



February 27 - 28, 2012 • Washington, DC

# Museums Advocacy Day 2012

AMERICAN  ASSOCIATION OF MUSEUMS

## MUSEUM ISSUES AT-A-GLANCE

Museums play a key role in education, job creation, tourism, economic development, historic preservation, environmental conservation, and advancing scientific literacy and global competitiveness. The museum community – which includes aquariums, art museums, children’s museums, historic sites, history museums, maritime museums, military museums, natural history museums, planetariums, presidential libraries, public gardens, science centers, zoos – has worked together to develop these federal policy positions.

### **Institute of Museum and Library Services (IMLS) Office of Museum Services**

IMLS is the primary federal agency responsible for helping museums connect people to information and ideas. Its Office of Museum Services (OMS) awards grants to museums to support educating students, preserving collections, coordinating resources, and digitizing collections. Grants are awarded in every state, but current funding has allowed the agency to fund only a small fraction of the highly-rated grant applications it receives. In late 2010, a bill to reauthorize IMLS for five years was unanimously passed by both the House and Senate. The bill (now Public Law 111-340) called for (or “authorized”) \$38.6 million for OMS, a \$3.4 million increase over the current (FY10) funding level, to meet the growing demand for museum programs and services. FY12 funding for IMLS was \$231.9 million of which just \$30.8 million went to the Office of Museum Services. President Obama’s budget proposal called for level funding in FY13. This represents a 12% decrease from the FY10 funding level and a 20% (\$7.8 million) shortfall from the authorized funding level Congress unanimously endorsed in 2010.

- *We support funding of at least \$35 million in FY13 for the Office of Museum Services, and urge Members of Congress to sign on to any Dear Colleague letters supporting funding for the IMLS Office of Museum Services.*

### **Charitable Giving**

Museums depend on charitable gifts for more than one-third of their operating funds, and especially in this economy have seen a decline in charitable gifts. We support efforts to extend and expand incentives for charitable giving and are concerned about any proposed limitations because they would have a chilling effect on the ability of museums to attract donations and therefore serve their communities.

- *We oppose President Obama’s FY13 budget proposal to reduce the value of the tax deduction for charitable contributions because it would hurt charities, including museums. We also support allowing artists to deduct the fair market value of donated works, and support a permanent extension of the IRA Charitable Rollover.*

## **Economy and Jobs**

Each year, museums directly contribute more than \$20 billion to the national economy, employ more than 400,000 Americans, and bolster a large tourism industry in local communities. Museums rank among the top three family vacation destinations, attracting more than 165 million tourists annually (2011 estimate). Unfortunately, in 2009, Congress excluded zoos and aquariums from being eligible to compete for any funds made available by the economic stimulus bill, and only narrowly avoided excluding all museums and other cultural institutions as well. These actions by Congress ignore the significant economic impact museums make in many communities.

- *We oppose any effort to restrict the ability of zoos, aquariums, or other types of museums to compete for funds made available by the federal government.*

## **Elementary and Secondary Education Act (ESEA)**

Museums partner with schools every day to educate students, provide professional development to teachers, and help teach the local curriculum. However, the last reauthorization of ESEA (which governs federal K-12 education policy and was renamed the "No Child Left Behind Act") resulted in reduced opportunities for students to visit museums and benefit from the kind of comprehensive learning environment they provide.

- *We support efforts to promote school-museum partnerships, recognize holders of advanced degrees in museum education as qualified to work directly with students, require greater collaboration between the Department of Education and the Institute of Museum and Library Services, allow nonprofits (including museums) to directly compete for teacher professional development funds, and retain a set of core academic subjects that includes the many subject areas in which museums help teach the curriculum – including English, reading or language arts, mathematics, science, foreign languages, civics and government, economics, arts, history, and geography.*

## **National Endowment for the Humanities**

The National Endowment for the Humanities (NEH) provides grants to museums, universities, archives, and libraries in support of research, education, and preservation programs. Some Members of Congress have targeted NEH funding for a significant decrease or even elimination. President Obama's FY13 budget requested \$154.3 million, an \$8 million increase from FY12.

- *We urge Congress to provide at least \$154.3 million for the NEH in FY13.*

## **National Endowment for the Arts**

The National Endowment for the Arts (NEA) works to bring the arts to every community in America, including rural areas, military bases, and inner cities. It provides grants to all types of arts organizations – including museums – to exhibit, preserve, and interpret visual materials. Some Members of Congress have targeted NEA funding for a significant decrease or even elimination. President Obama's FY13 budget requested \$154.3 million, an \$8 million increase from FY12.

- *We urge Congress to provide at least \$154.3 million for the NEA in FY13.*

## **National Science Foundation**

Millions of Americans of all ages and backgrounds learn about science, technology, engineering, and mathematics (STEM) each year by visiting museums, science centers, public gardens, zoos, and aquariums. The National Science Foundation (NSF) supports these efforts through numerous grants and directorates, including the Directorate for Education and Human Resources' Informal Science Education (ISE) program, which supports research, development, infrastructure, and capacity-building for STEM learning outside formal school settings. In addition, museums are conducting critical research related to invasive species, biodiversity, climate change, and landscape history as well as developing important scientific databases and NSF is an important source of funds for competitive research grants. We support NSF programs across all directorates which will help further public understanding of science and advance STEM literacy, enrich STEM professional development, and prepare America's youth to become the innovative and creative thinkers needed for the 21<sup>st</sup> century workforce. President Obama's FY13 budget request includes only \$47.82 million for the ISE program, a significant, \$13.58 million (22%) reduction from the FY12 level. The request also proposes a name change for the program, from "Informal Science Education" to "Advancing Informal STEM Learning" (AISL).

- *We urge Congress to reject the President's proposed FY13 reduction for the ISE/AISL program and support \$61.4 million – the FY12 funding level.*

## **Historic Preservation**

In addition to preserving and protecting more than one billion objects, many museums are historic themselves – and their collections are critical to telling our national story. Historic sites and historic preservation efforts not only protect our national heritage, but they are economic engines and job creators in the thousands of communities they serve. President Obama's FY13 budget requested level funding for State and Tribal Historic Preservation Offices. However, we are very concerned that Save America's Treasures and Preserve America have not been funded for the last two fiscal years and the President's FY13 budget does not request any funding for either program. Both programs have been instrumental in preserving some of our nation's most important artifacts and structures, increasing the economic independence of historic museums and sites, and making them more accessible to the public.

- *We urge Congress to support FY13 funding of at least \$47 million for State Historic Preservation Offices (SHPOs) and \$9 million for Tribal Historic Preservation Offices (THPOs), and to restore funding of \$25 million for Save America's Treasures and \$4.6 million for Preserve America.*

## **Transportation Reauthorization**

Both the House and Senate transportation committee have approved legislation that would unfairly target transportation museums and public art and limit the flexibility of states to determine how best to use federal dollars to serve their communities. Since 1992, the Transportation Enhancements (TE) program has provided more than \$148 million to support 296 projects for transportation-related museums. The Senate proposal, S. 1813, Moving Ahead for Progress in the 21st Century (MAP-21), would reauthorize the nation's transportation programs for two years. However, in its current form, MAP-21 eliminates the dedicated funding for TE, Safe Routes to School, and Recreational Trails programs and instead lumps all three programs together and dramatically reduces their funding. The House Transportation & Infrastructure Committee approved H.R. 7, the

American Energy and Infrastructure Jobs Act of 2012, a bill that would end dedicated funding to the TE program and cut out five activities currently eligible for funding, including historic preservation. The House bill would maintain the current eligibility category that provides support for public art contributions to local transportation projects.

- *We urge Congress to restore the Transportation Enhancement program to full funding and functionality, and to continue supporting eligibility categories in support of museums, public art, and historic preservation of transportation-related projects.*

### **The Multinational Species Conservation Funds**

In addition to educating the public about wildlife, accredited zoos and aquariums also protect endangered species in their collections and across their natural habitat. The Multinational Species Conservation Funds (MSCF) are targeted investments in global priority species, such as African and Asian elephants, tigers, rhinoceros, great apes, and sea turtles. MSCF programs have helped to sustain wildlife populations by controlling poaching, reducing human-wildlife conflict, and protecting essential habitat globally. Despite their minimal cost, these programs have a significant impact because they consistently leverage three or four times as much in matching funds from corporations, conservation groups, and national governments.

- *We urge Congress to support the President's budget request for the Multinational Species Conservations Funds in Fiscal Year 2013. We also urge Congress to pass H.R. 50, H.R. 1760, and H.R. 1761 which extend the life of the funds for another five years. We also support H.R. 3510, a budget neutral bill to extend the duration of the nation's first wildlife "semi-postal" stamp, which allows for contributions to conservation when these postage stamps are purchased.*

### **Native American Graves Protection and Repatriation Act (NAGPRA)**

Enacted in 1990, NAGPRA provides a process for museums and federal agencies to return certain Native American cultural items to lineal descendants, culturally affiliated Indian tribes, and Native Hawaiian organizations. Museums have invested significant resources to work in close collaboration with federally-recognized tribes in this area, but the new Final Rule on Culturally Unidentifiable Human Remains (issued in May 2010) is unclear and has created a host of potential legal obstacles and other concerns for museums. In 2010, the Government Accountability Office (GAO) issued a report to Congress that raised several concerns about the operation of the National Park Service's NAGPRA program.

- *We urge Congress to conduct more careful oversight of this program.*

*Please visit the American Association of Museums advocacy website at [www.speakupformuseums.org](http://www.speakupformuseums.org) for more information about any of these issues.*



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## IMLS Office of Museum Services

### **Request:**

- We urge Congress to support at least \$35 million for the IMLS Office of Museum Services for FY 2013.
- We urge Members of Congress to “sign on” in support of any “Dear Colleague” letter supporting \$35 million for the IMLS Office of Museum Services.

### **Introduction:**

IMLS is the primary federal agency responsible for helping museums connect people to information and ideas. Its Office of Museum Services (OMS) supports all types of museums – including aquariums, arboretums, art museums, botanical gardens, children’s museums, historic sites, history museums, military museums, natural history museums, nature centers, planetariums, science & technology centers, zoos, and more – in their work to educate students, preserve collections, coordinate resources, and digitize collections. The IMLS strategic plan for 2012-2016 aims to help museums place the learner at the center of the museum experience, promote museums as strong community anchors, support museum stewardship of their collections, advise the President and Congress on how to sustain and increase public access to information and ideas, and to be a model independent federal agency maximizing value for the American public.

### **Reauthorization:**

In late 2010, a bill to reauthorize IMLS for five years was passed – unanimously – by both the House and Senate. The bipartisan reauthorization included several provisions proposed by the museum field, including enhanced support for conservation and preservation, emergency preparedness and response, and statewide capacity building. The reauthorization also specifically supports efforts at the State level to leverage museum resources, including statewide needs assessments and the development of State plans to improve and maximize museum services throughout the State. The bill (now Public Law 111-340) called for (or “authorized”) \$38.6 million for the Office of Museum Services, a \$3.4 million increase over the current (FY10) funding level, to meet the growing demand for museum programs and services.

### **Funding:**

Funding for the Office of Museum Services, within the Institute of Museum and Library Services, is provided by the Appropriations Subcommittee on Labor, Health and Human Services, Education and Related Agencies. FY12 funding for IMLS was \$231.9 million of which just \$30.8 million went to the Office of Museum Services. President Obama has called for the same funding level for OMS in his FY13 budget request. This represents a 12% decrease from the FY10 funding level and a 20% (\$7.8 million) shortfall from the authorized funding level Congress unanimously endorsed in 2010.

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## IMLS Office of Museum Services Funding History

	FY09 enacted	FY10 Enacted	FY11 enacted	FY12 enacted	FY13 president's request
<b>Appropriation</b> <i>(in millions)</i>	\$35.0	\$35.2	\$31.583	\$30.859	\$30.859

### Talking Points:

- The Institute of Museum and Library Services has strong bipartisan support, and has been lauded for its peer-reviewed, highly competitive grant programs.
- The 2010 reauthorization – unanimously passed by Congress – called for an increase in federal support, both to strengthen existing national programs at IMLS and to pursue a new strategy to support museums directly at the state level.
- Grants are awarded in every state and Congressional district, but current funding has allowed the agency to fund only a small fraction of the highly-rated grant applications it receives.
- Despite this funding shortfall, museum attendance has increased, collections are subject to increasing risk, and museum staff members need professional development in conservation, education, and technology.
- To learn more about grants awarded to museums in your state/district, visit: <http://www.imls.gov/recipients/grantsearch.aspx>.

### Additional Talking Points About Museums:

- Museums support jobs and the economy. They spend \$20 billion annually, employ more than 400,000 Americans, and spur tourism from around the world.
- Museums are an essential part of the nation's educational infrastructure spending more than \$2 billion a year on education.
- Museums tailor educational programs in coordination with state and local curriculum standards in math, science, art, literacy, economics and financial literacy, language arts, history, civics and government, geography, and social studies.
- Museums receive more than 90 million visits each year from student groups.
- Museums are valuable educational resources for individuals of all ages and backgrounds, stimulating and promoting lifelong learning.
- Museums of all types are seeing their budgets stretched thin. The economy has led to a decline in charitable gifts and to reductions in state and local support.
- Museums are nearly all nonprofits, and many have developed innovative programs to meet the growing needs of their communities. For example, some have programs designed specifically for children with special needs and their families, some are teaching English as a Second Language, and some are serving as locations for supervised family visits through the family court system.



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## MUSEUMS SUPPORT JOBS AND THE ECONOMY

### **Request:**

- We urge Members of Congress to consider the significant economic impact museums make to local communities and our nation's economy when considering FY13 funding measures.
- We urge Members of Congress to oppose any effort to restrict the eligibility of museums, including zoos and aquariums, to compete for funds made available by the federal government.

### **Introduction:**

In 2009, Congress excluded zoos and aquariums from being eligible to compete for any funds made available by the economic stimulus bill, and only narrowly avoided excluding all museums and other cultural institutions as well. These actions by Congress ignore the significant economic impact museums make in most communities.

### **Talking Points:**

- Museums employ 400,000 Americans and contribute more than \$20 billion to the American economy each year (2008 estimate). They contribute billions more by attracting tourists, promoting economic development and making communities more desirable for employers and their workers.
- Museums rank among the top three family vacation destinations, attracting more than 165 million tourists annually (2011 estimate) from around the world and bolstering a large tourism industry in local communities.
- 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling (U.S. Cultural & Heritage Tourism Marketing Council, 2009). Cultural/heritage travelers – including visitors to museums – spend 63% more than other leisure travelers and tend to stay longer than other tourists.
- Quality of life issues contribute significantly to decisions businesses make in choosing to relocate, including access to a dynamic museum community and other cultural resources.
- Museums spend more than \$2 billion a year on education. Museums have formally trained over 400,000 teachers and have provided hands-on experiences to over 12 million students annually (2011 estimate), providing a direct investment in America's future.
- The U.S. Conference of Mayors has recognized that "the arts, humanities, and museums are critical to the quality of life and livability of America's cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates."
- Federal agencies, states, and localities should be able to invest in valuable projects – including those involving museums – that save and create new jobs in their communities.

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## CHARITABLE GIVING

### **Request:**

- Along with the broader charitable community – including Independent Sector and the National Council of Nonprofits – we oppose President Obama’s FY13 budget proposal which would hurt charities, including museums, by reducing the value of the tax deduction for gifts.
- We support allowing artists to deduct the fair market value of donated works (as specified in the Artist-Museum Partnership Act).
- We support a permanent extension of the IRA Charitable Rollover (as specified in the Public Good IRA Rollover Act).

### **Introduction:**

Charitable giving is the lifeblood of museums of all sizes and disciplines; it accounts for more than one-third of museums’ operating funds. At a time when our nation is facing economic uncertainty and many donors are unable to give as they once did, many museums have been forced to cut back on staff, programs, or hours. Some have even closed down entirely. Many of those that remain open face a very uncertain future.

### **Deductibility of Charitable Gifts**

- A proposal to limit the deductibility of gifts would hurt charitable organizations by creating a disincentive for the most generous taxpayers. This is especially harmful at a time when charitable organizations are facing enormous financial challenges stemming from the economic downturn.
- The Giving USA Foundation recently reported that in 2008, the decline in total charitable giving was the greatest since the organization began tracking charitable donations in 1956. 2009 was just as devastating for some charities, which after years of public service, closed their doors for good.
- Studies indicate that donors give for many reasons—incentives such as tax deductions being among them. While Americans do not make charitable gifts only for tax reasons, tax incentives make more and bigger gifts possible. This has been recently demonstrated: During times of crisis, such as the natural disasters like Hurricane Katrina, the 2008 Midwest flooding, and earthquakes in Haiti and Chile, Congress has passed charitable giving incentives to make it easier for Americans to give donations and support to the nonprofits serving individuals, families and communities in need.
  - **STATUS:** The president has proposed to reduce the value of itemized deductions for charitable contributions in his FY13 budget. Under current law, a gift generates a tax deduction that is equal to the tax rate. For example, a taxpayer in the 35% bracket who gives \$1,000 gets a tax saving of \$350. Under the president’s proposal, the same gift would generate a tax saving of \$280. In effect, this means that a portion of donated income is taxed. It is estimated that charitable gifts would fall by about \$7 billion annually if the proposal is approved.

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### **Artist-Museum Partnership Act**

- Living artists, writers, scholars, choreographers, and composers – many of whom earn very little – have no financial incentive to donate their works, because they cannot claim a tax deduction for the works' fair market value. Rather, they can deduct only the value of materials, such as paper, ink, paint, and canvas. As a result, works of local, regional, and national significance are sold into private hands and are never made available to the public.
- Small and mid-sized museums – which often do not have the same financial resources and support as larger institutions – rely especially upon donations from creators to build and enhance their collections.
  - **STATUS:** The Artist-Museum Partnership Act of 2011, H.R. 1190, has been introduced in the House by U.S. Representatives John Lewis (D-GA) and Todd Platts (R-PA). The bill provides that a deduction equal to fair market value shall be allowed for charitable contributions of literary, musical, artistic, or scholarly compositions created by the donor, provided that the recipient organization use the work in a manner related to its charitable mission.

### **IRA Charitable Rollover**

- The IRA Charitable Rollover is a tax incentive that allows individuals aged 70½ and older to donate up to \$100,000 from their Individual Retirement Accounts (IRAs) and Roth IRAs to public charities without having to count the distributions as taxable income. Since enactment in August 2006, the IRA Charitable Rollover has generated a significant amount of new charitable giving. Congress has temporarily extended these giving incentives in the waning days of the calendar year for the past few years, making it far less effective as a mechanism for the public to make charitable contributions, but unfortunately let it lapse at the end of 2011.
  - **STATUS:** The Public Good IRA Rollover Act of 2011 has been introduced by U.S. Senators Chuck Schumer (D-NY) and Olympia Snowe (R-ME) as S. 557 and by Reps. Wally Herger (R-CA) and Earl Blumenauer (H.R. 2502) to make the IRA Rollover permanent, remove the arbitrary \$100,000 cap, and reduce the qualifying age to 59 ½.



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## ELEMENTARY AND SECONDARY EDUCATION ACT

### **Request:**

- Encourage school districts to take advantage of museums as unique educational resources and to facilitate museum visits to help teach the curriculum.
- Retain a set of core academic subjects that includes the many subject areas in which museums help teach the curriculum – including English, reading or language arts, mathematics, science, foreign languages, civics and government, economics, arts, history, and geography.
- Expand connections among museums and teachers to ensure schools are able to take full advantage of museums' unique human and material resources.
- Continue to expressly include museums in applicable sections of ESEA Title I, and Title II and other subject-specific programs where appropriate and justified.
- Recognize holders of advanced degrees in museum education as qualified to work directly with students.
- Allow nonprofits (including museums) to directly compete for teacher professional development funds.
- Implement reauthorization language (similar to "Interagency Collaboration" language in P.L. 111-340) to require greater collaboration between the Department of Education and the Institute of Museum and Library services on initiatives, materials, research or technology supporting educational, cultural, historical, scientific, environmental and other museum activities.

### **Introduction:**

The No Child Left Behind Act of 2001 (NCLB) was the name given to the law that reauthorized the Elementary and Secondary Education Act of 1965 (ESEA), the principal federal education policy for kindergarten through high school. While due for reauthorization, this legislation is not expected to be completed this year. NCLB was designed to re-focus federal policy on reading and math, with strong accountability provisions, including annual standardized testing (developed by each state) for all students in certain grades. Schools that do not achieve test scores showing "Adequate Yearly Progress" in tests focused on reading and math are subject to a host of sanctions. Almost immediately after NCLB took effect in 2002, school districts began devoting more time to reading and math at the expense of other subjects.

### **Unintended Consequences of No Child Left Behind**

- More than one third (36 percent) of all school districts have cut elementary social studies instruction – by an average of 76 minutes a week. Science instruction is down at 28 percent of the schools, and arts education is down at 16 percent of the schools.
- As a result, museum visits and instruction related to art, science and history education (among other subject areas) have decreased.

### **Museums are Critical Partners in Education**

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- Each year, museums spend more than \$2.2 billion on educational programming and provide more than 18 million instructional hours to students and teachers, including the following:
  - Educational programming for students
  - Museum staff visits to schools
  - Traveling exhibits in schools
  - Professional development for teachers
  - More than 90 million visits each year from school students
- The typical museum devotes three-quarters of its education budget specifically to K-12 students. In 2010, despite a year of economic stress, 78% of museums maintained or expanded the resources devoted to K-12 education (AAM study).
- Museums design educational programs in coordination with state, local and common core curriculum standards in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies.
- Educational museum visits reach students in ways that textbooks and classroom instruction cannot. Experiential learning in museums activates students' curiosity and imagination.
- In recognition of the strong role museums play in the education of children, museums are expressly included in several sections of ESEA/NCLB – including Arts in Education, Teaching American History, Technology, and Professional Development.

### **The Partnership between Museums and Schools Should Be Strengthened**

- The partnership between museums and schools has served and benefited students, teachers and communities immensely.
- Many museums already participate in 21<sup>st</sup> Century Community Learning Centers and magnet and charter school programs (under the rubric of “community-based organizations”). However, museums should be expressly included as eligible entities in these programs for clear association and recognition to be drawn by state and local education agencies and other key stakeholders in education.
- Positions that have been established within school districts with the responsibility of ensuring that museum resources are well utilized by students and educators have proven extremely successful.
- Teachers report a desire to continue and expand upon educational visits to museums, but are under increased pressure to focus on standardized tests.
- Budgetary constraints, fuel costs and other factors are leading school officials to approve fewer educational visits to museums, to the detriment of both students and teachers.

### **Status:**

- In March 2010, the Obama administration released its blueprint for revising the Elementary and Secondary Education Act (ESEA). The blueprint provides incentives for states to adopt academic standards that prepare students to succeed in college and the workplace, and create accountability systems that measure student growth toward meeting the goal that all children graduate and succeed in college.
- Both the House of Representatives and the Senate have held hearings focused on ESEA reauthorization. On October 20, 2011, the Senate Health, Education, Labor and Pensions (HELP) Committee passed a comprehensive reauthorization bill, the *Elementary and Secondary Education Reauthorization Act of 2011* by a vote of 15-7. The House Committee on Education and the Workforce does not plan to pass a comprehensive reauthorization bill. The Committee has been considering a series of bills seeking to rewrite portions of the No Child Left Behind law, and on February 9, 2012, Committee Chairman John Kline introduced two ESEA reauthorization bills, the Student Success Act (H.R. 3989) and the Encouraging Innovation and Effective Teachers Act (H.R. 3990), and held a hearing on the bills on February 16.



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## 2012 MUSEUM FACTS

### Museums Serve the Public

- Museums of all kinds – including aquariums, arboretums, archaeological museums, art museums, botanical gardens, children’s museums, culturally specific museums, historic sites, history museums, maritime museums, military museums, natural history museums, nature centers, planetariums, presidential libraries, science and technology centers, zoological parks, and other specialty museums – are working every day in the public interest, educating and engaging our communities, preserving our cultural, artistic, historic, natural, and scientific heritage.
- Many museums offer programs tailored to seniors, veterans, children with special needs, persons with disabilities, and much more, greatly expanded their reach and impact. For example, some have programs designed specifically for children on the autism spectrum, some are teaching English as a Second Language, and some are serving as locations for supervised family visits through the family court system.
- In 2011, more than 1,500 museums participated in the Blue Star Museums initiative, offering free admission to all active duty and reserve personnel and their families from Memorial Day through Labor Day. Many other museums offered military discounts or free admission throughout the year.

### Museums are Trustworthy

- Americans view museums as one of the most important resources for educating our children and as one of the most trustworthy sources of objective information.
- In 2006, 77% of adult museum-goers ranked museums as “equal or higher in trustworthiness” than *any* other source of information.
- According to a noted study by Indiana University, museums are considered a more reliable source of historical information than books, teachers, or even personal accounts by grandparents or other relatives.
- Museums preserve and protect more than a billion objects (Heritage Health Index).

### Museums are Popular

- Americans from all income and education ranges visit museums.
- According to an IMLS study, two-thirds (66.4%) of American adults visited a museum in 2006, in person or via the Internet.
- There are approximately 850 million visits each year to American museums, more than the attendance for all major league sporting events and theme parks combined (471 million).
- A 2008 IMLS study estimates an additional 542 million visits via the Internet each year.
- As of 2011, 42% of museums were using mobile technologies to extend their services to users.
- Museums attract a million hours of volunteer service every week.

### Museums Partner with Schools

- Museums spend more than \$2 billion a year on education. The typical museum devotes three-quarters of its education budget specifically to K-12 students.
- Museums receive more than 90 million visits each year from students in school groups.
- Museums tailor educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography, and social studies, often in coordination with state and local curriculum standards (IMLS study).
- Each year, museums provide more than 18 million instructional hours for educational programs such as guided tours for students, staff visits to schools, school outreach through science vans and other traveling exhibits, and professional development for teachers (IMLS study).

## **Museums Educate our Communities**

- The educational role of museums is at the core of their service to the public.
- People of all ages and backgrounds come to learn about the past and present, the natural and cultural world, and human creativity through unique museum experiences.
- Children find the spark that inspires them to become scientists, artists, political leaders, historians, and entrepreneurs.
- Museums tell important stories by collecting, preserving, researching, and interpreting objects, living specimens and historical records.
- Museums help communities better understand and appreciate cultural diversity.
- Through museums, visitors make tangible connections to their heritage, art, and the natural world regardless of age, the size of their local communities, their economic status or ethnic background.

## **Museums are Economic Engines**

- Museums employ more than 400,000 Americans.
- U.S. museums directly contribute more than \$20 billion to the American economy each year (2008 estimate by AAM), encouraging economic growth in their communities. They contribute billions more by attracting tourists, promoting economic development and making communities more desirable places for employers and their workers.
- Museums rank among the top three family vacation destinations.
- 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling. (U.S. Cultural & Heritage Tourism Marketing Council, 2009).
- Cultural/heritage travelers – including visitors to museums – spend 63% more than other leisure travelers and tend to stay longer than other tourists.
- The National Governors Association has found that “civic leaders are beginning to take stock of artistic and cultural assets, recognizing that they are essential to quality of life.”
- The U.S. Conference of Mayors has recognized that “the arts, humanities, and museums are critical to the quality of life and livability of America’s cities. It has been shown that the nonprofit arts and culture industry generates over \$166 billion in economic activity annually, supports over 5.7 million full time jobs, and returns over \$12 billion in federal income taxes annually. Governments which support the arts on average see a return on investment of over \$7 in taxes for every \$1 that the government appropriates.”

## **Museums Serve Every Community...**

- At least 22% of museums are located in rural areas and other museums frequently reach rural communities by incorporating traveling vans or portable exhibits.
- In 2008, one-third of U.S. museums were always free to the public, and more than 97% of the rest offered discounts, special fee schedules, or free admission days.
- Museum websites serve a diverse and growing online community – including teachers, parents, students (including students who are schooled at home), researchers, and other members of the public.

## **...But are Struggling to Meet Community Needs**

- Museums have been hard hit by the weak economy, which has led to a decline in charitable gifts and to reductions in state and local support. Despite this funding shortfall, museum attendance has increased, collections are subject to increasing risk, and museum staff members need professional development in conservation, education, and technology.
- Only a small (and shrinking) percentage of America’s 17,500+ museums receive federal funding of any kind.
- Teachers, students, and researchers benefit from access to trustworthy information through online collections and exhibits, although most museums need more help in developing their digital collections to meet this need. This is especially important when geographical distance prevents travel to a wide range of museums.
- In 2010, despite a year of economic stress, 78% of museums maintained or expanded the resources devoted to K-12 education (AAM study).



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# Museums Advocacy Day 2012

AMERICAN  ASSOCIATION OF MUSEUMS

## House Committee on Appropriations

### Republicans

Harold Rogers, Kentucky,  
Chairman  
C.W. Bill Young, Florida  
Jerry Lewis, California  
Frank R. Wolf, Virginia  
Jack Kingston, Georgia  
Rodney P. Frelinghuysen, New Jersey  
Tom Latham, Iowa  
Robert B. Aderholt, Alabama  
Jo Ann Emerson, Missouri  
Kay Granger, Texas  
Michael K. Simpson, Idaho  
John Abney Culberson, Texas  
Ander Crenshaw, Florida  
Dennis R. Rehberg, Montana  
John R. Carter, Texas  
Rodney Alexander, Louisiana  
Ken Calvert, California  
Jo Bonner, Alabama  
Steven C. LaTourette, Ohio  
Tom Cole, Oklahoma  
Jeff Flake, Arizona  
Mario Diaz-Balart, Florida  
Charles Dent, Pennsylvania  
Steve Austria, Ohio  
Cynthia Lummis, Wyoming  
Tom Graves, Georgia  
Kevin Yoder, Kansas  
Steve Womack, Arizona  
Alan Nunnelee, Mississippi

### Democrats

Norman D. Dicks, Washington,  
Ranking Member  
Marcy Kaptur, Ohio  
Peter J. Visclosky, Indiana  
Nita M. Lowey, New York  
José E. Serrano, New York  
Rosa L. DeLauro, Connecticut  
James P. Moran, Virginia  
John W. Olver, Massachusetts  
Ed Pastor, Arizona  
David E. Price, North Carolina  
Maurice D. Hinchey, New York  
Lucille Roybal-Allard, California  
Sam Farr, California  
Jesse L. Jackson, Jr., Illinois  
Chaka Fattah, Pennsylvania  
Steven R. Rothman, New Jersey  
Sanford D. Bishop Jr., Georgia  
Barbara Lee, California  
Adam Schiff, California  
Michael Honda, California  
Betty McCollum, Minnesota



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## Senate Committee on Appropriations

### Democrats

Daniel K. Inouye, Hawaii, Chairman  
Patrick J. Leahy, Vermont  
Tom Harkin, Iowa  
Barbara A. Mikulski, Maryland  
Herb Kohl, Wisconsin  
Patty Murray, Washington  
Dianne Feinstein, California  
Richard J. Durbin, Illinois  
Tim Johnson, South Dakota  
Mary L. Landrieu, Louisiana  
Jack Reed, Rhode Island  
Frank R. Lautenberg, New Jersey  
Ben Nelson, Nebraska  
Mark Pryor, Arkansas  
Jon Tester, Montana  
Sherrod Brown, Ohio

### Republicans

Thad Cochran, Mississippi, Vice Chairman  
Mitch McConnell, Kentucky  
Richard C. Shelby, Alabama  
Kay Bailey Hutchison, Texas  
Lamar Alexander, Tennessee  
Susan Collins, Maine  
Lisa Murkowski, Alaska  
Lindsey Graham, South Carolina  
Mark Kirk, Illinois  
Dan Coats, Indiana  
Roy Blunt, Missouri  
Jerry Moran, Kansas  
John Hoeven, North Dakota  
Ron Johnson, Wisconsin



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## House Committee on Education and the Workforce

### Republicans

John Kline, Minnesota (Chairman)  
Thomas E. Petri, Wisconsin  
Howard P. "Buck" McKeon, California  
Judy Biggert, Illinois  
Todd Russell Platts, Pennsylvania  
Joe Wilson, South Carolina  
Virginia Foxx, North Carolina  
Bob Goodlatte, Virginia  
Duncan D. Hunter, California  
David P. Roe, Tennessee  
Glenn Thompson, Pennsylvania  
Tim Walberg, Michigan  
Scott DesJarlais, Tennessee  
Richard Hanna, New York  
Todd Rokita, Indiana  
Larry Bucshon, Indiana  
Trey Gowdy, South Carolina  
Lou Barletta, Pennsylvania  
Kristi Noem, South Dakota  
Martha Roby, Alabama  
Joe Heck, Nevada  
Dennis Ross, Florida  
Mike Kelly, Pennsylvania

### Democrats

George Miller, California (Ranking Member)  
Dale E. Kildee, Michigan  
Donald M. Payne, New Jersey  
Robert E. Andrews, New Jersey  
Robert C. Scott, Virginia  
Lynn C. Woolsey, California  
Rubén Hinojosa, Texas  
Carolyn McCarthy, New York  
John F. Tierney, Massachusetts  
Dennis J. Kucinich, Ohio  
Rush D. Holt, New Jersey  
Susan A. Davis, California  
Raúl M. Grijalva, Arizona  
Timothy H. Bishop, New York  
Dave Loebsack, Iowa  
Mazie Hirono, Hawaii  
Jason Altmire, Pennsylvania



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## Senate Committee on Health, Education, Labor and Pensions

### Democrats

Tom Harkin, Iowa, Chairman  
Barbara A. Mikulski, Maryland  
Jeff Bingaman, New Mexico  
Patty Murray, Washington  
Bernard Sanders, Vermont\*  
Robert P. Casey, Jr., Pennsylvania  
Kay Hagan, North Carolina  
Jeff Merkley, Oregon  
Al Franken, Minnesota  
Michael F. Bennet, Colorado  
Sheldon Whitehouse, Rhode Island  
Richard Blumenthal, Connecticut

### Republicans

Michael B. Enzi, Wyoming, Ranking Member  
Lamar Alexander, Tennessee  
Richard Burr, North Carolina  
Johnny Isakson, Georgia  
Rand Paul, Kentucky  
Orrin G. Hatch, Utah  
John McCain, Arizona  
Pat Roberts, Kansas  
Tom Coburn, M.D., Oklahoma  
Lisa Murkowski, Alaska  
Mark Kirk, Illinois

\*Denotes Independent



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## Hill Visit with Rep./Sen. \_\_\_\_\_ - FEEDBACK FORM

\*\*\*Please complete this during or after the meeting. Then please send it to AAM: email [efarber@aam-us.org](mailto:efarber@aam-us.org) or fax 202-289-6578.\*\*\*

Your Name: \_\_\_\_\_ Others in Meeting: \_\_\_\_\_ Congressional Staff: \_\_\_\_\_

### ISSUE #1: IMLS Office of Museum Services

*“Will you support \$35 million for OMS, by joining the Dear Colleague letter or writing your own letter of support?”*

- Q: Did you discuss the “Dear Colleague” letter supporting the IMLS Office of Museum Services? YES / NO
- Q: Will he/she sign the letter or send one? YES / NO / MAYBE

### ISSUE #2: Economic Impact/Jobs

*“Are you aware of how much museums contribute to our local economy and support local jobs?”*

- Q: Did you share an Economic Impact Statement? YES / NO
- Q: Does he/she recognize your museum’s impact? YES / NO

### ISSUE #3: Charitable Giving Incentives

*“Will you oppose limiting the deductibility of charitable gifts?”*

- Q: Did you discuss Charitable Giving Incentives? YES / NO
- Q: Will he/she protect these incentives? YES / NO / MAYBE

### ISSUE #4: Education

*“Are you aware of my museum’s educational programs and how we work with local school districts to teach the curriculum?”*

- Q: Did you share an Educational Impact Statement? YES / NO
- Q: Did you describe your education programs? YES / NO
- Q: Has he/she visited your museum? YES / NO (but will invite)

Did you discuss any other issues? YES / NO If so, which one(s)? \_\_\_\_\_

Additional feedback or follow up needed? \_\_\_\_\_