

MuseNEWS

NEWS FOR AND ABOUT MUSEUMS IN OKLAHOMA

OMA
OKLAHOMA
MUSEUMS
ASSOCIATION

Volume 37, No. 3

Summer 2007

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Around the state

Oklahoma Museums Association exists to support Oklahoma museums in their efforts to educate, inform and entertain.

Programs and services of OMA are made possible in part by project assistance from the Oklahoma Arts Council.

OKLAHOMA
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COUNCIL

OMA conference in Elk City September 26-28, 2007

The OMA Annual Fall Conference is just a few months away. The conference is planned for September 26-28 at the Elk City Civic Center, Elk City, Oklahoma. The 2007 theme is *Oklahoma Celebrates 100 Years! Museums: Gift of Culture and History*. There are many wonderful sessions planned and museum professionals of all levels are encouraged to attend: executives; directors; managers; development officers; exhibit and program developers; educators; curators; collections managers; registrars; archivists; museum store managers; visitor services managers; board members; volunteers; and students interested in museum careers. A few topics covered at the conference will include podcasting, membership programs, grants, exhibits, appraisals, board responsibilities and much more. There will be two fun-filled evening events at the Elk City Old Town Museum Complex and the Flying W Guest Ranch.

A conference program was mailed to the OMA mailing list in April. The conference program can be downloaded from the OMA Web site, www.okmuseums.org, or call the OMA office at 405.424.7757 and it will be mailed to you.

Also know for fast and accurate processing, OMA encourages all participants to register online and pay with a credit card. Regarding conference registration, to qualify for early bird rate, registration form and payment must be postmarked or received online by August 17, 2007, 11:59pm CDT. For all registrations after August 17, form and payment must be postmarked or received online by September 12, 2007, 11:59pm CDT. Remember that on-site registration is not available. Tickets for pre-conference workshops and additional events are limited and will not be available for purchase on-site. This year, OMA has developed four registration levels for participants convenience: A) Full Conference Rate – Level A includes Dinner on Wednesday; all sessions, breaks and breakfasts on Thursday and Friday; Networking Luncheon on Thursday; Dinner and Auction on Thursday; and Luncheon and Awards Ceremony on Friday; B) Two-Day Rate – Level B includes all sessions, breaks and breakfasts on Thursday and Friday; C) Single Day Rate – Level C Single Day conference registration includes sessions, breaks and breakfast on either Thursday or Friday; and D) Exhibitor Table Rate – Level D includes all sessions, breaks and breakfasts on Thursday and Friday, as well

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This might be your LAST newsletter!

Important information about the OMA newsletter, MuseNEWS

Due to increased costs in postal rates, the Oklahoma Museums Association will only send a printed copy of the newsletter, *MuseNEWS*, to OMA members and donors in the future. Additionally, these individuals and institutions will be sent an electronic version of the newsletter at the time of printing. OMA members and donors will have the first opportunity to receive the information, register for workshops and be in the know regarding Oklahoma museums. OMA encourages institutional members to forward the electronic version of the newsletter to their staff. If you are an OMA member or donor and would like to receive the electronic version only, please contact sodaniel@okmuseums.org.

If you are not currently a member or donor of the Oklahoma Museums Association and would like to receive the newsletter at publication time, you are encouraged to join OMA today. Membership information can be found on the OMA Web site at www.okmuseums.org. Otherwise, the electronic newsletter will be available to the general public on the OMA Web site one month after publication. If you would like to be notified by email when the newsletter is posted on the Web site, please email sodaniel@okmuseums.org with your information.

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About MuseNEWS

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Articles may be submitted to the Editor for consideration in upcoming issues of MUSENEWS. Advertising information can be found on the OMA Web site. Availability of advertising space is determined by the Editor.

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OMA is a member of the American Association of Museums and the American Association for State and Local History.

director's desk

Focusing on improved programming and services

The OMA board and staff take pride in working on the goals listed in the Oklahoma Museums Association strategic plan. A recent project in relation to the plan includes addressing the area of "Provide services that promote the professional growth of museum employees, volunteers and board members," specifically by using statewide focus groups to evaluate OMA programming. The Bureau for Social Research, a university-wide research facility of Oklahoma State University, is currently conducting focus groups for OMA. Plans are for a report to be presented at the September 26th board meeting which will include an executive summary describing why the focus groups were conducted and listing major findings, a description of the purpose and procedures of the study, and the results of the study organized by themes that emerge during the content analysis. The Oklahoma Museums Association would like to thank the Oklahoma City Community Foundation (OCCF) for a \$3,300 Capacity Building Grant to assist with the statewide focus groups. OMA is so pleased to receive this grant and appreciates the continued support of OCCF. The OMA board and staff will utilize the information from the focus groups to plan and improve future OMA programming and services. Founded in 1969, the Oklahoma City Community Foundation manages more than \$540 million in assets and is ranked as one of the largest community foundations in the country. OCCF works with donors and organizations to create endowments that address needs and opportunities within the community. Grants are awarded through the Community Grants Program three times a year to metropolitan area charitable organizations. For more information about OCCF and its Community Grants Programs, visit www.occf.org. The OMA strategic plan can be found on the OMA Web site, and in October, OMA will publish the results of the statewide focus groups on the OMA Web site, www.okmuseums.org.



Brenda Granger
OMA Executive Director

Brenda

OMA foundation, corporate and institutional supporters

OMA thanks the following foundations, corporations and institutions for their recent support. Conference supporters can be found on page 10.

Allied Arts: Tier III funds
ConocoPhillips
Kirkpatrick Family Fund

Oklahoma Arts Council
Oklahoma City Community Foundation
The Kerr Foundation, Inc.



Oklahoma Heritage Association
Oklahoma City, Oklahoma

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Eleven cool ideas for finding hot new board members*by Jan Masaoka*

A saying with much truth goes like this: For short-term success, hire a good executive director; for long-term success, recruit good board members.

The tasks of recruiting new board members are often those for which no one volunteers. One reason is that although new board members are often told they have been recruited for their “connections,” it has not been made clear that an important use of these connections is in board member recruitment. A second and more subtle reason is that many people are reluctant to recruit board members from among people whom they perceive as being more important (by whatever standard) than themselves. The techniques below help overcome these barriers and others.

1. Form a “one-meeting nominating committee.” Draw up a list of twenty well-connected people of the type you would want on the board, who you suspect would not join, but who might know someone who would be a good board member. Call those twenty people and ask them to come to a one-time meeting over lunch. Tell them that at the lunch they will be told more about the organization and what it is looking for in board members. At the end of lunch, they will be asked simply for the name of one person they think would be a good board member. The day after the lunch call up each of the nominees and begin by explaining who nominated them.
 2. Take out a “Help Wanted—Volunteer Board Member” ad in your own newsletter, in the neighborhood newsletter, or alumni newsletter of a local college. Example: “HELP Cypress House... We are looking for a few talented and conscientious volunteer board members to help guide our child care, teen, and senior programs into the next century. If you can contribute one evening a month and have skills or contacts in accounting, publicity, or special-event fundraising, call Sister Mary Margaret at 555.1234 to find out more about whether this volunteer opportunity is right for you.”
 3. Ask the executive director or the volunteer coordinator if there are two or three hands-on volunteers who would make good board members. Hands-on volunteers—such as support group facilitators, practical life support volunteers, meal preparers, weekend tree-planters, classroom aides, and others—bring both demonstrated com-
- mitment and an intimate knowledge of the organization’s strengths and weaknesses. Volunteers, donors, and clients should be the first place you look. You do not have to “sell” the organization or its cause—they’re on board already!
 4. Pick four local organizations where you do not know anyone, but you wish you did (examples: Hispanic Chamber of Commerce, CPA Society, United Cerebral Palsy). (Tip: Your local Yahoo! Site, www.yahoo.com, is a good place to look for lists of organizations under “Community.”) Ask each board officer to call one of the four local organizations and ask to have coffee with the board president or the executive director. Over coffee, suggest that your two organizations recommend to each other board members for limited terms as a way of establishing organizational links and strengthening ties among communities.
 5. Read the local paper, especially the profiles of community leaders. When you see someone intriguing, send that person a note (in care of the newspaper if you cannot find a business or home address) commenting on the article and asking if he or she would be interested in getting involved as a volunteer board member. Even if the person does not respond to the invitation to meet, you will have caught the favorable attention of an influential community member.
 6. See if your community has a board recruitment program, perhaps run by the United Way, a volunteer center, or a technical assistance organization.
 7. Tell government program officers and foundation grantmakers that you are trying to expand and strengthen your board, and you would greatly appreciate help from them. Ask each person for just one terrific suggestion.
 8. Call a community association such as the Chamber of Commerce, the Rotary Club, the Gay/Lesbian Democratic Club, or the Council of Churches. Ask if you can make a presentation at an upcoming meeting about community needs and your organization’s services. As part of your presentation, talk about how your organization is seeking dedicated board members with clout and wide community contacts.
 9. Contact a friend or colleague who is affiliated with a local university. Ask them to help you identify two or three professors of public health or management,

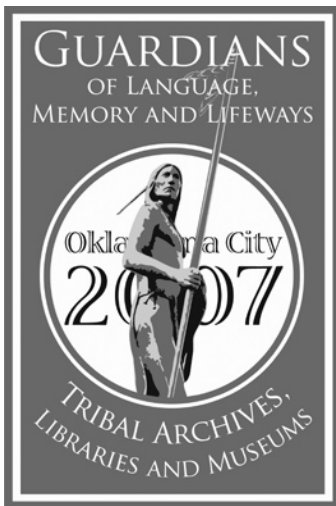
The Oklahoma Museums Association encourages museums and historical societies to use information in this column for board training. Museum board members also are invited to take part in training seminars and other programs offered by OMA. For membership and program information go to www.okmuseums.org.

Next issue:

What is micro-management, and what isn’t

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National conference to spotlight Native American archives, libraries and museums



American Indian librarians, historians, tribal leaders and others interested in tribal cultural preservation will gather at the Sheraton Hotel and Conference Center in downtown Oklahoma City on October 23-25, 2007 for a national conference of tribal archives, libraries, and museums. The 2007 event builds on two previous conferences that were held in Arizona during 2003 and 2005.

This year's conference, *Guardians of Language, Memory and Lifeways: Tribal Archives, Libraries, and Museums*, is hosted by the Oklahoma Department of Libraries with support from the Oklahoma Museums Association, Red Earth, Inc., and tribal representatives from throughout the state. An envisioning committee, made up of leaders from throughout the nation, is providing

guidance on issues of critical importance to tribal cultural entities.

The two-and-a-half day conference will provide concurrent sessions, keynote presentations, hands-on workshops, and a variety of networking opportunities. A series of day-long pre-conference workshops are scheduled for Monday, October 22.

Major funding for the conference is provided by the Institute of Museum and Library Services, the Oklahoma Department of Libraries, and the Western Council of State Libraries.

For registration, exhibitor and sponsorship opportunities, or other information on the Tribal Archives, Libraries, and Museums Conference, visit www.tribalconference.org or phone the conference office at 405.522.3515.

Online course on outcomes and evaluation offered free to museums and libraries

Shaping Outcomes, an online course on outcomes-based planning and evaluation, will be available free to museum and library professionals this summer and fall. The instructor-mediated course, which will help participants improve program designs and evaluations, was developed through a cooperative agreement between the Institute of Museum and Library Services (IMLS) and Indiana University-Purdue University, Indianapolis (IUPUI).

"By providing members of the museum and library community with the knowledge to apply outcomes-based planning and evaluation, *Shaping Outcomes* will enable participants to make a measurable difference in their communities," said IMLS Director Anne-Imelda M. Radice, Ph.D.

Through the approximately five-week course, participants will work at their own pace to learn outcomes-based planning and evaluation concepts and apply the concepts to a program or a project at their own institutions. A special course for those interested in teaching *Shaping Outcomes* or incorporating it into their own curricula will be offered in October 2007. The course itself is being evaluated for users' learning and satisfaction. IMLS will share the results when they are available.

Those interested in learning more about *Shaping Outcomes* or registering for one of the courses should visit www.shapingoutcomes.org or contact the IUPUI project director, Dr. Elizabeth Kryder-Reid at ekryderr@iupui.edu, 317.274.1406.

Board members

Continued from page 3

or an administrative dean who might be capable of and interested in serving as board members.

10. Call the head of a local corporate foundation or corporate giving department. Get an appointment and explain your organization's work and the kind of board members you are seeking. It's likely that the executive staff of the corporation is already on boards and would like to see their junior members join boards (for community goodwill and for leadership development). Bring a short "organizational resume" and ask your contact to circulate it among possible candidates and their supervisors.
11. Ask your supervisor at work for suggestions. If nothing else, he or she should be impressed with your community involvement.

From a Board Café reader

Q: I'm embarrassed to ask anyone on the board I'm on, but we desperately need new board members, and the organization is in some trouble. Help! What should I do?

A: Use one of the Eleven Cool Ideas for Finding Hot New Board Members, but with this kicker: "I feel guilty asking someone like you to join a board that is as week and confused as this one. But, this organization has a unique role to play in solving the problem of _____. What is really needed is a total overhaul of the board. Maybe I cannot ask you to do that, but maybe I can ask you to be one of the members, and help me work toward bigger changes. We meet every month for two hours on Tuesday morning. Could I ask you to consider being on that committee?"



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Building a successful museum volunteer services program

by Robbin Davis, Volunteer and Marketing Manager, Oklahoma Museum of History

Oklahoma Museums Association
Technical Bulletin #45
Published July 2007

Back issues of technical bulletins published by the Oklahoma Museums Association are available free to members. For a complete list of technical bulletin topics, visit the OMA Web site www.okmuseums.org.

This technical bulletin was developed as part of the Oklahoma Museums Association 2007 Regional Workshop Series and supported in part by the Oklahoma Arts Council, Oklahoma History Center, The Kerr Foundation, Inc., ConocoPhillips, Arts & Humanities Council of Tulsa, Jasmine Moran Children's Museum, Museum of the Great Plains and the 99s Museum of Women Pilots.



Volunteers can be a museum's most effective assets when it comes to marketing, fundraising and community support. For most museums, a strong, viable volunteer program is essential to its successful operation. They give extra manpower on a daily basis, at events, with programs and in a variety of other capacities where staff does not have the time, talent or resources to accomplish a task. They provide valuable resources that might otherwise not be available.

If volunteers are so significant to museums, why does museum staff often have trouble with recruiting and retaining them? Why do volunteers disappear? Why do they stay around? How do they decide that your museum is the place that they want to donate their time? How do you find the volunteer gems that your museum needs?

Volunteers want to get more out of their service than simply accomplishing a task. They want to socialize, learn something new, make professional connections, or satisfy their religious obligations as part of their volunteer time. David Eisner, CEO Corporation for National and Community Service

Questions the volunteer candidate may be asking when thinking about serving in your museum: how do they fit into the picture, how can they be useful and how much time will it take? Can they give tours? Can they work with artifacts? Can they interact with the public? Are there social activities? Does it cost?

For a brand new programs or a program that is going through a transformation, there are building blocks and milestones that you can use to establish a strong foundation. The first step is determining the needs of the museum. There are general, universal museum volunteer positions such as greeters and docents. Then there are positions that are specific to your museum; curatorial and exhibit assistants, children's area, café host, grounds guild, tour guide, etc. After these positions fall into place, ask staff and board members, "If you had a volunteer with you all day, what could they do for you?" The answers will present the next layer of volunteer positions.

Once you know the needs of your organization, prioritize which volunteer positions you need to fill first. But in tandem, look at the museum's strategic goals. Many times staff

feel desperate for assistance and are willing to accept any "warm body" that offers to help. It is dangerous to adopt this attitude. Volunteers are looking to fulfill many types of needs when they offer their time. The museum's volunteer program may or may not be able to fulfill those needs. If it can, it is often a good match. If not, there is the potential for disaster. It is essential to keep the museum's goals and mission forefront in every Volunteer Services Program. Ideally a Volunteer Services Program will be integral to the museum's strategic plan.

What kind of volunteers does your agency need?

Typically volunteers come in two varieties: skilled or general. Skilled volunteers include: doctors, lawyers, teachers, graphic designers, carpenters, etc. These people have a very specific ability they can offer to the museum. Their talent can fulfill a need such as building a Web site, writing curriculum, or constructing an exhibit.

On the other hand, a general volunteer is someone who has the desire to be useful to the museum and can accomplish certain tasks such as answering the phone, assisting with bulk mailings, greeting visitors and the like. Their skills are such that they can assist with a variety of duties or some very specific ones.

"One-shot" vs. "Long-term"

One-shot volunteers are interested in short-term volunteer activities that do not require a sustained commitment. They help with events or activities once a month, a quarter or a year. They can be counted on year after year for the museum's fundraising event, but not to answer the phones every Tuesday. These folks may be people who work full time and are raising a family or who travel a lot.

Long-term volunteers are willing to make a commitment to the museum in the form of docent, tour guide, or curatorial assistant. Typically they are the life-long learners that want and can make a substantial commitment with their time and talents month after month.

Both types of volunteers are essential in fulfilling the goals and mission of the museum. Ideally the Volunteer Services Program will have the flexibility to accommodate both types of volunteers.

Mission Statement

A mission specific to the Volunteer program should frame the program within the context of the overall museum mission. Make sure it is attainable and a staff decision. If the volunteer program is already established, let the volunteers help create the mission or “freshen” up an existing one.

Service Areas

When a potential volunteer looks over a list of service descriptions, they are looking for the least amount of commitment they can give. They are looking to “dip” their toe in the water. A well-written service description can seal the deal. The description should be clear and concise but leave room to grow. Every service area needs a description.

Volunteer Reference Manual

The Volunteer Reference Manual should have a variety of information in it specific to your organization but at a minimum should include the history of the agency, policies and procedures for the volunteer program and museum, cover non-discrimination and harassment and the evaluation process including a discipline system. The volunteer manual is critical to the successful operation of the volunteer program. It is a legal document in that it holds the resources necessary to keep volunteers and the museum safe and running smoothly. Dr. Bill Wittich has an excellent resource in *The Model Volunteer Handbook*, which can be found at www.energize.com.

Marketing Materials

Organized program materials are indispensable in giving the right impression about your program. Does your volunteer program information answer questions? Are the answers clear and concise? Are your materials such that potential volunteers can instantly see themselves volunteering in your museum?

Have packets on-hand so that you do not miss an opportunity to recruit a potential volunteer. Have interest cards at the admissions desk to capture would-be volunteers. The very best recruitment tool is current volunteers. If they enjoy the program and what it offers, they will tell their friends and family and will recruit new volunteers for you.

Benefits that volunteers receive as part of their service are important. Do they get special perks such as assigned parking, free tickets, complimentary membership, a special uniform, discounts, or educational opportunities not available to the general public? If you can offer unique tangible or intangible perks it will make your Volunteer Services Program even more enticing.

Interviews, Forms and Background Checks

Depending on applicable state laws, appointing volunteers can be as time-consuming as hiring paid staff. The process should include an application, interview, orientation and evaluation. Consider consulting a human resources professional for input on forms, interview questions and handling the paperwork.

Interviews

Interviews are an excellent way to really get to know each potential volunteer. They are also an opportunity for the volunteer candidate to interview the museum. Questions to consider are; what draws you to our museum? What are

some of your special skills or talents that are going to make you a great volunteer? How many hours a day/week would you like to volunteer? What is important to you when you think about volunteering? Design the questions in such a way that you get a chance to learn more about the volunteer, gather information their view of your organization and their placement as a volunteer. Volunteer interviews are a definite time commitment, but they are fundamental to the success of the program and of the volunteer.

Forms

Volunteers create a lot of paperwork. You should have an application and skills inventory for each volunteer. These will come in handy when you are trying to match a volunteer to an area or staff member. Other forms to consider are a medical release, request for a background search, a liability release form, and emergency contact information.

Devise a system to keep all of the information orderly. One such way is to keep each volunteer file together with a cover sheet that shows what information is contained within each packet. Excel spreadsheets are a great way to compile all of the information electronically for easy access later. Keep in mind that this is sensitive information and should be kept private and secure.

Background Checks

Many Volunteer Service Programs are now requiring background checks on their volunteers. Online resources are available to perform these. Once such company is American Checked; they offer a product specific to volunteers for a very nominal fee. Because cost and staff time are important factors, you have to decide if performing background searches on your volunteers is important to the success of the program.

Keeping them engaged

Recruiting, training and rewarding volunteers is a never-ending cycle. It is important to keep the program fresh and engaging for the current as well as new volunteers. It can be hard to do. Keep yourself involved with your volunteers by visiting with them, enjoying their company, and making friends. Manage by walking around. Ask them questions. Ask what they want to do, how do they want to help? Is there some project they want to take on? Would that one volunteer who has been hosting a gallery rather take on your filing system? Will they be better suited working with the exhibits department designing the next major exhibit? Will they be wildly successful at giving tours?

Continuing education is essential to keeping volunteers engaged. Offer classes, access to reference materials, education opportunities such as fieldtrips, hands-on activities, and tours.

Social activities are opportunities to share time and get to know each other. On a fieldtrip at a banquet or potluck they can tell stories about volunteering, kids and grand kids, weddings and divorces. By making connections and building friendships with each other they strengthen their bond with the museum.

Keeping, training and rewarding the volunteers that you have are easier than finding new ones. By offering continuing education, social activities, reward systems, and

benefits they build friendships with other volunteers, feel appreciated and connected to the staff and will hopefully stay with the museum.

Volunteer Manager Resources

Keeping yourself engaged and involved is imperative! There are excellent online resources for volunteer managers as well as volumes of information in the library. Your best and most easily accessible resource is other volunteer managers. They are the people that will keep you going when you get down, will give advice and let you talk “shop” for hours on end. Many areas have a group of volunteer managers that meet on a regular basis. Once such group is the Central Oklahoma Volunteer Administrators (COVA). Their Web site is www.covaokc.com. Visit Yahoo Groups for several list-serves for Volunteer Resource Managers.

In addition to the above building blocks, you as the Volunteer Manager need to become a capacity builder, employee law aficionado and demonstrator of cultural competency. All the volunteers—board members, long-term docents, single opportunity volunteers—should be able to speak about the mission of your museum, general programs, and exhibits and who to call for more information.

If you take the time to build a strong foundation for your Volunteer Services Program, you will attract a strong, powerful cadre of talent that will take your museum to remarkable levels of success.

Questions to Ask

What does your agency need?

Does your museum need a new Web site, help with events, a speakers bureau, administrative assistance, help with educating the public, or marketing and PR? Explore where volunteers can support the museum’s mission and goals.

Poll the Staff

What do they need help with? What do they NOT want to do? What can they NOT do either because of lack of time or lack of skill?

Who does your museum serve?

Who are your visitors and what do they need? Do they need tours, educational materials, presentations, or research services? Are they families, scholars, or “go-seums”?

Visit the Past and Present

What is the volunteer history of the museum? Have there been volunteers before? How were they utilized? What kind of program was it? Was it effective? Why? Why not?

Investigate Volunteer Service Programs at other museums. How do they utilize volunteers? Will they share resources with you? Share volunteers? Share educational materials and opportunities? Do you see ways they don’t use volunteers that you could? Do they use volunteers that you don’t need to? What do they have that you want?

Nurturing and Growing the Program for Success

How will your volunteers know they are successful? How are you going to know when you get “there”? Is your goal to have “X” number of volunteers in a year? Is it to give 300 tours in a school year? Is it to see 50,000 visitors in a year’s time? The volunteers are there to help the museum

succeed. Set goals for the program and for the volunteers. Ask for their input when setting goals. They want to celebrate those accomplishments just as much as the staff.

Volunteers are the only human beings on the face of the earth who reflect this nation’s compassion, unselfish caring, patience, and just plain love for one another. Erma Bombeck

Other resources

American Association for Museum Volunteers
www.aamv.org

American Background Checks
www.americanchecked.com

Charity Channel
www.charitychannel.com

Corporation for National and Community Service
www.cns.gov

Independent Sector
www.independentsector.org

Points of Light Foundation
www.pointsoflight.org

Volunteer Squared
www.volunteer2.com

Web site for OMA is new and improved

Last year, OMA received a face lift with a new logo and now the Web site is following suit. A change in colors and a cleaner design brings the site into the 21st century. Expanded and updated information is featured in every section and new items have been added to make the site more functional and easier to navigate. Some of the biggest changes include:

Registration

A button on the home page makes it easy to register for any of OMA’s seminars and workshops online.

Directory

OMA institutional members are featured in the museum directory with links to the member’s Web site (if available). The directory is searchable by museum name or city. In addition, a downloadable pdf of all museums in Oklahoma is available with member museums appearing in bold type.

Blog

A link on the home page leads to the new OMA Blog. At least once a week, OMA staff will post a contribution, however, it is your comments, suggestions and ideas that will enliven the discussion and help keep the Oklahoma museum community connected.

With such useful information and these new features, the OMA Web site is definitely bookmark worthy! Visit www.okmuseums.org today!

Oklahoma arts organizations get a jumpstart

JumpstART is a new online resource and reference guide on the Oklahoma Arts Council's Web site, www.arts.ok.gov. JumpstART is designed to provide accessible information on issues and topics particularly relevant to arts management. JumpstART will help organizations learn about a variety of arts management topics including the role and responsibilities of a board of directors, effective partnerships and collaborations, crisis communications and easy to use planning and financial management checklists. For more information contact Georgia Williams, 405.521.2931 or georgia@arts.ok.gov.

OklaTravelNet

OklaTravelNet is the world's first online travel channel, telling Oklahoma's story 24/7. Streaming video and a television-like experience, teamed with TravelOK.com, the state's tourism Web site, creates a new dynamic marketing force in Oklahoma's tourism industry. View OklaTravelNet at www.oklatravelnet.com.

New electronic filing requirement for small tax-exempt organizations

Small tax-exempt organizations, whose gross receipts are normally \$25,000 or less will now be required to file electronically Form 990-N, also known as the e-Postcard, with the IRS annually. For more information, visit www.irs.gov/charities/article/0,,id=169250,00.html.

Arts and economic prosperity III

Americans for the Arts released their third study of the nonprofit arts and culture industry's impact on the nation's economy. The study found that America's nonprofit arts and culture industry generates \$166.2 billion in economic activity every year—\$63.1 billion in spending by organizations and an additional \$103.1 billion in event-related spending by audiences and supports 5.7 million jobs nationally. For additional information, visit www.artsusa.org/information_resources/research_information/services/economic_impact/default.asp.

Museums and agencies face October NAGPRA deadline

Museums and Federal agencies

subject to the provisions of the Native American Graves Protection and Repatriation Act (NAGPRA) have until October 20, 2007, to complete required summaries of their collections or holdings. The deadline is one of several included in final regulations published in the Federal Register March 21 outlining procedures for the future applicability of the law to museums and Federal agencies. The new regulations went into effect on April 20. The October deadline applies to museums and Federal agencies that have received new collections or holdings since they completed their summaries, or have collections or holdings affiliated with a newly acknowledged Indian tribe. NAGPRA, a Federal law enacted in 1990, address the rights of lineal descendants, Indian tribes and Native Hawaiian organizations to Native American human remains, funerary objects, sacred objects, and objects of cultural patrimony with which they are affiliated. The regulations are online at http://www.cr.nps.gov/nagpra/MANDATES/43_CFR_10_13_%20Final%20Rule%2003-21-07.pdf.

OMA calendar of events

Fees, registration and additional information on the following events can be found at www.okmuseums.org or by calling 405.424.7757.

July 12 - OMA Award Nominations due.

July 30 - To Collect or Not to Collect That is the Question: A Workshop for Collections Planning, National Cowboy and Western Heritage Museum, Oklahoma City.

September 1 - SeptemberFest at the Oklahoma Governor's Mansion, Oklahoma City.

September 26 - OMA Board of Directors Meeting, Elk City Civic Center, Elk City, Oklahoma.

September 26-28 - OMA Annual Fall Conference. Oklahoma Celebrates 100 Years! Museums: Gift of Culture and History, Elk City.

October 11 - MIX networking event to view the Jack Dowd Exhibit, The Goddard Center, Ardmore.

October 22-25 - National Conference for Tribal Museums, Libraries and Archives, Sheraton Hotel, Downtown Oklahoma City.

November 6 - Increasing Your Grant Writing Success, Oklahoma City National Memorial & Museum, Oklahoma City.

Ongoing grant opportunities

Oklahoma Arts Council
www.state.ok.us/~arts
405.521.2931

Oklahoma Humanities Council
www.okhumanitiescouncil.org
405.235.0280

Grantmakers of Oklahoma
www.grantmakersofoklahoma.org

Heritage Preservation
www.heritagepreservation.org

Institute of Museum and Library Services
www.ims.gov

National Endowment for the Arts
www.arts.endow.gov/grants/apply/Museums.html

National Endowment for the Humanities
www.neh.fed.us/grants/grants.html

National Historical Publications and Records Commission
www.archives.gov/nhprc

Governmental Agencies offering Grants
www.grants.gov

Additional seminars and workshops of interest to museums

Center for Nonprofits
www.centerfor nonprofits.us

Sarkeys Foundation Toolbox Series
www.sarkeys.org

Campbell Center
www.campbellcenter.org

Northern States Conservation Center Online Museum Classes
www.museumclasses.org

American Association of State and Local History workshops and seminars
www.aaslh.org

American Association of Museums workshops and seminars
www.aam-us.org

Below is a list of new and renewing members who paid dues March 1, 2007 – May 31, 2007. Masterpiece and Gem level individual members appear in **each** newsletter issue. New members are indicated with an asterisk.

Individuals*Masterpiece*

Emma Jean Barton, Elk City
Ken Busby, Tulsa

Gem

Kathy Dickson, OKC

Classic

Kari Watkins, OKC

Treasure

Larry Anduss, Barnsdall
Deborah Burke, Tulsa
Cherie Cook, Wichita KS
Thelma R. Parks, OKC*
Beverly Terry, Edmond

Member

Christy Abraham, Tulsa
Kathryn Barr, Norman*
Wayne Boothe, Cordell
Mary "Becky" Buster, Cheyenne
Amanda Cagle, Edmond*
Robbin Davis, OKC*
Mead Ferguson, Woodward
Scott Hale, OKC

Henry Hensel, Norman
Pamela Hodges, Tulsa
Jamie Hubbard, Norman
Sharon Ivester, Sayre
Jane C. Johnson, Norman
Chris Kallenberger, Tulsa
Carla Lessel, Wilburton
Ginger London, OKC*
John Martin, Enid*
Bart McClenny, Altus
Janna Montgomery, Durham
Iris Muno-Jordan, Edmond
James Mustoe, Norman
James Pendleton, New Castle VA
Michelle Place, Tulsa
Denise Rossacci, OKC
Peggy Rubenstein, Edmond
Marilyn Shewmaker, Edmond
Joel Shockley, Cheyenne
Keith Tolman, Fort Towson
Sunni Wager, Tulsa

Student

Jennifer Hodges, Norman*

Institutions

45th Infantry Division Museum

Carl Hubbell Museum
Carter County Genealogical Society
Chickasaw Nation Museums and
Historic Sites
City of Ada Parks Department
Henryetta Historical Society
Hinton Historical Society
J.M. Davis Arms and Historical
Museum
Lincoln County Historical Society
Lindsay Community Historical Society
Major County Historical Society
Military Memorial Museum
Museum of Osteology
Museum of the Great Plains
National Four-String Banjo Museum
National Wrestling Hall of Fame
and Museum
Newkirk Community Historical
Society
Oklahoma Historical Society
Oklahoma Historical Society
Outreach Division
Oklahoma Museum of History
Oklahoma Pottery Museum*
Oklahoma Sports Hall of Fame and
Jim Thorpe Museum
Oklahoma State Senate Historical
Preservation Fund*
Old Greer County Museum*
Philbrook Museum of Art
Sac and Fox National Public Library
and Archives
Sapulpa Historical Society
SEG Geoscience Center
Skiatook Museum
Tulsa Air and Space Museum
World Organization of China Painters

Corporate

Certified Folder and Display Service
Circa
Museum Arts*
Red River Photo Services

Gifts to the Oklahoma Museum Association

The Oklahoma Museums Association thanks these members and friends who made recent contributions to the following funds between March 1 – May 31, 2007.

Endowment*Donors (\$100 to \$499)*

Oklahoma City Community Foundation as recommended by Sandy Wright

Contributors

Jamie Hubbard, Norman

Annual Giving*Donors (\$100 to \$499)*

Deborah Burke, Tulsa

Contributors

Julie Baird, Enid
Ernestine Maphet, Gate

OMA endowment fund contributions

If you would like to make a contribution to the OMA endowment fund at the Oklahoma City Community Foundation, please visit www.occf.org and select online giving; or you may contact the OMA office at 405.424.7757.

Leave your legacy in OMA

The Oklahoma Museums Association would appreciate you remembering the organization in your will. If you are interested in leaving OMA a charitable bequest, the language in your will should contain the following: I/We give to the Oklahoma Museums Association (EIN 73-1004791), a 501(c)3 non-profit corporation, the following money or asset (describe here) to benefit their charitable purpose. OMA encourages you to consult your estate planner, tax professional or attorney when preparing your charitable bequest.

Remember, you can join or renew your OMA membership online at www.okmuseums.org or by completing the membership form on the back page of this newsletter.

How to get the most out of your conference experience

by Jennifer Weiskotten, Program Director, Virginia Association of Museums
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You've been waiting all year to go to the conference, and you want to get as much as you can out of the information presented. If the panelists are all from big institutions and you are a volunteer at a small historical society, or the panelists are all from history institutions and you work for an art gallery, you can STILL have a wonderful learning experience. Here are some tips for choosing the right sessions and workshops, and for getting great information you can use at your site in any educational session you attend.

Before the conference

- *Plan ahead.* Read the session descriptions very carefully prior to the session. Occasionally the speakers do not provide what they've described in the print material, but most of the time they do. If you see something in the description that might indicate that the session will only cover formal board meetings and you do not have board meetings, don't go.
- *Remember your learning style.* Everyone has a specific learning style. Some people love discussions and hands-on activities. If that is you, try a roundtable or workshop. Some people prefer quiet presentations or lectures, with a chance to ask questions at the end. If this is you, a roundtable discussion is NOT for you—stick to more traditional panel-based sessions.

During the conference

- *Be proactive.* If you are not hearing something you really would like to know, ask a question or catch up with the speaker after the session. Most of these speakers could talk for hours about their subject and just asking a question can help focus them on where their audience needs them to be.
- *Think creatively.* No, your budget may not be equal to that of the Smithsonian—but they do some innovative programming. If you take what they are showing you and adapt it to your level or type of museum, you can come away with a lot of great options you would never have heard from someone in a museum your size or type. The best way to make your museum better is to think big and bring in ideas from lots of (different sized) sources!
- *Be open-minded.* Some of the best ideas that our members “borrow” from other sites come from across disciplines. Do not dismiss a creative programming idea just because the educator dreaming it up works at a zoo, and you have no animals at your site. Maybe the scavenger hunt she does through the zoo can be easily adapted to a search through an art gallery—animal paintings, anyone?
- *Think about your career, not your job.* You might not be able to use every piece of information in your current job, but knowing what is happening in other museums, in the field in general, can only benefit you when you are in your next museum or job.

After the conference

- *Have a post-conference meeting.* If several staff from your museum went to the conference, sit down by yourselves or with your whole staff when you return, and immediately share your ideas and what you learned. Everyone leaves a conference exhilarated and ready to make changes and by sharing that enthusiasm with your colleagues back home, it is more likely to have a permanent effect on your museum.

Scholarships offered to OMA conference underwritten in part by the Hollinger Corporation

OMA will award a minimum of three scholarships to students, staff or volunteers representing museums in Oklahoma who are members of OMA. To apply for a scholarship, visit the Programs and Services page of the OMA Web site at www.okmuseums.org. The application deadline is August 3, 2007.

Conference Continued from page 1

as a six-foot table with two chairs in the Exhibit Hall.

OMA appreciates the 2007 conference supporters to date: Oklahoma Arts Council, City of Elk City, Public Service Company of Oklahoma, Oklahoma City Zoological Park and Botanical Garden, Oklahoma Historical Society Outreach Division, Oklahoma History Center, Arts & Humanities Council of Tulsa, Charles and Lynn Schusterman Family Foundation, ConocoPhillips, Creek Council House Museum, Greater Southwest Historical Museum, Elk City Chamber of Commerce, Elk City Convention & Visitors Bureau, Elk City Old Town Museum Complex, Elk City Old Town Museum Complex Docents, Elliott + Associates Architects, Girls Gone Wine, Jasmine Moran Children's Museum, Kirkpatrick Family Fund, Melvin Moran, Oklahoma Tourism and Recreation Department, Red Earth, Inc., Sam Noble Oklahoma Museum of Natural History, Sapulpa Historical Society, Standley Systems, The Hollinger Corporation and Western Oklahoma Historical Society.

OMA looks forward to seeing you in Elk City for a great conference!

OMA award program deadline for nominations is July 12

Museums, large and small, strive to engage their communities and meet their missions through programs, publications and exhibits. The Oklahoma Museums Association's Awards Program honors the excellence and quality of projects accomplished by institutional members. The OMA Awards Program also recognizes individuals and groups whose contributions have impacted Oklahoma museums and the museum profession.

OMA takes great pride in showcasing the quality projects and dedicated individuals that make Oklahoma museums shine. OMA Award Nominations are due on July 12, 2007. Download the nomination form at www.okmuseums.org/downloads/awardsform.doc. The form can be completed in Microsoft Word before printing for your convenience.

New faces, awards and events in Oklahoma museums

Staff changes at museums around the state include: the American Association of Museums has appointed **Ford Bell** as President and CEO; **Jody Risley** is the new Director of the Cimarron Heritage Center Museum replacing **Phyllis Randolph** who is retiring after 13 years; the Edmond Historical Society recently named **Iris Muno Jordan** Interim Director; **Arthur Feldman** is the new Executive Director of the Sherwin Miller Museum of Jewish Art; the Overholser Mansion recently welcomed **Liz Carr** as Director; the trustees of the Frank Phillips Foundation have announced the appointment of **Kenneth Meek** as Director of Woolaroc Museum.

On August 12, 2007, planes will land on a grass strip near Will Rogers' birthplace to mark the anniversary of the deaths of Will Rogers and Wiley Post in an Alaskan plane crash on August 15, 1935. For more than a dozen years, pilots from a four-state area have been coming to the ranch to showcase vintage and new aircraft, helicopters, and experimental and homemade planes. Planes will start landing around 9:00am. For more information or directions to the **Will Rogers Museum** and the birthplace ranch in Claremore, call 918.341.0719.

A group of Oklahomans that appeared in Paris in the late 1960s but wasn't seen again until 2006 has found a permanent home at the University of Oklahoma's **Fred Jones Jr. Museum of Art**, Norman. Thanks to the generosity of Oklahoma artist Harold Stevenson, *The Great Society* a series of 97 large paintings featuring the faces of everyday people from Oklahoma's McCurtain County area, will now be a part of the museum's permanent collection. Future exhibition dates for *The Great Society* have yet to be determined.

In honor of the **Oklahoma City Museum of Art's** fifth anniversary in the Don W. Reynolds Visual Art Center, renowned glass artist Dal Chihuly presented a gift of four acrylic drawings to the museum. The works, *Float Quad Drawing*, is currently on view at the museum on the third floor land-

ing. For more information, contact the museum at 405.236.3100 or visit www.okcmoa.com.



Otto Duecker, Anthony, 1983, Fred Jones Jr. Museum of Art, The University of Oklahoma, Norman

in the Pop Art movement, abstraction, minimalism, photorealism and the new figurative painting. *Out of Oklahoma* is on exhibit at the **Price Tower Arts Center**, Bartlesville through September 16, 2007. For more information, visit www.pricetower.org or call 918.336.4949.

Gadget Trees, a new exhibit at the **Omniplex Science Museum**, Oklahoma City, features a two-story tree house, the largest oak tree west of the Mississippi and the nation's tallest spiral slide. The exhibit provides an experience integrating science, history and creativity, while demonstrating the interaction of nature, science and art. For more information, visit www.omniplex.org or call 405.602.6664.

The **Oklahoma Arts Council**, Oklahoma City, maintains three galleries inside the Oklahoma State Capitol. The East and North Galleries are located on the first floor and are accessible seven days a week. The Governor's Gallery is located on the second floor of the Capitol and is open Monday-Friday. For information on current and upcoming exhibits in these galleries, visit www.arts.ok.gov.

Out of Oklahoma: Contemporary Artists from Ruscha to Andoe surveys major developments in contemporary American art and considers Oklahoma's role in shaping them. The work of twenty artists celebrates art-

Andrew Wyeth Drawings and Watercolors: Selections from the Marunuma Art Park Collection, Japan is on exhibit at the **Gilcrease Museum**, Tulsa, through August 26, 2007. These rarely scene works reveal the beauty and simplicity of rural American life. For more information, visit www.gilcrease.org or call 918.596.2700.

The *Collecting Oklahoma* exhibition is a tour of the sights and sounds of Oklahoma's ancient, historic and present-day natural history. The focus is on the rare and unusual—like camels that once roamed the state—with most of the objects having never before been displayed. The exhibit runs through January 21, 2008 at the **Sam Noble Oklahoma Museum of Natural History**, Norman. For additional information, visit www.snomnh.ou.edu or call 405.325.4712.



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MIX event planned for October 11



Puttin' On The Dog by Jack Dowd.

OMA members are invited to a MIX networking event on Thursday, October 11th to view the Jack Dowd exhibit at the Goddard Center, 401 1st SW, Ardmore, Oklahoma, from 5:30pm - 7:30pm. Florida artist, Jack Dowd, has become nationally recognized for rendering life-size portraits and bringing to *light the human condition in all its comedy and tragedy*. Like a theatrical performance, his sculpture is more focused and more intense than life.

His focus on detail is extraordinary. Dowd is a meticulous researcher, exploiting every nuance of character and developing imaginary biographies to ensure that the sculpture remains consistent within itself. The multi-media exhibit includes recordings of Andy Warhol's most famous quotes. In the galleries, on exhibit will be the Andy Times Twenty feature, a full-size RV park set-up, a real Harley-Davidson motorcycle with a rider entitled Purple Beast and much more! The artist himself will be in attendance at the MIX event. The new sculpture garden also will be on view at the Goddard Center. MIX is a benefit of OMA membership. Members soon will receive an invitation to the MIX event in the mail. We look forward to seeing you at the MIX!

PLEASE JOIN US

For a list of benefits or to join online, visit www.okmuseums.org.

Individual memberships

Masterpiece \$250	Classic \$100	Member \$25
Gem \$175	Treasure \$50	Student \$15

(Students must be full-time and include copy of current I.D.)

Institutional memberships

.0005 x total annual operating budget
(\$35 minimum; \$500 maximum)

Corporate memberships details and benefits on OMA Web site www.okmuseums.org/about_corp_memb.html

Please send payment and form to:
OMA, 2100 NE 52nd Street, Oklahoma City, OK 73111

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