



ALBERTA MUSEUMS ASSOCIATION

BCMA
Panel Discussion
Museums as Agents of Change

October 25, 2013



“The museum of the past must be set aside, reconstructed, transformed from a cemetery of bric-a-brac into a nursery of living thought.”



The Museums of the Future
Report of the National Museum 1889
George Brown Goode

Beyond the Turnstile

“To become a museum that is sustainable, leaders on all sides of the conversation will be required to be more transparent, more inclusive and less protectionist about operations and policies than we have in the past.”

Beyond the Turnstile: Making the Case for Museums and Sustainable Values
Holo and Alvarez, 2009



AMA Strategic Framework

STRATEGIC FRAMEWORK

VALUES

Values are the core beliefs that are championed by the AMA Board and Secretariat in all that we do.

The Alberta Museums Association values...

- Museums as agents of social change
- Engaged communities and a GREAT QUALITY OF LIFE
- Courageous and collaborative leadership
- INNOVATIVE and INCLUSIVE SOLUTIONS
- Purposeful communication and meaningful connections
- A culture of inquiry and inspiration
- DYNAMIC LEARNING and CREATIVITY
- Joy and collective celebration

VISION

The AMA vision is the desired long-term outcome for the Association in service to its legal and moral owners. All efforts are undertaken to lead the AMA toward the accomplishment of this vision.

The Alberta Museums Association is a leader and catalyst for dynamic connections among museums and communities.



WWW.MUSEUMS.AB.CA

MISSION

The mission explains why the AMA exists, how it makes a difference in the world, and who it serves. The AMA's operations and activities must reflect and advance this core purpose.

The Alberta Museums Association leads, facilitates, and supports museums in their vital role with communities.

ENDS STATEMENTS

Ends Statements capture the external impact the AMA is aiming to achieve.

PURPOSE: Museums are leading contributors to the social, cultural, and educational fabric of Alberta.

EMPOWERMENT: Shared information and resources contribute to a collaborative and robust community of museums and museum professionals.

LEADERSHIP: Leaders thrive at all stages of career development assuring succession for the future of Alberta museums.

ENGAGEMENT: Museums are essential participants in creating vibrant communities and broad public engagement.

SUSTAINABILITY: Alberta museums are supported at all stages of organizational life.



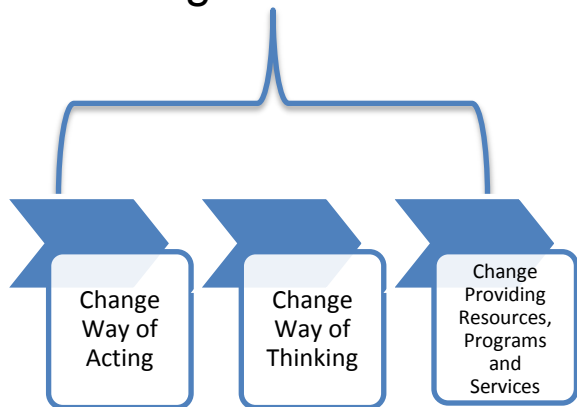
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AMA Strategic Framework

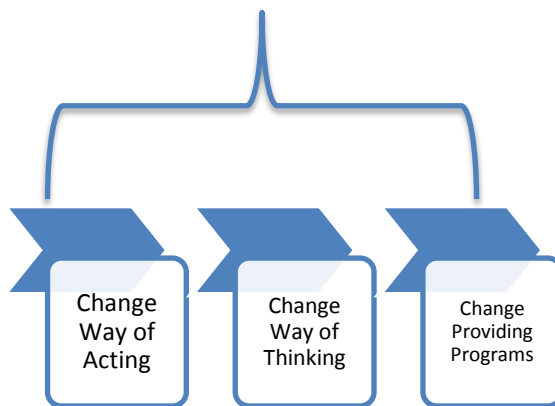
The AMA Values...

- Museums as agents of social change
- Engaged communities and a great quality of life
- Courageous and collaborative leadership
- Innovative and inclusive solutions
- Purposeful communication and meaningful connections
- A culture of inquiry and inspiration
- Dynamic learning and creativity
- Joy and collective celebration

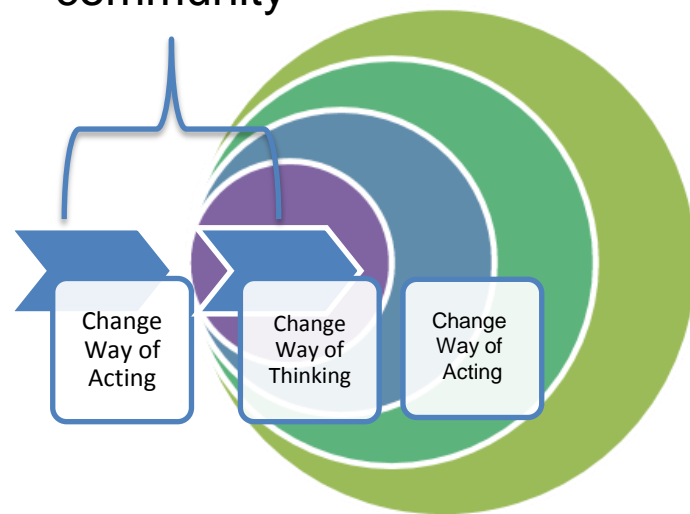
support organization



museum



community



Support Systems

What is the impact we want to have in the community?

Scaling Impact

Scaling Out

- “more”; numerically



Scaling Up

- to policy



Scaling In

- self, organizational

Scaling Deep

- systems approach





ENGAGE

MUSEUMS AND COMMUNITIES

Sustainability Working Group
RECOMMENDATIONS REPORT

The diagram consists of five interconnected circles: SOCIAL (green), CULTURAL (yellow), HEALTH (orange), ENVIRONMENTAL (teal), and FINANCIAL (grey). Arrows connect all circles to each other, indicating a holistic and interconnected approach to sustainability.

ROBERT R. JONES

AWARD FOR SOCIAL RESPONSIBILITY

CHANGING THE WORLD ... ONE COMMUNITY AT A TIME

As integrated community institutions and custodians of community identity, museums are uniquely positioned to explore innovative solutions that help their communities adapt to demographic shifts, economic changes, and influxes of new populations.

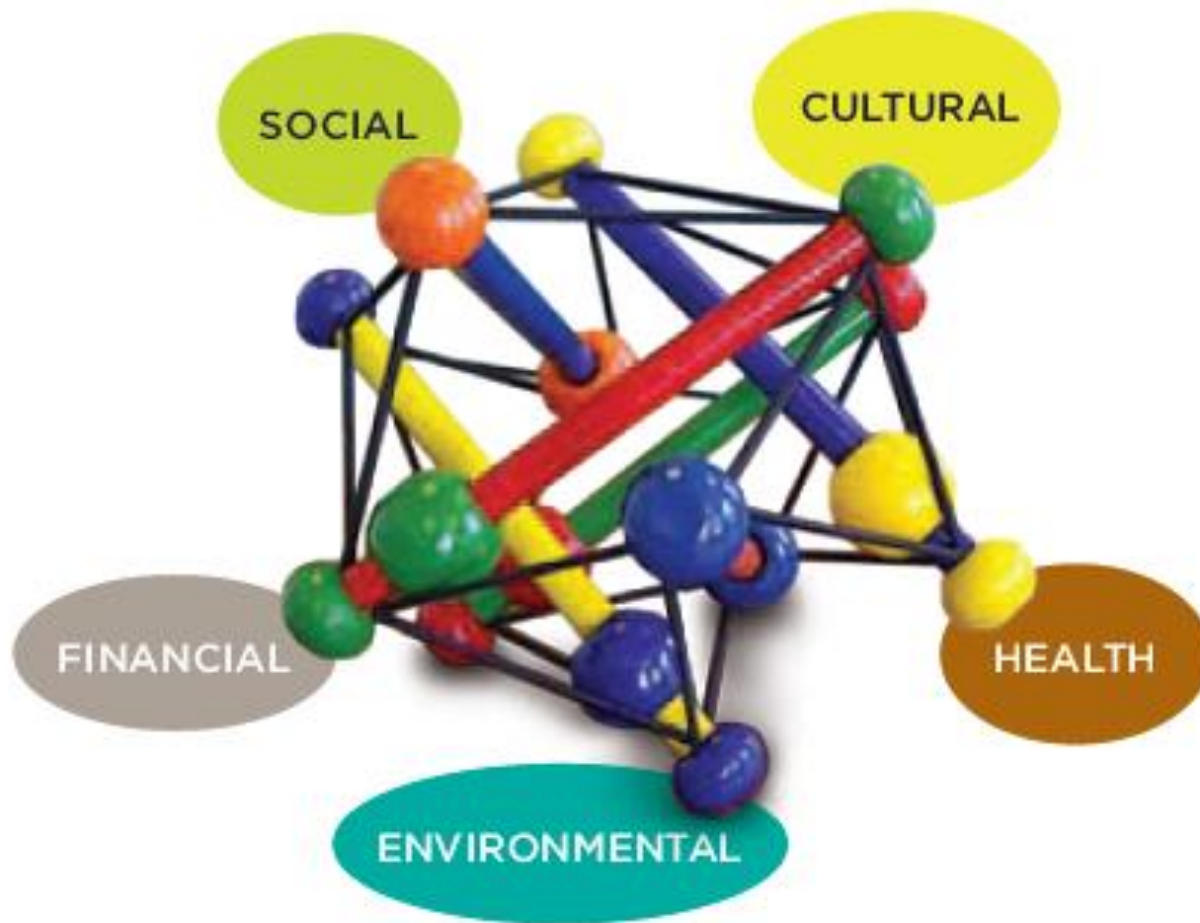
This Award is the vision of Dr. Robert R. Jones to support and further the work of museums that are solving community issues and promoting health and well-being. The ambitious goal of the Award is to create vibrant and sustainable communities by investing in programs that affect social and environmental change, and which have the potential to create public benefit on a larger scale.

Fort Whoop-Up National Historic Site

Over the last several years, Fort Whoop-Up National Historic Site has been actively engaged in re-establishing and marking a strong relationship with the Blackfoot Nation in Southern Alberta. Museum staff began the journey to re-examine the Blackfoot culture by participating in meals and ceremonies that allowed them to learn firsthand about the cultural practices and social conventions of the local Blackfoot community. For over a decade, the Blackfoot Nation and museum staff had selected to re-develop a relationship that is based in traditional practices, and which resulted in re-establishing traditional trading between the Fort and the Blackfoot community – a practice that had ended 125 years ago.

Alberta Museums Association

- Revision and Publication, of *Standard Practices Handbook for Museums*, 3rd Edition
- Review of AMA Grants Program
- Review of AMA Certificate in Museum Studies
- Mid-Career Leadership Development Opportunity
- Development of Advocacy support resources



Governance and Management

AMA Grants Program

...IMPACT...

- **Organizational Capacity**
- **Knowledge Development**
- **Community Engagement**



Thank you.



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