oma connections zoom meeting for oklahoma museums

although started in response to the covid-19 pandemic, oma continues to host monthly zoom meetings which take place on the second friday of the month at 10am cdt.

the following are the dates for the calls this quarter:

- friday, july 10 at 10am cdt
- friday, august 14 at 10am cdt
- friday, september 11 at 10am cdt

this zoom meeting is casual, and in conversation format. we ask participants to come prepared with questions and contributions regarding actions their museum is taking, their challenges, issues they are experiencing, and any potential solutions.

please submit any questions you have ahead of time to brenda granger so we may be better prepared to answer them.

call facilitators include:

- ken busby, route 66 alliance
- lauren daughety, vann & associates, pr + marketing
- brenda granger, oklahoma museums association
- stacy o’daniel, oklahoma museums association

meetings are open and free to all. register here. once you register, the oma connections zoom meeting information will be sent to you at the email address you provided. we hope you will join us for the oma connections meeting.

emergency preparedness and response online course taught by rebecca elder, cultural heritage preservationist

the emergency preparedness and response online course will meet every thursday in october 2020 from 10:00am-11:30am, central time.

the online course is free to attend, but interested individuals must complete an application for registration. registration is only open to staff, volunteers and board members of museums, historical societies, historic sites, zoos and botanical gardens, historic houses, living history museums, tribal cultural centers, other museum-related institutions, libraries and archives in the state of oklahoma.

deadline to apply is august 1. you will be notified by august 15 if your registration for the online course was accepted as the course is limited to 30 participants.

continued on page 16
I hope this newsletter finds you and yours, happy and healthy. It has been a very trying four months for us all, but if you look hard, there is a silver lining. The silver lining I am referring to for OMA and Oklahoma museums is that we collectively showed how fast, nimble and creative we can react when faced with an adverse circumstance. For OMA, we quickly took to virtual meet ups, board meetings, training and the conference, many of these we have wanted to explore over the last few years, without avail. We also leveraged our many relationships and collaborations to learn and share the latest information and opportunities related to COVID-19, whether it was funding opportunities, new laws, reopening considerations, location of PPE supplies and more. For Oklahoma museums, it was amazing to witness how quickly they responded to turning programs into virtual opportunities and #MuseumFromHome. Some of these new virtual opportunities were repurposed current programs, and others were newly developed to meet the needs of the stay at home and school from home audiences. Museums also offered creative ways to share their museum such as Tim the Security Guard and his tweets from the National Cowboy & Western Heritage Museum which were featured in the national media. Other creative measures included museums making to go packets which families could pick up curbside and do the activity at home, virtual trunks, downloadable coloring books and more. I am sure this creativity of Oklahoma museums and their serving an expanded audience will continue to abound way beyond the pandemic.

I also would like to personally thank the many funders who offered OMA assistance during this difficult time, whether through CARES Act funding, or other disaster response sources. This list includes Allied Arts, Oklahoma Arts Council, Oklahoma Humanities and BancFirst for their assistance with our Paycheck Protection Program forgivable loan.

As we all settle into this new world, please know that we are here for you and your museums. As I still believe there is a silver lining to this horrible pandemic, OMA looks forward to helping you shine.

Brenda
Let’s face it, we’re all tired of turning on the news and learning more information about infections, job loss, death and negativity. The world seems to be coming out of “the great reset” into an era of divide, mistrust and anxiousness. The phrase, “We are all in this together” now seems almost snarky and a slight to those still without work, worrying about paychecks and crushed by the weight of government assistance which is promised, but seems to be too little, too late.

How can you possibly engage a consumer? If you are a tourism destination or cultural institution, you may have a chance. According an April 2020 report released by SKIFT Research, one-third of Americans do want to travel again. Those who have been quarantined in their homes for the last 90 days want to get out! Here is the hard part, you need to be the place they go!

Tourism destinations, especially non-profit organizations, have all tightened their budget belts. There are amazing museums and cultural attractions that are hosting animals from neighboring zoos just to glean attention. As a cultural institution vying for those visitors, you can take simple steps to gain market share of those anxious travelers:

1. Be a safe and fun option. Things have changed and pretending they haven’t isn’t an option. Avoid being tone deaf to a visitor’s reservations to bringing their entire family to a public place. Ensure cleaning is done and then market it. Showcase how the visitor experience can be accomplished while social distancing and what specific plans and precautions you have implemented.

2. Become an enrichment opportunity for students and teachers. The education of our youth has become a quagmire of unknowns. As a museum, you have the tools needed to be an integral part of that new curriculum. Offer online opportunities with in-person engagement. The future of field trips may not be a group of students and sack lunches, rather, it may be groups of kids watching as a distance learning teacher takes a tour and shows the value of the artwork, installations or other important educational waypoints.

3. Finally, understand the power of a well-targeted message. As a museum, you have a mission and vision statement. Those pillars can dictate not only the direction of your collections, but the audience to whom those collections appeal. Stop using marketing as a catch-all targeting anyone with a pulse, rather, tap into any data from past visitors you may have and try to find trends and replicate that visitor-type over and over again.

We are in a brave new world and the puzzle pieces keep changes every day. Make sure you are ready for tomorrow by focusing on how to capture the audiences you attract and offer them a greater avenue by which to engage.

Tony Vann is the President of Vann & Associates. With over 20 years of experience in public relations and marketing, he has been involved in such well-known organizations as the Oklahoma House of Representatives, the Oklahoma City National Memorial Foundation, Oklahoma State University, the Office of Lt. Governor Fallin and others. Since inception of the award-winning firm in 2010, it has grown serving more than 40 corporations, non-profits and professional associations across Oklahoma, Texas and Arizona.

Assisting Oklahoma museums in their efforts to educate, inform and entertain - that is our mission.

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OKMuseums.org
Thanks to COVID-19, the museum community has turned a lot of its attention towards emergency preparedness and response. We’ve attended countless webinars and Zoom meetings; we’ve watched countless livestreams on Facebook and YouTube. The pandemic has gotten us all talking, listening, and supporting one another; we suddenly find ourselves with free access to founts of information that delve deep into the many facets of collection stewardship and cultural heritage preservation. One might even say that a glimmer of silver lining in all of this is that the COVID-19 emergency has had a unifying effect on museum professionals. All of our talking has also revealed a recurring theme among many of us - We all diligently prepared for natural disasters, but so few of us prepared for a pandemic shutdown. Now we find ourselves contemplating with free access to founts of information that delve deep into the many facets of collection stewardship and cultural heritage preservation. One might even say that a glimmer of silver lining in all of this is that the COVID-19 emergency has had a unifying effect on museum professionals. All of our talking has also revealed a recurring theme among many of us - We all diligently prepared for natural disasters, but so few of us prepared for a pandemic shutdown. Now we find ourselves contemplating things like the need for adding pandemic shutdown chapters to our emergency response plans, ensuring that our disaster kits are equipped with enough PPE to accommodate the safe response to an emergency, and the importance of off-site kits containing the necessary PPE to safely access our institutions during the shutdown. COVID-19 has been the emergency that has prioritized preparedness for our field.

**The Disaster Kit**

One preparedness essential for any museum or cultural heritage site is a disaster kit. A disaster kit is a container packed with supplies that will be needed for the salvage, triage, and packing of collection material during an emergency response. The primary characteristics of a disaster kit are that it is portable, accessible to everyone, and only for use in emergencies. Disaster kits come in a range of shapes and sizes, from storage totes to trash bins, and they are tailored to the collection(s) for which they are intended to salvage. In addition to collection material, your disaster kit should also prepare for the salvage of collection records and files. Supplies for your disaster kit should be cost-effective, sustainable and/or reusable, customizable, and specifically for use in salvage and response (not preservation or conservation).

Good things to keep in mind when assembling a disaster kit are that, a) the number of kits that you maintain should be relative to the size/layout of your facility and the variety of media/collections that you house, b) water is a component of most disasters and, c) when disaster is widespread, supply shortages will often occur.

**The Go-Bag**

A companion to the on-site disaster kit is the off-site kit, or ‘go-bag’. Go-bags are maintained in homes and cars and serve as an abbreviated version of the on-site kit. A go-bag will contain things that might be required in order for you to access your institution in the event of an emergency (such as PPE) as well as documentation basics and personal essentials like phone chargers, favored tools, and safety aids (such as flashlights and knives). You will, of course, want to include a copy of your emergency response and recovery plan in your off-site kit. For all of you preparedness-prone people out there who are interested in taking the kit a step further, the Council of State Archivists offers free templates of the Pocket Response Plan (PReP), should you be looking for an emergency response plan for your wallet.

**That Silver Lining**

The COVID-19 pandemic has transformed the way that we think about emergencies, in and of themselves. For me personally, this is not the emergency that I ever imagined navigating. Nevertheless, here we are. Through the COVID-19 crisis we have witnessed firsthand the supply shortages that we are warned about in emergency response trainings. The crisis has affirmed for us the importance of being prepared both on and off-site. Because of the crisis, support for our first responders feels more essential than it has in a great long while. And to our community, the crisis has revealed a kind and generous collective wisdom that, to some degree, has had the ability to restore a bit of one’s faith in the kindness and generosity of others. Thank you to everyone who has shared their experience, understanding, and their wisdom with the OMA community over the past few of months. I wish you ALL health and safety this summer, and the very best of luck with a successful re-opening.

If you are looking for an excellent, free, downloadable list of disaster kit supplies, visit [http://curaecollections.com/](http://curaecollections.com/) and check out the downloads at the bottom of their homepage. I wish to extend the warmest of thanks to Rebecca Kennedy of Curae Collections, LLC for tirelessly working to make such important information free and continued on page 6
Silk items are commonplace in many historic collections. For a variety of reasons, silk tends to be delicate and difficult when it comes to care and display. In this webinar, our presenter will provide information for the care of silk objects in small museum collections. History of use and production will be included, to further the understanding of these problematic pieces. The presenter will also provide information regarding storage and environmental conditions, as well as display options, and when you should consider engaging a conservator to help you.

Meredith Wilcox-Levine is a textile conservator at the Textile Conservation Workshop in South Salem, NY. She holds a Master of Science degree in Historic Costume and Textiles from the University of Rhode Island’s Department of Textiles, Fashion Merchandising and Design, with a focus in Textile Conservation. During her training she completed internships at the Museum of Fine Arts, Boston and the National Museum of American History. Before entering the conservation field, Meredith received a Bachelor of Fine Arts degree in theatrical costume design and production from Syracuse University. She is an associate member of the AIC and the Costume Society of America. She has presented a paper on the treatment of baseball jerseys. Her interests range from historic and theatrical costume to exhibition mount-making and contemporary fabric crafts and techniques.

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**Oklahoma Historical Society Board of Directors Elect New Officers**

The Oklahoma Historical Society (OHS) Board of Directors elected Dr. Deena Fisher of Woodward as its new president at its meeting on May 20, 2020. In addition, the board elected Shirley Nero of Clearview as vice president and Karen Keith of Tulsa as treasurer.

The newly elected president Deena Fisher, who recently retired as dean of Northwestern Oklahoma State University’s Woodward Campus and professor of history, holds an Ed.D. in higher education administration from Oklahoma State University. She is a longtime OHS member and has served on the OHS Board since 2004. She previously served as OHS Board treasurer and vice president.

Shirley Nero, the new OHS Board vice president, is a retired history teacher. Born and raised in the All-Black town of Clearview, Nero has served on the OHS Board of Directors since 2004. She is currently the chair of the OHS Black Heritage Committee and a past treasurer for the OHS Board of Directors.

Newly elected treasurer Karen Keith has served as a Tulsa County commissioner since 2008. A graduate of Oklahoma State University, she worked as a Tulsa television reporter, anchor and host for 26 years. She has been an OHS member since 2008 and on the board since 2010.

The mission of the Oklahoma Historical Society is to collect, preserve and share the history and culture of the state of Oklahoma and its people. Founded in 1893 by members of the Territorial Press Association, the OHS maintains museums, historic sites and affiliates across the state. For more information about the OHS, please visit www.okhistory.org.

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**Time to Complete Your Census**

It is time to complete the 2020 Census, and we are counting on you! Complete the Census [here](https://www.census.gov). OR

CLICK HERE to respond by phone. CLICK HERE to respond by mail.

The 2020 Census takes less than 10 minutes to complete, and the impact it has on our community is far-reaching and long-lasting.

**Response Rates**

Are you curious about how many people in your community are responding to the 2020 Census? Stay up to date with a map of self-response rates from across the United States. Start [here](https://www.census.gov). Encourage your community to complete the census. Share this information on your social media.

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**Blue Star Museums**

The National Endowment for the Arts and Blue Star Families acknowledge the hardships faced by both military families and museums due to COVID-19. Out of an abundance of caution as it relates to the changing realities of how communities across the nation are experiencing and handling COVID-19, the National Endowment for the Arts and Blue Star Families have decided to cancel the Blue Star Museums free admission program for summer 2020.

They wish to thank all the museums who registered with the program and look forward to working with them next summer to welcome active military members and their families to your museum in a bigger and better-than-ever program in 2021.

For ideas on how your museum can engage military families, the recent OMA virtual program Museums Engaging the Military is available to view [here](https://www.oma.org).

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[graduate.utulsa.edu/museum-science-management](https://graduate.utulsa.edu/museum-science-management)
OMA Wellbeing Website Full of Great Resources

With the onset of COVID-19 and the associated negative impact on mental health, the care and wellbeing, both mentally and physically of the Oklahoma cultural community, has become an absolute priority for the Oklahoma Museums Association.

Wellbeing is an important part of our lives each day, especially now as we face a unique set of challenges. Learning how to take care of yourself is an important step, not only in the present, but for the rest of your life. How you address your wellbeing—whether it be emotional, physical, social, workplace, or societal—will improve your quality of life. The Oklahoma Museums Association, Oklahoma Arts Council and Oklahoma Humanities care about your wellbeing, so we created this website to connect you to wellness information. The Wellbeing Website offers useful tools and information that will hopefully assist you on your wellness journey!

The resources include wellbeing components of anxiety, stress and burnout; work-life balance; grief and loss; parents and caregivers of children; maintaining positive wellbeing with diet and exercise, sleep hygiene and creative expression; COVID-19 Resources; and Hotline Phone Numbers. View the Wellbeing Website here, including the slide deck from the presentation, The Eight Dimensions of Wellness.

Watch the OMA Wellbeing Welcome Video.

Thank you to the Wellbeing Committee for compiling these resources for the cultural community.

Valorie Walters, Under Secretary, Department of Culture and Humanities, The Chickasaw Nation, Chair of the Wellbeing Committee
Dr. CJ Aducci, Executive Officer and Therapist, The Chickasaw Nation
Chandra Boyd, Deputy Director, Oklahoma Arts Council
Susan Buchanan, Director of Collections and Chief Registrar, Gilcrease Museum
Brenda Granger, Executive Director, Oklahoma Museums Association
Jake Krumwiede, Director, Cherokee Strip Regional Heritage Center
Caroline Lowery, Executive Director, Oklahoma Humanities
Stacy O’Daniel, Administrative & Program Associate, Oklahoma Museums Association
Dan Provo, Director, Oklahoma History Center
Gena Timberman, Attorney and Museum Consultant, Luksi Group
Real Time Data - Capture Visitor Insight Surrounding Safety Measures and the Visitor Experience at Your Museum Upon Reopening

This collective program is designed to share aggregated data among participants, to understand best practices and promote success across Oklahoma museums. It will also allow your museum to quickly respond to any negative trends being indicated by your visitors as it relates to your COVID safety protocols.

The Board of Directors of the Oklahoma Museums Association has endorsed a collaboration with Rove Marketing, a travel and tourism data consulting firm, to help Oklahoma museums prepare for and monitor visitor satisfaction as they reopen and reengage their visitors. The COVID response satisfaction program is designed to capture visitor insight surrounding safety measures and the visitor experience at your museum upon reopening. This collective program is designed to share aggregated data among participants, to understand best practices and promote success across Oklahoma museums.

Knowing that we are stronger together, Rove Marketing looks forward to working with you and the Oklahoma Museums Association on this important visitor satisfaction program.

Oklahoma Museum Association members can now sign up for discounted access to Rove Marketing’s new digital tool, the COVID-19 Response Satisfaction Program. You must sign up by the new extended deadline of July 10 to receive the discounted rate.

This program will:
- help Oklahoma museums gather and analyze data from visitors quickly and on an ongoing basis
- empower Oklahoma museums to respond to visitor expectations and build public confidence in museums’ ability to provide healthy and safe on-site experiences

How does it work?
- Participating organizations receive a core set of online survey questions to share with visitors during and after their visit to collect feedback on the safety measures and overall experience.
- Organizations also have the option to customize additional questions or distribute a pre-visit survey to better inform their reopening strategy.
- All participating organizations will have personalized data dashboards to visualize and analyze their feedback, with access to the aggregated data collected from peer institutions across the state.

The fee is payable in 90 days, to give museums needed time to reopen and replenish.

To learn more about this program and register before the newly extended deadline of July 10 please click here or contact james.sauter@rovemarketing.ca with any questions about the program.
Each year, the Oklahoma Museums Association sponsors the Best Exhibit Design award during the Oklahoma National History Day contest. This award is given to one Junior Division and one Senior Division entry exemplifying the best exhibit design practices in creating their National History Day entry.

National History Day went virtual this year due to school and facility closures from COVID-19. Even so, there were 46 exhibit entries in the Junior Division and 26 exhibit entries in the Senior Division. All entries addressed the theme Breaking Barriers in History.

We say congratulations to all of this year’s winners and and wish them good luck at nationals!

The Junior Division winners with their entry Stonewall Breaking Down the Closet Door were Devon Reilly, Sariah Vargas, and Haleigh Sutton from Canton Public School.

The Senior Division winner with The Panama Canal: Breaking the Disease Barrier to Achieve a Construction Miracle was Simren Shah from Classen School of Advanced Studies.
Oklahoma Tourism & Recreation Department Launches #OKHereWeGo Campaign

The Oklahoma Tourism & Recreation Department Travel Promotions team has been working on a special #OKHereWeGO campaign to encourage Oklahomans to travel, dine, shop, stay and play local as the state eases into the reopening phase of the COVID-19 pandemic. They have also prepared free buttons and stickers to mail out to tourism organizations to distribute within their communities. If your museum is willing to distribute free button and stickers, please email Media@TravelOK.com with the physical address for FedEx to deliver (no PO Boxes). More information on the campaign follows.

The past months have been stressful and uncertain ones for many Oklahomans as the COVID-19 pandemic upended daily life. Spring break and summer vacations plans were scuttled, with residents instead focusing on social distancing to keep themselves and each other safe.

“We have seen our Oklahoma restaurants, shops, hotels and tourism attractions weather some truly rough times in these past few months,” said Lt. Gov. Matt Pinnell, who is also Oklahoma’s Secretary of Tourism & Branding. “I’ve been so impressed by the toughness and ingenuity they’ve shown — not that I would expect any less. We want to support them in any way we can, and we felt this campaign would be a terrific way to help remind Oklahomans that they can help these great businesses survive and thrive in the coming months.”

Billboards are going up around the Oklahoma City and Tulsa metro areas featuring the #OKHereWeGO hashtag, and television spots highlighting Oklahoma museums, restaurants, shops and other popular tourism businesses have begun airing in the Oklahoma City, Lawton, Sherman/Ada and Tulsa markets.

Watch #OKHereWeGO Visit Oklahoma Museums ad.

OTRD is providing businesses and industry partners with a digital toolkit filled with sample social media posts, Facebook frames and more that will help present a unified message to Oklahomans.

Tourism is Oklahoma’s third-largest industry. It generated $9.6 billion in direct visitor spending, $708 million in local and state tax revenue and provided jobs for 103,600 Oklahomans in 2018.

About the Oklahoma Tourism & Recreation Department
The Oklahoma Tourism & Recreation Department works to preserve, maintain and promote the state’s natural assets and cultural richness through tourism. Learn more about OTRD at TravelOK.com.
Grant deadlines, training and other news

Oklahoma Social Studies Framework
With the adoption of the Oklahoma Academic Standards for Social Studies (OAS-SS) in the spring of 2019, it has been the priority of the Oklahoma State Department of Education (OSDE) to ensure all Oklahoma educators are provided with the opportunity to deeply understand the intent of the standards, while supporting educators with a vision and resources that promote effective implementation of the standards. Read more. Oklahoma Academic Standards for Social Studies can be found here.

Oklahoma Humanities and Oklahoma Arts Council Grant Programs
A reminder that 40 days before the program is the deadline for the Opportunity Grant and August 1 is the mandatory draft deadline for Major and Challenge Grants from the Oklahoma Humanities and 30 days before the program is the deadline for the Small Grant Support from the Oklahoma Arts Council. Please refer to the respective websites for more information.

EZ PPP Loan Forgiveness Application Form Released
The Small Business Administration and the Treasury Department yesterday released a streamlined, three-page EZ PPP loan forgiveness application form and instructions that some borrowers from the Paycheck Protection Program can use. The EZ form requires fewer calculations and less documentation for eligible borrowers.

In the Moment, Archiving Daily Life in a Pandemic
How historical societies, libraries, archives, and museums are documenting the effects of COVID-19. The COVID-19 pandemic has created a unique opportunity to document what will likely become a significant period in history. Read more.

American Association for State and Local History (AASLH) 2020 Online Annual Meeting
The AASLH is holding their annual meeting online for 2020. Read more.

Enjoy Free Professional Development from the Association of Registrars and Collections Specialists
The ARCS Board has generously made their conference recordings available to everyone for a limited time. These resources, which are usually only available to active members, can be accessed using the links below. This is some GREAT information for Oklahoma museums. 2019 Conference Videos and Presentations 2017 Conference Videos and Presentations 2015 Conference Audio Recordings and Presentations

We are Still In: Cultural Institutions Lead on Climate Action
As one of the most trusted organizations in the U.S., cultural institutions have an important role to play in educating their communities about the science behind climate change and most importantly, actions they can take to mitigate the worst impacts of the climate crisis. Sustainable Museums and America’s Pledge presented a joint webinar by on May 12, 2020 and published a related blog post summarizing key points. Read more.

Professional Development Calendar
The professional development calendar is a listing of professional development opportunities, for those in the museum field, hosted by either the American Alliance of Museums or museum service organizations, professional training programs, colleges/universities, government agencies and other nonprofit organizations working for the success of museums. Read more.

OMA Calendar of Events
Dates/events subject to change; visit OKMuseums.org to confirm.

July 10
OMA Connections Meeting
August 6
Virtual Back to School Bash
August 14
OMA Connections Meeting
September 11
OMA Connections Meeting
September 16-18
Oklahoma Museum Virtual Conference
October
Oklahoma Archives Month
October 1, 8, 15, 22, 29
Emergency Preparedness and Response Online Course

Watch your email inbox in July for your electronic ballot to vote for 2020-2021 OMA Board of Directors!
recent gifts
Contributions, donations, grants and sponsorships received
March 1, 2020 - May 31, 2020

Champions ($1,000 and over)
Allied Arts
Oklahoma Arts Council
Oklahoma Humanities
The Anne & Henry Zarrow Foundation

Supporters ($500 to $999)
Mabee-Gerrer Museum of Art
Quail Creek Bank
D’Leese Travis, Hobart

Donors ($100 to $499)
Bill & Mary Bryans, Stillwater
Susan Buchanan, Tulsa
Ken Busby, Tulsa
Megan Clement, OKC
Lauren Daughety, El Reno
Richard Ellwanger, Wewoka, in memory of Smarties 2020
Brenda & Edward Granger, Edmond
Edward Granger, Edmond
Jason Harris, McLoud

Contributors (up to $99)
Ernestine Berry, Park Hill
Maggie Brown, Tulsa
Donna Merkt, Norman
Kelli Mosteller, Choctaw
JA Pryse, OKC
Gena Timberman, OKC, in honor of James Anquoe, Sr.

In-Kind Donors
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James Pepper Henry, OKC
Sherry Marshall, Edmond
Oologah Historical Society
Dane Pollei, Shawnee
Peter Tirrell, Norman in memory of Keever Greer and Vicki Byrne
Valorie & Wade Walters, Ada

Leave your legacy
OMA 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.

Additionally, you can list the organization as a beneficiary on your insurance or investment policies.

Please consult your estate planner, tax professional or attorney when preparing your charitable bequest.

OMA endowment fund
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 the blue Online Giving button; or at OKmuseums.org.

OKLAHOMA HUMANITIES GRANT FUNDS AVAILABLE FOR YOUR COMMUNITY!
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A project of the OKLAHOMA CITY COMMUNITY FOUNDATION
Oklahoma Humanities (OH) is proud to announce the Smithsonian is coming to Oklahoma in 2021. In partnership with the Smithsonian Institution, OH will select six rural Oklahoma communities to host the traveling exhibit, *Crossroads: Change in Rural America*, as part of the Museum on Main Street (MoMS) program. Museums, libraries, historical societies, and other cultural organizations in communities with populations of up to 20,000 are invited to apply for this exhibit that explores rural life. The tour will take place between September 2021 and June 2022.

“We are honored to host the Smithsonian in Oklahoma and partner with local organizations to showcase the diversity and culture of our rural communities” said Caroline Lowery, OH Executive Director. “This rare and significant opportunity will provide hosting organizations the power of the Smithsonian brand to catalyze lasting community improvement and increase economic impacts.”

This cultural programming opportunity valued at $15,000 per community is offered free of charge. Hosting a MoMS exhibit offers communities an opportunity to increase visitation, visibility, and civic pride. Host sites will be selected based on geographic location, evidence of strong community support, ideas for supplemental programming, and physical event space. OH staff may conduct site visits to collect additional information prior to final host site selections.

Additional information about the *Crossroads* exhibit and a link to the online application can be found at [www.okhumanities.org](http://www.okhumanities.org). The deadline for application submissions is September 30, 2020. For questions, contact Kelly Burns, OH Program Officer.

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### New Resources on Diversity, Equity, Accessibility and Inclusion

The Oklahoma Museums Association has expanded the OKMuseums.org resources to include a page on Diversity, Equity, Accessibility and Inclusion. There are several great resources on the webpage, but if you would like an item considered for addition to these resources, please send a link to the resource to info@okmuseums.org.

One of the resources listed, which was recently released, is *Talking about Race*. If you are looking for a resource to help you engage in conversations about race, the National Museum of African American History & Culture’s *Talking about Race* project is an excellent place to start. It offers more than 100 multimedia tools, including videos, scholarly articles, and exercises to help educators, parents, and others develop the language to have productive conversations about race.
**New and renewed members March 1, 2020 - May 31, 2020**

New members are indicated with an asterisk.

**Individuals**

*Patron*
Ken Busby, Tulsa

*Friend*
Gayle Farley, OKC
Sally Ferrell, Chandler
Robin Hohweiler, Fargo

**Individual**
Ernestine Berry, Park Hill
Jordan Boyd, Miami
Deborah Burke, Tulsa
Valerie Duncan, Guthrie
Jennifer Green, OKC
Lisa Henry, Norman
Karen Hildreth, Quapaw
Kristi Kohl, Edmond*
Kay Little, Bartlesville
Taylor Lukasik, Lawton
Sarah Milligan, Stillwater
Tammy Posey, Drumright
Phyllis Wahahrockah-Tasi, Norman

*Retired Professional*
Charlene Lingo, Miami
Glen McIntyre, Kingfisher

*Student*
JA Pryse, Norman

*Designated Staff/Board/Volunteer*
Britany Belli, Norman*
Tracy Bidwell, Norman
Dianne Braden, Blackwell
Julie Brown, Broken Arrow
Laura Bryant, Tulsa
Susan Buchanan, Tulsa
Roger Burkhalter, Norman
Jack Carnefix, Stillwater
Catherine Carter, Norman
Allie Cloud, Broken Arrow
Jessica Cole, Norman
Brandi Coyner, Norman
Robbie Coyner, Norman*
Drew Diamond, Tulsa
Joanna Didik, Tulsa
Stephen Dock, Mangum
Mark Dolph, Tulsa
Marci Donaho, Seminole
Andy Estrada, Norman
Susie Fishman-Armstrong, Norman
Diana Folsom, Tulsa
Laura Fry, Tulsa
Donna Gainey, Tulsa
Josie Garrard, Norman
Garrett Gibson, Tulsa
Edward Granger, Edmond
Jason Harris, Kingfisher
Renee Harvey, Tulsa
Tammy Hawbaker, Woodward
Melissa Hudson, Blackwell
Mike Jeffries, Sapulpa
Rachel Johnson, Tulsa
Glenda Kuhn, McLoud
Margaret Landis, Norman
Marnie Leist, Miami
Justin Lenhart, OKC
Tom Luczycki, Norman
Selby Minner, Rentiesville
Frank Mulhern, Tulsa
Ginger Murphy, Sand Springs
Christina Naruszewicz, Norman
Susan Neal, Tulsa
Delissa Payne, OKC
Alicia Perkins, Tulsa
Robert Roberson, Woodward
Lauren Rogers, Tulsa*
Melanie Rosencutter, Tulsa
Kimberly Ross, Kingfisher
Alison Rossi, Tulsa
Lee Roy Smith, Stillwater
Taylor Stober, Kingfisher
Dan Swan, Norman
Sarah Swift, Norman*
Natalie Wadle, Miami
Jessa Watters, Norman
Brian Whinery, OKC
Beth White, Mangum
Nicholas Wojcik, Norman
Tracey Herst Woods, Norman

**Institutions**

*Pinnacle*
Chisholm Trail Museum
Gilcrease Museum
Jasmine Moran Children’s Museum
National Wrestling Hall of Fame and Museum
Oklahoma Sports Hall of Fame
Plains Indians & Pioneers Museum
Sand Springs Cultural & Historical Museum
The Museum Broken Arrow

*Elevated*
American Fidelity Heritage Center
Old Greer County Museum & Hall of Fame
Sam Noble Museum
Sapulpa Historical Society
Shawnee Tribe Cultural Center
The Sherwin Miller Museum of Jewish Art
Top of Oklahoma Historical Society Museum

*Ground Floor*
D.C. Minner Rentiesville Museum
McLoud Historical Society
Museum and Heritage Center
Oklahoma Blues Consortium
Spencer Historical Society

**Affiliated Organization/Corporate**

*Level I*
The Springer Company
When registering, you will declare that you will complete and/or update a disaster plan for your organization within one month of completion of the course. If you are unable to make such a declaration, please do not register for the course.

**Application for Registration**

During the information packed online course, you will learn the process and skills to improve the emergency preparedness and response of your organization.

**Week 1** Emergency Planning Basics and the Emergency Team

**Week 2** Risk Assessment and Choosing a Plan Template

**Week 3** Contact Lists and Salvage Priorities

**Week 4** Procedures, Supplies and Implementation

**Week 5** How Did It Go/Basics of Response

As an added bonus and incentive for participants to complete their institution’s emergency plan during the course, the instructor, Rebecca Elder, has been retained to review and comment on the final plans produced by the course participants.

**About the Instructor**

Rebecca Elder, an experienced cultural heritage preservation consultant who helps clients find practical and achievable solutions to care for their history collections, will be the instructor for the workshops. She collaborates with libraries, museums, archives, municipalities and families to tailor preservation plans to their resources and timelines. In 2014, Rebecca founded Rebecca Elder Cultural Heritage Preservation to provide preservation advice to clients holding history collections. Rebecca has also worked at Amigos Library Services, the Harvard University Libraries and the Dolph Briscoe Center for American History.

Rebecca is a Professional Associate member of the American Institute for Conservation of Historic and Artistic Works. She also engages in professional service with the American Institute for Conservation, the Society of American Archivists, the Society of Southwest Archivists, and the Association of Tribal Archives, Libraries and Museums.

The 2020 Emergency Preparedness and Response Online Course is in partnership with the Oklahoma Museums Association, Oklahoma Department of Libraries, Oklahoma Archivists Association, Oklahoma History Center and Oklahoma Historical Records Advisory Board with funding provided by the National Historical Publications and Records Commission. The project is in cooperation with the Foundation for Advancement in Conservation (FAIC) with support in part from the National Endowment for the Humanities (NEH). The 2020 Emergency Preparedness and Response Online Course also is supported in part by the Oklahoma Historical Society, Union Pacific Foundation, Chisholm Trail Museum, University of Central Oklahoma Max Chambers Library, and Rebecca Elder Cultural Heritage Preservation.


**Virtual Back to School Bash**

**Back to School Bash is an Annual Resource Fair That Brings Together Museums and Other Organizations That Offer Resources for Educators to Learn and Plan for the Upcoming School Year. This Event Offers Your Organization the Opportunity to Engage with Educators From All Over the State.**

**This Year, We Are Hosting a Virtual Event. Once You Complete Your Registration, We Will Add Your Information to the Oklahoma Museums Association’s Web Page and We Will Highlight Your Organization Through Social Media.**

**Facebook Live Door Prize Giveaway**

**August 6th • 4:00 PM**

Register today: [https://forms.gle/Lj79rsodPHnc9cTTA](https://forms.gle/Lj79rsodPHnc9cTTA)
2020 Oklahoma Museum Virtual Conference
September 16-18, 2020

We did it! We made the leap for the 2020 Oklahoma Museum Conference from in-person to virtual. We thank Enid, the original host of the 2020 conference, for being so understanding and having us return in 2022. The conference theme remains the same, Changing Your Perspective, but the content is up to date and reflects the current times.

We have two amazing keynote sessions planned for you. The first one, Self-Care in the Workplace with Seema Rao, will help you understand what you can do to exercise self-care and support others in restorative practices. She also will discuss how museum workers can practice self-care as well as foster a healthier, more productive, and more creative work environment in our new normal. The second keynote will feature Ken Busby interviewing Dr. Bob Blackburn, in an Inside the Actor's Studio format. You will not want to miss what the retiring Dr. Blackburn has to say about his personal journey and future of museums. Read on to learn about all the other great sessions and bonuses, including a fundraising session with Ken Busby, that we have planned for you as part of the Oklahoma Museums Virtual Conference. See the following pages in this newsletter for more information.

We know that you, our Oklahoma museum professionals, both paid and volunteer, will gain much insight, knowledge and inspiration for OMA's first virtual conference. The price is right at $100 for the OMA member rate and $150 for the basic rate for the entire virtual conference, including the bonus content. Register here. The deadline to register is September 9. Current OMA members may apply no later than August 15 for a scholarship to cover the cost of registration. Apply for scholarship here.

The registration price includes an all access pass to two full days of great content:
- two keynote sessions
- six breakout sessions
- an amazing exhibit hall
- two virtual happy hours
- plus bonus content featuring a fundraising workshop, casual coffee talk before the keynote sessions, behind the scenes tours of a few of your favorite museums and other surprises
- see complete information at OKMuseums.org

Conference registrants will have a unique code which will allow them to view the keynotes, breakout sessions and the bonus session for two weeks following the conference. We do not want you to miss one single part of the Oklahoma Museum Virtual Conference, so register by September 9.

Thank you to the following Oklahoma Museum Virtual Conference Sponsors
Oklahoma Arts Council  •  National Endowment for the Arts  •  Kirkpatrick Family Fund
Oklahoma Humanities  •  Visit Enid  •  Oklahoma Historical Records Advisory Board
Vann & Associates  •  Citizen Potawatomi Nation Cultural Heritage Center  •  Exhibit Concepts, Inc.
Jasmine Moran Children’s Museum  •  Oklahoma City National Memorial & Museum
Route 66 Alliance  •  The Springer Company

Thank you to our expected exhibitors you will find in the Virtual Exhibit Hall
Certified Folder Display Service, Inc.
Exhibit Concepts, Inc.
Martin&Martin Design
Oklahoma Arts Council
Oklahoma Department of Libraries
Oklahoma Historical Society
Oklahoma Humanities
Rebecca Elder Cultural Heritage Preservation
University of Oklahoma Press
Vann & Associates

OKMuseums.org
**BONUS SESSION**

**Wednesday, September 16 • 1:30pm – 3:00pm**
**It’s Now or Never! Changing Your Perspective on Fundraising in a Challenging Environment**
Speaker: Ken Busby, Executive Director & CEO, Route 66 Alliance

Your response to fundraising for your institution amidst a crisis largely outside of your control will set the stage for your future success. You control your message. In this session, we will discuss strategies for competitive grant writing, donor communication, board leadership, planned giving, and special events. This session will be presented live with 60 minutes of content followed by 30 minutes of questions from the audience and discussion.

**COFFEE TALK**
A time when you can casually talk shop with the hosts and each other.

**Thursday, September 17 • 8:30am – 8:45am**
**Wellbeing and Self-Care Resources on the OMA Website**
Host: Valorie Walters, Under Secretary, Department of Culture and Humanities, The Chickasaw Nation, Chair of the OMA Wellbeing Committee.

**Friday, September 18 • 8:30am – 8:45am**
**How to Get the Most from Your Convention and Visitors Bureau/Destination Marketing Organization**
Hosts: Marcy Jarrett, Director, Visit Enid and Stacy Moore, Director, Visit Shawnee.

**KEYNOTES**

**Thursday, September 17 • 9:00am – 10:30am**
**Self-Care in the Workplace**
Speaker: Seema Rao, Deputy Director and Chief Experience Officer at the Akron Museum of Art.

Museum work can be exhausting—especially in these challenging times, post COVID-19. Are we doing enough to care for ourselves? What can we do to exercise self-care and support others in their restorative practices? The speaker will discuss how museum workers can practice self-care as well as foster a healthier, more productive, and more creative work environment in our new normal. This keynote will be presented live with 60 minutes of content followed by 30 minutes of questions from the audience and discussion.

Seema has spent the last two years helping museums, non-profits, and libraries bring their best ideas to light. She is currently the Deputy Director and Chief Experience Officer at the Akron Museum of Art where she has been focused on transformative change in organizations and helping the museum survive the COVID crisis. She was previously the Principal and CEO of Brilliant Idea Studio (BIS) BIS specializes in content development and strategy, change facilitation, and inclusive community work. She has worked with a broad range of institutions including Rowan University, the Science Museum in Bihar, the Massillon Museum of Art, the Asia Society Texas Center, and the American Alliance of Museums.

**Friday, September 18 • 9:00am – 10:30am**
**Inside the Director’s Studio**
Speakers: Ken Busby, Executive Director & CEO, Route 66 Alliance and Dr. Bob Blackburn, Executive Director, Oklahoma History Center

If you have ever watched Inside the Actor’s Studio, then you know what to expect with this friendly interview style format. Oklahoma’s Cultural Czar, Ken Busby, will ask thought provoking and probing questions of Dr. Bob Blackburn that will allow the audience to feel a personal connection to him and his legacy. After 41 years serving our great state at the Oklahoma Historical Society, and serving as Executive Director since 1999, Dr. Blackburn is a marvel in the Oklahoma museum community and beyond. We salute him as he retires in January 2021, and we look forward to hearing how his journey brought him to head our state’s historical society and what he envisions for the future of Oklahoma museums. We are sure this keynote will inspire your current good works while creating your own legacy. This keynote will be presented live with 60 minutes of content followed by 30 minutes of questions from the audience and discussion.

Blackburn, a native Oklahoman, has served as executive director of the Oklahoma Historical Society since 1999. He joined the OHS in 1980 as editor of “The Chronicles of Oklahoma” and became deputy director for agency operations in 1990. He was instrumental in planning and building the Oklahoma History Center, a 215,000 square foot museum & research center. Blackburn has served on numerous national & regional boards and committees, including the Western History Association, the Oklahoma Association of Professional Historians, the American Institute of Architects, and Leadership Oklahoma City.
**BREAKOUT SESSIONS**

**Sessions will be pre-recorded, and presenters will be live to answer your questions in the chat box in real time during the presentation. All session will be available for two-weeks after event to registered conference participants.**

**Thursday, September 17 • 1:30pm – 2:30pm**

**Marketing: The Basics and Beyond**

There is no way around it, no matter if you are a small or large institution, in the end one must market, especially after reopening post COVID-19. There are basics everyone must have to entice visitors and communicate with their audiences, and then there are those more sophisticated tools to attract savvy travelers. Whether frugal or deep pocket describes your marketing budget, you won’t want to miss this checklist of the must-haves and the trends playing out in 2020 and speculation for 2021. Speakers: Tony Vann, President, The Guild; Lauren Daughety, Executive Vice President, The Guild

**911: Disaster Response**

Now more than ever, it is important to plan for disasters. Join them for a conversation discussing emergency response to natural and people-based disasters, including pandemics and riots. This session will explore how emergency services respond to disasters, how organizations have responded to emergencies such as fire and flooding, and what you can do to prepare for both natural and people-based emergencies in the future by planning in advance. Speakers: Jason Harris, Director, Chisholm Trail Museum; Kathy Dickson, Director of Museums and Historic Sites, Oklahoma Historical Society; Donna Merkt, Director of Museum Experience, Oklahoma Hall of Fame | Gaylord-Pickens Museum

**Engaging Artists, Transforming Museums**

Collaborations between museums and artists on exhibitions and programs can yield innovative opportunities to engage new audiences and achieve institutional goals. Yet even among the most nimble of organizations, external partnerships can become encumbered by bureaucracy and institutional culture—conditions generally not ideal for creative endeavors. This session will discuss effective strategies for artist/museum partnerships and provide key insights from both perspectives. Speakers: Adrienne Lalli Hills, Associate Director of Studio School, Oklahoma Contemporary; Jarica Walsh, Director of Art in Public Places, Oklahoma Arts Council; Scott Henderson, Director of smART Space and Director of Museum Planning and Design, Science Museum Oklahoma; Hoka Skenandore, Independent Artist

**Friday, September 18 • 1:30pm – 2:30pm**

**Community Engagement and Impact**

How is your museum a platform for community engagement now more than ever? Who has your museum impacted? What changes could your museum make to benefit your community? Community Engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people. It is a powerful vehicle for bringing about environmental and behavioral changes that will improve the health of the community and its members. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs, and practices. Speakers: Jacob Krumwiede, Executive Director, Cherokee Strip Regional Heritage Center; Andy Couch, Executive Director, Claremore Museum of History

**Sharing Our Stories: Bringing History to Light Through Oral Histories**

Managing oral histories and making them accessible to the community can be a challenge. In 2018, the Oklahoma Oral History Research Program (OOHRP) at the Oklahoma State University Library surveyed cultural heritage institutions and libraries to understand ways the OOHRP might build or expand community partnerships in Oklahoma. Survey questions explored everything from existing oral histories to levels of interest in oral history activities for communities. The Bristow Historical Society and Museum completed the survey and contacted the OOHRP for guidance on preserving, protecting, and making accessible dozens of audio cassettes of area citizens sharing their life stories. After developing a plan and obtaining local funding, museum volunteers are making progress with their existing oral history collection. This presentation will describe survey results, Bristow’s project, ListenOK, a new statewide guide to oral histories in Oklahoma, and changes to collecting oral histories in a time of pandemic and riots. Speakers: Dr. Karen Neurohr, Professor/Research and Outreach, and Sarah Milligan, Professor/Department Head, Oklahoma Oral History Research Program at Oklahoma State University Library; LJ (Joe) Trigalet, Program Manager and Melissa Holderby, Oral History Project Manager, Bristow Historical Society Museum

**The Life of an Object: Objects as Living, Cultural Beings**

Each object has a story. Our tribal people created them for both beauty and function. They are imbued with a living spirit that continues to exist. Memories and energy are contained in these objects. We are the descendants of the people who formerly owned and used these objects. In consultation with our 39 Tribal Nations in Oklahoma, the First Americans Museum (FAM) share their experience in the development of an exhibition that shares the reasons why cultural objects were created, why they were collected, and how we continue to use similar objects today. Just as our ancestors intended, our tribal identities flourish and persevere through these objects. Our cultural survival is the answer to our ancestors’ prayers. We welcome these objects home. Speakers: Gena Timberman, Founder, Luksi Group; James Pepper Henry, Director/CEO First Americans Museum and Welana Queton, Curatorial Specialist, First Americans Museum
OMA District Representatives and members submit news for inclusion in MuseNEWS. Contact information appears below. Submission deadlines are March 1, June 1, September 1 and December 1.

District 1
Karen Whitecotton, District 1 Rep.
OKPOP
918.282.3317
kwhitecotton@okhistory.org

The Museum Broken Arrow, Broken Arrow, has extended the deadline for their public art mural project. More info.

District 2
Jordan Boyd, District 2 Rep.
Dobson Museum
918.542.5388
jboyd@dobsonmuseum.com


District 3
D’Lese Travis, District 3 Rep.
General Tommy Franks Leadership Institute and Museum
580.726.5900
dlese@tommyfranksmuseum.org

Jace Zacharias is the new Program Manager at General Tommy Franks Leadership Institute.

District 4
Open

B. Byron Price, current director of the Charles M. Russell Center for the Study of Art of the American West, is serving as interim director for Fred Jones Jr. Museum of Art.

District 5
Jason Harris, District 5 Rep.
405.830.6830
jharris309@gmail.com

Celebrate National Day of the Cowboy on July 25 at National Cowboy & Western Heritage Museum, OKC. More info.

Red Earth, Inc., Oklahoma City, has rescheduled the 34th Red Earth Festival for September 5-6 at the Grand Casino Hotel & Resort in Shawnee. More info.
Be a Member • Build Your Network of Connections

Museum staff, volunteers and board members are encouraged to join OMA as individual members. Museums, historical societies, tribal cultural centers, zoos and other related entities also are encouraged to join as an institutional member. Businesses and affiliated organizations with an interest in Oklahoma museums may join OMA as corporate members. For a complete list of membership benefits or to join online, visit the OMA website.

Individual membership packages
- Patron $250
- Friend $100
- Individual $50
- Retired Professional $35
- Student (electronic) $15

Institutional membership packages
Pinnacle and Elevated Package dues are based on the staff size you select. Staff may be defined as paid or unpaid individuals with museum responsibilities. Include volunteers or board members as staff if you want to extend benefits to them.

Pinnacle Package
- Staff size 0-2 $125
- Staff size 3-5 $300
- Staff size 6-10 $575
- Staff size 11-20 $850
- Staff size 21+ $1,125

Elevated Package
- Staff size 0-2 $100
- Staff size 3-5 $250
- Staff size 6-10 $500
- Staff size 11-20 $750
- Staff size 21+ $1,000

Ground Floor Package
Dues are based on what the museum is able to pay. $_________

Affiliated Organization & Corporate membership packages
- Level II Package $500
- Level I Package $250

Name
Institution
Address
City/State/Zip
Phone
E-mail
Website
Amount enclosed or authorized for charge $
Visa, MasterCard, Discover or American Express #
Exp. CVV
Signature

Send payment and form to:
Oklahoma Museums Association
2020 Remington Place
Oklahoma City, OK 73111
OKMuseums.org