be challenging when working with a variety of materials. This workshop will give you hands on training for safely applying numbers to artwork, textiles, metals, plastics, ceramics, and archaeological objects. Discussion will include the process of using both hand-written and printer produced labels, appropriate placement of number, basic tools used for numbering, as well as documentation of methods.

There is no “I” in museum! (Karen Dropps)
Museum work is a collaboration between many different people, and sometimes they do not always work together. Learn about how groups develop and, learn how you, your staff and volunteers can work together toward a common goal through team building. This workshop will be participatory. So come with an open mind and comfortable shoes.

**Friday 10:15-11:30 Sessions:**

Preserving Basketry Collections: Information, Materials, and Access (Collections track)
Jesse Dutton-Kenny
For museums working to gain control over collections that are under-studied or not well housed it can be a challenge to decide where to start. This session will explore the various steps necessary to comprehensive preservation through an anthropological basketry collection. Participants will be able to see the process starting from obtaining information and researching your collection, to the physical preservation and storage of the materials, and finally the various ways that one can share access to the collection.

Reaching the Sleeping Generation: Building Programs for Junior High School Students with Almost No Cash (Education Track)
Stacey Moore, Doug Cubbison, Trey Corkern
How do you meet the challenge of enticing early-teens to participate in your museum? Three Casper institutions developed a unique summer program which submerged teens into the study of history. The “Future Historians Summer Camp,” has approached history with experiential learning that is fun enough to keep the teens awake. Interpretive themes which met institutional members' goals and diverse missions were crafted. Moreover, this camp started on a zero-dollar budget now has a surplus.

What’s New In Wyoming Advocacy? (Public-facing track)
Brian C. Briggs
Been wondering what CWAM Advocacy is doing Wyoming? Efforts have been ramping up and preparing materials to help you advocate. It’s your chance now to get the advice you need, and begin your advocacy effort for museums in Wyoming at all levels! We want local perspectives... we want your point of view. Come, share, and receive the constructive criticism you need to continue in your efforts. Plus, get the news you need for the coming year!

New Online Services for Non-Profits: Take Your Organization to the Next Level (Administration track)
Megan Huelman
Online tools not only make my job at the Broomfield Veterans Memorial Museum easier but they also help drive business to our museum. This session will look at the ways the BVMM has used Google For Nonprofits to receive free business applications for help with administrative duties and tools like TourBuilder or Sway to create online exhibits. You will learn the ins and outs of putting Google and other online tools to work for your organization... FOR FREE!!!

**Saturday 9:00-10:15 am Sessions:**

**Give me the money (please): Successful Grant Writing Tips for Small Museums (Administration track)**
Brooke Rohde & Anne Amati
Do you want to write grants for your museum but don’t know where to start? This session will cover some popular grants for small museums – the CWAM grant, the Greenwood Fund grant and NEH Preservation Assistance grants to name a few. Come learn about funding opportunities, what makes an application successful and chat with peers about what has worked/not worked.

**Challenging and Transforming Collections Care, Management, and Interpretation: Indigenous Curation in Museums (Collections track)**
Halena Kapuni-Reynolds and Julia Strunk
What is indigenous curation, and how can we as museum professionals better care for collections? Through different cultural perspectives, this session explores transformations in museum practice through the incorporation of Indigenous care methods at three institutions. Topics to be discussed include Non-Western forms of caring for and interpreting collections, caring for sacred and ceremonial objects, examples of Indigenous curation within Western-style museums, and ways that museum staff weave together various cultural perspectives under one roof.

**Connecting the world through informal education (Education track)**
Leah Ritz
In a complex world, how can museums best support 21st century thinking skills? As informal learning centers we are able to challenge young problem solvers to think across disciplines and understand the relationships between the human, natural, and physical worlds. In this session participants will do a hands-on activity that uses science as a means for connecting social studies, language arts, and math, then have an opportunity to extend their own lessons to connect with other content areas.

**Millennials in the Museum: Engaging Younger Audiences (Public-facing Track)**
Brooke Gladstone, Megan Friedel
Who are the “millennials” and why should we need them in our museums? Learn about how to define this growing demographic and how to bring them into your museum. Practical tips and examples will be shared for engaging millennial audiences.

**Planning an Anniversary Event or Big Event Planning for People Who Don’t Do Big Events (Volunteer Track)**
Con Trumbull, Trey Corkern
How can we effectively harness the power of volunteers to create a large event? Join Con Trumbull, president of the Fort Caspar Museum Association, as he recounts the re-booting of a childhood event for a 150th anniversary event. Con will talk about the coordination, logistics, volunteer management, budgeting, scheduling, funding, timing, advertising, publicity, community buy-in, food for participants and the public, port-a-potties, security, staffing, volunteers, safety, transportation, parking, when to start planning, what worked, what could have been done better.

**Saturday 10:30-11:45 am Sessions:**

**Roundtable Discussion on the Digital Public Library of America and Colorado- Wyoming Museums (Collections track)**
Brian C. Briggs, Regan Harper, Leigh Jeremias
Do people use your stuff? Are your collections alive today? Meaningful contact with collections is difficult in today's e-world. Movement is afoot providing a solution to cultural heritage institutions. The Digital Public Library of America seeks to bring together the country's material culture for a global, digital audience. Join passionate individuals from the Colorado State Library and CWAM to open the conversation about what DPLA would mean for museums, archives, and libraries in Colorado and Wyoming.

**Building Colorado: Education Outreach (Education track)**
Katie March
Golden History Museums’ education outreach program, Building Colorado, is a game that students play by taking on the identity of one of 10 frontier towns. Students are presented with issues actually faced by frontier Coloradans and are challenged to make good choices in order to grow into a bustling metropolis. Cities decide how many assets to risk on attracting the transcontinental railroad, becoming a state, or building a prison or a sugar beet factory. The program fulfills all social studies standards, including history, economics, civics, and geography. Learn how to create programs that fulfill the needs of both teachers and museums.
Crowd-funding and Communication to Maximize Community Engagement (Public-facing Track)
Brian Liesinger
This session will cover how to design an efficient project that utilizes community input, earned media and grassroots fundraising in a way that allows your constituents to feel ownership of the success of the project. The session will use the recent successful example at the Heart Mountain Wyoming Foundation, which saved an original World War II structure and moved it 80 miles to their National Historic Landmark site in rural, northwest Wyoming. Using creative strategies to manage the project, fundraise and for public relations, we funded it in a short period of time and built a groundswell of support involving constituents near and far. The session will detail our process for crowdfunding, maximizing earned media, and cultivating community ownership.

Collaboration - Making it work (Public-facing Track)
Rachel Hedges, Jessica Brunecky
Collaboration can be hard. With so many different voices and competing priorities at the table, collaborating with other institutions can seem like a monumental undertaking. But it doesn’t have to be that way! The University of Colorado Boulder’s Cultural Consortium and the Casper Museum Consortium have both found ways to make collaborations easier and more successful. In both cases, organizations and sites that make up the group are very different, but they are all share a similar mission: to promote cultural experiences either at the University of Colorado Boulder or in Wyoming. Benefits to institutions include: avoiding scheduling conflicts, sharing ideas, and generating visitation through shared programming. Collaborating and advocating for each other benefits everyone, join us and learn how it could work for your museum.

The Virtual Field Trip: Bringing the World to Your Museum (Education track)
Nathan Doerr
Just because a classroom is 1,000 miles away doesn’t mean those students can’t experience your museum. Through Skype in the Classroom, museums of all sizes and budgets can bring their collections and stories to students all over the world with just a computer, web cam, and internet connection. Learn how institutions in both Colorado and Wyoming have reached out to hundreds of classrooms across the U.S. and internationally, and how you can do the same.

Saturday 2:45-4:00 Sessions:
Beyond Wine and Cheese: Interpreting the Science and History of Brewing and Distilling in Public Institutions (Administration track)
Trey Corkern, Amber Pollock
Let’s move our institutions beyond three martini lunches and boxed wine receptions!
This program (a partnership between a museum, a distillery, and a hotel) will demonstrate how creating inter-institutional relationships brings expertise, knowledge, and broader audiences into our sites. We will also look at how other institutions have safely and effectively used libations for fundraising, brand building, and creating public/private partnerships. Participants in this hands-on workshop need to be 21 years of age.

Leveraging Connections: Museums, Public Schools, and Universities (Education track)
Steven Schnell, Leah Ritz
Museums are the perfect place for making connections between K-12 schools, colleges, researchers, business people, and the general public. In this session participants will learn about a successful collaboration between a science museum, K-12 schools, and a college that expands school access to field trips. Participants will be asked to consider a gap in education in their communities and brainstorm ways to meet that need. Participants will use tools to help identify stakeholders and leverage points and walk away with action items.

Refining Your Collections through Deaccession (Collections track)
Heather Thorwald, Bethany Williams
If a museum’s collection is like a community, then we all have objects that aren’t pulling their own weight. Yet refining a collection can be daunting without knowing where and how to start. This session will demonstrate how to evaluate objects to determine whether they support a museum’s mission, using real-world examples. We will also provide tools to help you develop a deaccession and disposition procedure appropriate for your institution.
Appendix III: Scholarship Application

CWAM 2016 ANNUAL MEETING SCHOLARSHIP APPLICATION
Casper, WY April 28-30, 2016

APPLICATION DEADLINE: Friday, March 4, 2016
AWARD NOTIFICATION: Friday, March 18, 2016

The Colorado-Wyoming Association of Museums (CWAM) will award scholarships to support the attendance of the 2016 Annual Meeting in Casper, Wyoming April 28-30. Each scholarship recipient will receive a meeting registration fee waiver plus the possibility of a cash grant of up to $200 to help offset expenses. Preference will be given to applicants who have not previously received a scholarship.

Scholarship recipients are required to attend the Keynote Session, as well as the Business Lunch, during which they will be recognized. Following the conference, scholarship recipients are also required to write a short article for the CWAM e-blast covering a session they attended at the annual meeting.

INCLUDE THE FOLLOWING IN YOUR APPLICATION: (Incomplete applications will not be considered)
• Your contact information: name, address, email, telephone, and institution, if applicable
• Letter of recommendation from your institution’s director, a board member, or other supervising authority
• Completed application form
• Short essay

ANSWER THE FOLLOWING QUESTIONS:
1. What is your CWAM membership status? You or your institution must be a current member of CWAM to be eligible for a scholarship or you may apply for a Non-Member scholarship. If you are awarded a Non-Member scholarship, you must become a member to receive the award.

_____Institutional / Individual / Student / Volunteer or _____Non-Member (includes out of CO & WY)

2. Has your institution previously sent a representative to a CWAM annual meeting? _____Yes _____No

3. Have you personally previously received a CWAM annual meeting scholarship? _____Yes _____No

4. Do you have need for the cash grant to help offset travel expenses? _____Yes _____No

5. If you answered yes to number 4, how much are you requesting, up to $200? __________

6. SHORT ESSAY: How will you benefit personally from attending this meeting? How will your institution benefit when you return? If you are not currently at an institution, please tell how the scholarship will benefit your professional development. Provide specific examples or goals. Please use a separate sheet to answer these questions, and limit your essay to one page.

_________________________________________                ___________________________________________
Applicant Signature       Date

EMAIL COMPLETED APPLICATIONS TO:

Meghan Vickers
scholarships@cwam-us.org

(must be received by 5 PM on the deadline)
Appendix IV: Call to Advocacy

March–April 2016

Call to Advocacy

Greetings CWAMers,

We hope this letter finds you excited about our upcoming Museum Advocacy efforts!

--- Colorado ADVOCACY DAY INSERT ---

As noted in past Call to Advocacy letters, CWAM Advocacy is now engaged in new opportunities to expand our outreach and impact. Looking to build on the successful Advocacy Day events, our team has been out spreading the good news.

Representatives from your Advocacy Team (AT) were on hand to offer advocacy training and information at two recent events. The Wyoming Arts Alliance Annual Booking Conference held this past October in Sheridan, Wyoming and Wyoming Non-Profit Networks new Educational Series held at the start of this month were the initiation for a new “spread the word” campaign. This new effort seeks to inform relevant community members of both the value of museums and how they can assist in advocacy. As a bonus, we have begun to collect video of practice advocacy that we will soon share for those wanting to know more but unable to attend the events.

In addition to these efforts, the CWAM AT is also currently looking to build a county by county network for both Colorado and Wyoming. We would like to ask you to join us. As we have started a new database for advocacy contacts and communication networking, we would like you to sign up as a representative for your region. The commitment is small and limited, but the value immeasurable. We would like to add you to a new list of contacts for spreading relevant museums advocacy news and join our list of individuals to help contact museum relevant individuals in the support of museum causes. Please contact either Caitlin or Brian at ....

Join us in the effort and stay tuned for more on Museum Advocacy!

Very Best and Many Thanks,

Brian C. Briggs

Wyoming Tourism and Legislation

Colorado-Wyoming Association of Museums

Caitlin Barrett

Colorado Tourism and Legislation

Colorado-Wyoming Association of Museums