

Oklahoma Museum Association

Board Retreat

August 11, 2008

RETREAT NOTES

- I. **Celebration:** We began the retreat with a wonderful celebration. Brenda Granger had prepared a power point which certainly got the retreat off on the right foot.
- II. **Goals:** We developed goals for the retreat and they are as follows:
- A. Concrete and manageable
 - B. Mission driven
 - C. Moves organization forward
 - D. Brings members agendas along as well
 - E. Measurable
 - F. Comprehensive
 - G. Increase membership and retention of current membership
 - H. Improve the committee structure
 - I. It is a developed plan which can be implemented
 - J. Increases the karma of the board
 - K. Be a voice for the statewide organizations
- III. **Strengths & Weaknesses:** We then developed strengths and weaknesses/opportunities for improvements.
- A. Strengths include the following:
 - 1. Statewide organizations
 - 2. Great staff
 - 3. Nationally recognized as a role-model
 - 4. 45% membership penetration
 - 5. Financially stable
 - 6. Provide value added memberships
 - B. Weaknesses include the following:
 - 1. Statewide organization
 - 2. 45% membership penetration
 - 3. Staff extremely busy
 - 4. Several unengaged members
 - 5. Trying to do everything for everybody
 - 6. Need additional funding for additional staff
- IV. **Focus Report Discussion:** The focus groups were member organizations stating what they needed to make themselves better organizations and what role should the state organization play in that regard.
- A. Funding
 - 1. Fundraising strengths
 - 2. Increase memberships
 - 3. Grant writing

- 4. Banquets
 - B. Board Development
 - 1. How do these independent museum organizations strengthen their boards
 - C. Marketing
 - 1. Web based assistance, brochure, partnerships
 - D. HR
 - 1. Executive Directors
 - 2. Training
 - 3. Volunteer
 - 4. Web posting
 - 5. Job descriptions
 - 6. Outsourcing
 - 7. Increasing professional staffing
 - E. Board Education
- V. ASAP: At this point in time we began discussion specific opportunities or strategies that OMA can accomplish in the next 18 months also known as ASAP.
- A. Increase the work of the board committees. Each committee will develop its own job description and plan of action for the next year. This pertains to the Executive Committee/Finance Committee, the Board Development/Nominating Committee, the Marketing Committee, Membership Committee, and possibly an HR Committee. Current committee chairs are as follows:
 - 1. Board Development/Nominating Committee: Chair Ken Busby
 - 2. Marketing Committee: Chair Stacey Weddington
 - 3. Membership Committee: Chair Michelle Finch Walker and Ken Fullbright
 - 4. Executive Committee: Chair Marci Donaho
 - B. Discussed having the annual meeting every other year and regional meetings in the off year. Research having annual district meetings, organized by the district reps and promoted by the OMA office. The district representatives and the executive staff will work and develop a plan and present it to the board at your September 24th meeting.
 - C. Membership Committee will develop a plan to increase membership and to address petition of current members. It was suggested that they might want to interview members who do not renew and try to ascertain the reasons. The initial membership plan research will be presented to the board at your September 24th board meeting.
 - D. Develop a marketing committee and comprehensive marketing plan to include web, print, collaborations, share pages, links to other websites, etc. The plan will be presented to the board at your September 24th board meeting.
 - E. Develop a board mentoring/expertise plan. This would be developed by staff. It would be done through email whenever possible. This plan is to match the strengths of people on the board and in your member organizations with those who need assistance in those areas. It was agreed that only board members may appoint

people to act as mentors/experts. This would be a controlled group of people with known expertise in the following areas

- a. Board development
- b. Volunteers
- c. Fundraising
- d. Collection management
- e. Visitor services
- f. Facilities management
- g. Education
- h. Security
- i. Exhibits
- j. Event planning
- k. Additional areas as designated necessary by requests from public

Staff will report to the board their progress on this project at the September 24th board meeting.

We then discussed a joint conference with a national museum organization, AASLH. We discussed the pros and cons and it was determined that more study needs to be done and presented to the board with a recommendation as to proceed or not. Overall, the board was in general agreement with the idea of the joint conference. We discussed several issues that OMA needed in order to participate in this joint conference including the annual auction. Again, those will be presented to the board for further discussion.

- VI.** Long range wish list
- A.** National role-model for state organizations
 - B.** 100% membership
 - C.** OMA is the organization
 - D.** Sales tax, old loans, abandoned property loans
 - E.** Changing the state laws in favor of museums
 - F.** FFG

SUMMARY: It was a pleasure working with each and every one of you. I was impressed by the participation of each of the board members. As we discussed, being a statewide organization has its challenges. It is of vital importance that every member realizes what the value added services are for its membership in your organization. We discussed many ways to enhance the value added components of the membership and I would recommend that you focus your efforts in this area. You have some challenges with your participation with your national museum organization of which I think you can certainly negotiate a great position for OMA. We have laid out several ASAPs; the primary being the committees performing at a very high level. This will be something new for your organization but one in which I feel will serve you well. I look forward to coming back in 9 months and reviewing your progress. In the meantime, if I can be of any assistance to the board or staff, I stand ready. Best of luck. Sincerely, Frank Merrick.