American Alliance of Museums Webcast
Legislative Update: How Museums are Faring
August 5, 2014


Your Host
Greg Stevens
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Washington, DC

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Today’s Program
• Latest legislative issues affecting museums
• Non-partisan preview of 2014 mid-term elections
• Alliance’s field-wide legislative agenda
• Key opportunities to demonstrate public value of museums

Our Goals
• Identify and respond to future legislative issues that face the museum field
• Gain information about the Alliance’s field-wide legislative agenda
• Advocate for the public value of museums

Audience Question
Which of the following advocacy activities have you engaged in previously?
• Travelled to Washington, DC for Museums Advocacy Day
• Travelled to DC for other advocacy activities
• Invited an elected official to visit my museum
• Followed an elected official via social media
• Signed up to receive an elected official’s e-newsletter
• Contacted an elected official by email, phone or mail about an issue affecting museums
• Written a letter to the editor about an issue affecting museums
• Urged others at my museum/other museums to get involved in advocacy
• All that apply
Federal Budget- FY 2014

- "Omnibus" spending bill, all federal agencies
- Increases- IMLS, NEA, NEH, HPF, AISL
- Overall spending cap for FY 2015 set

Federal Budget- FY 2015

- House- 7 of 12 bills passed
- Senate- 0 of 12 bills passed
- Drafts will be basis for future negotiations

IMLS Office of Museum Services

- Labor-HHS-Education Appropriations Bill
- House- ???
- Senate- level funding- $30.1 million
National Endowments for the Arts and the Humanities

- Interior-Environment Appropriations Bill
  - House: $138 million each!
  - Senate: $150 million each
  - Arts and Artifacts Indemnity limits increased

Historic Preservation Fund

- Interior-Environment Appropriations Bill
  - House: $47.4 million SHPO, $9 million THPO
  - Senate: additional $10m for grants to NRHP properties
NSF Advancing Informal STEM Learning (AISL)

- Commerce-Justice-Science Appropriations bill
- House- EHR increases 3.5%, silent on AISL
- Senate- level funding of $55 million

Audience Question

Which of the following sources of federal funding is of interest to you and/or your museum?
- Institute of Museum and Library Services
- National Endowment for the Arts
- National Endowment for the Humanities
- State and Tribal Historic Preservation Offices
- Informal STEM Education
- All that apply

Charitable Giving Incentives

- Charitable Deduction
- IRA Charitable Rollover
- Artist-Museum Partnership Act
Charitable Deduction

• Proposed limits in President Obama’s budgets
  - percentage limit

• Proposed limits in Rep. Camp’s draft bill
  - 2% AGI floor

IRA Charitable Rollover

• Pension Protection Act of 2006
  - First two years → $140 million

• Expired at the end of 2013

IRA Charitable Rollover

• H.R. 4719 - America Gives More Act

• S. 1772 - Public Good IRA Rollover Act
Artist-Museum Partnership Act

- Fairness to artists and writers
- Incentive to maintain public access

Education Policy

- Elementary and Secondary Education (aka “No Child Left Behind”)
- Early childhood education

Audience Question

In your opinion, which of the following is most important to the museum field?

- Federal funding for museums
- Tax incentives for private donations
- Education policy
- Other (please share in chat box)
- All that apply
The 2014 elections will determine:

- 36 U.S. Senate seats
- All 435 U.S. House seats
- 36 governors
- 1,097 state senate races in 42 states
- 4,958 state house/delegate races in 45 states

Voter Turnout

- 2008: 30%
- 2010: 25%
- 2012: 36%

House

- 233 Republicans
- 199 Democrats
- 2 vacancies
Key House Retirements - Republicans

- Rep. Dave Camp (R-MI), Chairman, Ways and Means Committee
- Rep. Doc Hastings (R-WA), Chairman, Natural Resources Committee
- Rep. Frank Wolf (R-VA), Chairman, Appropriations Subcommittee on Commerce, Justice, Science
- Rep. Jim Gerlach (R-PA), IMLS funding supporter

Key House Retirements - Democrats

- Rep. George Miller (D-CA), Ranking Member, Education & Workforce Committee
- Rep. Jim Moran (D-VA), Ranking Member, Interior Subcommittee
- Rep. Henry Waxman (D-CA), Ranking Member, Energy & Commerce Committee
- Rep. Rush Holt (D-NJ)
- Rep. Carolyn McCarthy (D-NY)
- Rep. John Dingell (D-MI)
Senate Retirements

- Sen. Saxby Chambliss (R-GA)
- Sen. Tom Harkin (D-IA)
- Sen. Mike Johanns (R-NE)
- Sen. Tim Johnson (D-SD)
- Sen. Carl Levin (D-MI)
- Sen. Jay Rockefeller (D-WV)
- Sen. Tom Coburn (R-OK)

Competitive Senate Races – Open Seats

South Dakota
Georgia
Iowa
West Virginia

Competitive Senate Races

Louisiana
Alaska
North Carolina
Arkansas
Kentucky
Colorado
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I wonder what's happening in my state…

Project Vote Smart
http://votesmart.org/

www.aam-us.org
I wonder whether my elected officials supported museums...

http://www.aam-us.org/advocacy/resources

Audience Question
How much do you know about your Representatives’ and Senators’ actions on issues in Congress that affect museums?
• A great deal!
• Some
• A little bit
• Nothing
American Alliance of Museums Webcast

Legislative Update: How Museums are Faring

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Questions, Comments?

Advocacy Opportunities
and Resources

Ember Farber
Assistant Director, Advocate Engagement
American Alliance of Museums
Washington, DC
What is Invite Congress to Visit Your Museum Week?

• 3rd Annual, national initiative to encourage museums of all types and sizes to invite their legislators to visit their museum

• Museums welcome elected officials (state and federal legislators, municipal officers, etc.) and their staff to see current exhibits, live programs and behind-the-scenes workings of museums they represent

Why Invite Congress to Visit Your Museum Week?

• Maximize the Congressional recess

• Show federal, state and local legislators what museums are and do in their communities

• Extend reach of Museums Advocacy Day

• Provide relevant, timely year-round advocacy

• Change legislator (mis)perceptions of museums

• Engage new advocates and Capitol Hill staff

• Gather information about museums’ and legislators interactions with each other, and social media coverage of museum visits

What the Alliance does:

• Robust step-by-step “How To” guide online

• Online invitation letter & meeting report

• Outreach to states, regions and affiliates

• Direct outreach to Capitol Hill

• Personalized guidance when you need it

• Share scheduled events with the field

• New this year: Twitter Training Chat

www.aam-us.org/advocacy/resources/invite-congress
What You Can and Can’t Do

Guide to Election Year Advocacy

If your organization is a private 501(c)(3) nonprofit, your museum members can benefit from the following advocacy services. However, they can only do so under the supervision of a paid professional or paid staff. Nonprofits are not allowed to engage in direct marketing or solicitations. The IRS, and some state tax agencies, have different rules concerning political activity by nonprofits. Nonprofits can engage in nonpartisan political activity as a general rule. This guide provides guidance on what nonprofits can and cannot do.

We have compiled the following guide to help you stay out of the political arena and avoid any potential legal issues.

**YES, You Can!**

- Participate in a campaign of your own choice
- Work to educate the public
- Vote in a campaign of your own choice
- Help a candidate learn about an issue
- Do an independent study of a particular candidate
- Participate in candidate forums or debates
- Collect signatures or support a campaign of another candidate
- Use your organization’s name or logo to support a particular candidate
- Provide your contact information to a campaign
- Work with a campaign volunteer
- Help inform others about issues in an educational capacity
- Tell people when to vote

**NO, You Can’t**

- Campaign for or against a bill or ballot measure
- Write or sign letters to the editor
- Encourage your staff, members, or volunteers to support a particular candidate
- Take a position on a particular candidate or political party
- Directly campaign for or against a bill or ballot measure
- Use your organization’s name or logo to support a particular candidate
- Provide your contact information to a campaign
- Work with a campaign volunteer
- Help inform others about issues in an educational capacity
- Tell people when to vote

NEW: Nonprofit Voter Resources

Museums and nonprofits are allowed and encouraged to engage in nonpartisan voter activity!

See our Voter Resources page for:

- The full AAM Guide to Election Year Advocacy
- Easy-to-read Fact Sheets on What Nonprofit Staff Can Do, Nonprofits and Ballot Measures, Voter Engagement and the Benefits of Voting
- An Online Guide to Nonprofit Voter Engagement
- Links to find your legislators/district, your polling place, your state and local election offices and for registering in your state

www.aam-us.org/advocacy/resources/voter-resources
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Legislative Update: How Museums are Faring
August 5, 2014

Congressman Bob Gibbs' staff at Massillon Museum

Questions, Comments?

The Massillon Museum: An Advocacy Success Story

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Alexandra Nicholis Coon
Executive Director
Massillon Museum
Massillon, OH

City of Massillon
Features:
The Ohio & Erie Canal,
Historic Lincoln Highway,
Active parks system,
Rich tradition of high school football

Population – 32,000
Urban Community
Median Household Income - $37,668
Unemployment Rate – 11.6%
*Numbers reflect 2012 census data

Massillon Museum: Overview
• Local art & history museum w/100,000+ objects in collection
• Founded in 1933
• Moved in 1996 to current location, 1931 art deco building
• Completed state-of-the-art collections storage facility in 2010
• Employs 6 full-time and 4 part-time staff
• Encourages professional development
• Has active volunteer core, consisting of a working Board
• Staff highly visible within community
• Actively collaborates with peer museums and cultural organizations

www.aam-us.org
Advice from the Trenches

• Connect with local, state, and federal legislators
• Create meaningful experiences for legislative visitors
• Involve all Staff and Board
• Know your Advocacy Assets
• Engage in e-advocacy and social media
• Work with state museum association

Mayor Kathy Catazaro-Perry at the Massillon Museum Island Party

Bryan Bowman, Veterans Outreach staff for Congressman Jim Renacci at Massillon Museum veterans’ art exhibit opening
American Alliance of Museums Webcast
Legislative Update: How Museums are Faring
August 5, 2014

Create meaningful experiences for legislative visitors

Staff of Congressman Gibbs review rolled textiles in Massillon Museum storage facility during their visit

Involve all Staff and Board

Congressman Bob Gibbs, his wife, and Massillon Museum Staff

Know your Advocacy Assets

Congressman Bob Gibbs with artist Ernest H Brooks II at the Massillon Museum

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Engage in e-advocacy and social media

Work with state museum association

Ohio Museums Association
Economic Impact Statement

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American Alliance of Museums Webcast
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August 5, 2014

Thank You

Gail Ravitzky Silberglied
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Speak Up for Museums

Speak Up For Museums
The AAM Guide to Advocacy
Gail Ravitzky Silberglied
Vice President, Government Relations and Advocacy
American Alliance of Museums
Washington, DC

aam-us.org/bookstore

Museums are essential.
Advocate Effectively
for your museum’s issues!

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70+ Recorded Webinars

- Magnetic 1: What Makes a Museum Magnetic?
- Magnetic 2: Building Core Alignment, Empowering Others
- Required Elements of Strategic Institutional Plan
- Required Elements of a Mission Statement
- The Importance and Value of Your Mission Statement
- Strategic Thinking and Planning
- Museum Standards and Best Practices Primer
- Understanding the Three Dimensions of Your Board
- Recruiting the (Right) Museum Board

aam-us.org/resources/online-programs

Upcoming Live Webinars

- Magnetic 3: Embracing 360 Engagement, Widening the Circle
- Magnetic 4: Building Trust, Becoming Essential
- Excellence and Institutional Core Standards
- Educating your Board about Collections Stewardship
- How Energy Changes Culture
- Museums Connect Across Borders
- Lessons from the International Community

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PRESENTERS

Ben Kershaw
Assistant Director, Congressional Relations
American Alliance of Museums
Washington, DC

As the American Alliance of Museums' Assistant Director for Congressional Relations, Ben Kershaw monitors, manages, and represents the interests of museums on Capitol Hill. He previously served as a Legislative Assistant to Senator Jeanne Shaheen and to Representative Patrick Kennedy, advising them on a range of policy issues. Ben is also a veteran of political campaigns.

Gail Ravnitzky Silberglied
Vice President, Government Relations and Advocacy
American Alliance of Museums
Washington, DC

Gail Ravnitzky Silberglied serves as Vice President of Government Relations and Advocacy for the American Alliance of Museums. In this role, she works to advance AAM's priority issues - primarily federal funding, education policy, and charitable giving - on Capitol Hill and with federal agencies on behalf of the entire museum field. Her book, Speak Up for Museums: The AAM Guide to Advocacy, was published in 2011. She is credited with establishing and managing AAM's very first Museums Advocacy Day in 2009, which brought 300 museum advocates to Washington, DC for a day of intensive advocacy training followed by a day of visits to Capitol Hill. It is now an annual event. Prior to joining AAM, Gail worked on Capitol Hill for 11 years, serving as a legislative assistant, legislative director, and chief of staff. Gail also served as Executive Director of the Jewish Coalition Against Domestic Abuse (JCADA), a nonprofit organization dedicated to serving the unique needs of Jewish women and families who are victims of domestic abuse.
As the Alliance’s Assistant Director, Advocate Engagement, Ember communicates with AAM’s advocate network and the field about federal policy issues affecting museums through legislative and advocacy updates, calls-to-action and AAM’s monthly newsletter. Ember also maintains AAM’s public advocacy materials at www.aam-us.org/advocacy, designed to mobilize and engage advocates at all experience levels. Ember promotes AAM’s legislative agenda with members of Congress and their staff and before AAM’s many coalition partners on a variety of issues and in speaking engagements with advocates around the country. Her experience spans the private and nonprofit arenas, having worked with Fortune 10 clients as a grassroots and public affairs consultant and with the National Grocers Association and several other nonprofits. Advocacy is a personal and professional passion for Ember who holds a Master’s degree in political management from the George Washington University and bachelor’s degrees in American government and English Literature and Composition from the University of Virginia.

Alexandra Nicholis Coon is the Executive Director for the Massillon Museum. She received her MA in Art History from Case Western Reserve University in Cleveland, a BA in Art History from Kent State University, and has a Collections Care certificate from the Campbell Center for Historic Preservation. She has been with MassMu since 2001, and served as Curator for the Museum from 2003-2010. Nicholis Coon was adjunct faculty for Walsh University from 2006 – 2011, having taught art history and museum studies courses, and is a member of the University’s advisory board. She serves on the City of Massillon’s Community Improvement Committee, is Vice President for the Board of the Ohio Museums Association, serves as President for Lighthouse Visions, Inc., and is a committee member for the City of Akron Holocaust Commemoration and SPACES World Artists Program at SPACES Gallery.
MODERATOR

Greg Stevens
Assistant Director, Professional Development
The American Alliance of Museums
Washington, DC

Greg has directed the AAM Professional Development program since 2007, addressing career, management and leadership development, professional skills building and mentoring for the museum field. Innovative programs he has launched include AAM’s first online education programs, the AAM Career Café at the annual meeting and Museum Career Labs. Prior to AAM, Greg held education positions at the National Museum of the U.S. Army, Mid-Atlantic Association of Museums, National Building Museum, Smithsonian National Air and Space Museum, and Kellogg Performing and Visual Arts School in San Diego. He earned his MAT from The George Washington University and his BA from San Diego State University. Greg Stevens co-edited (with Wendy Luke) A Life in Museums: Managing Your Museum Career (2012, The AAM Press) and was a contributing author to Teaching the Museum: Careers in Museum Education (Leah Melber, ed.) (2014, The AAM Press).