



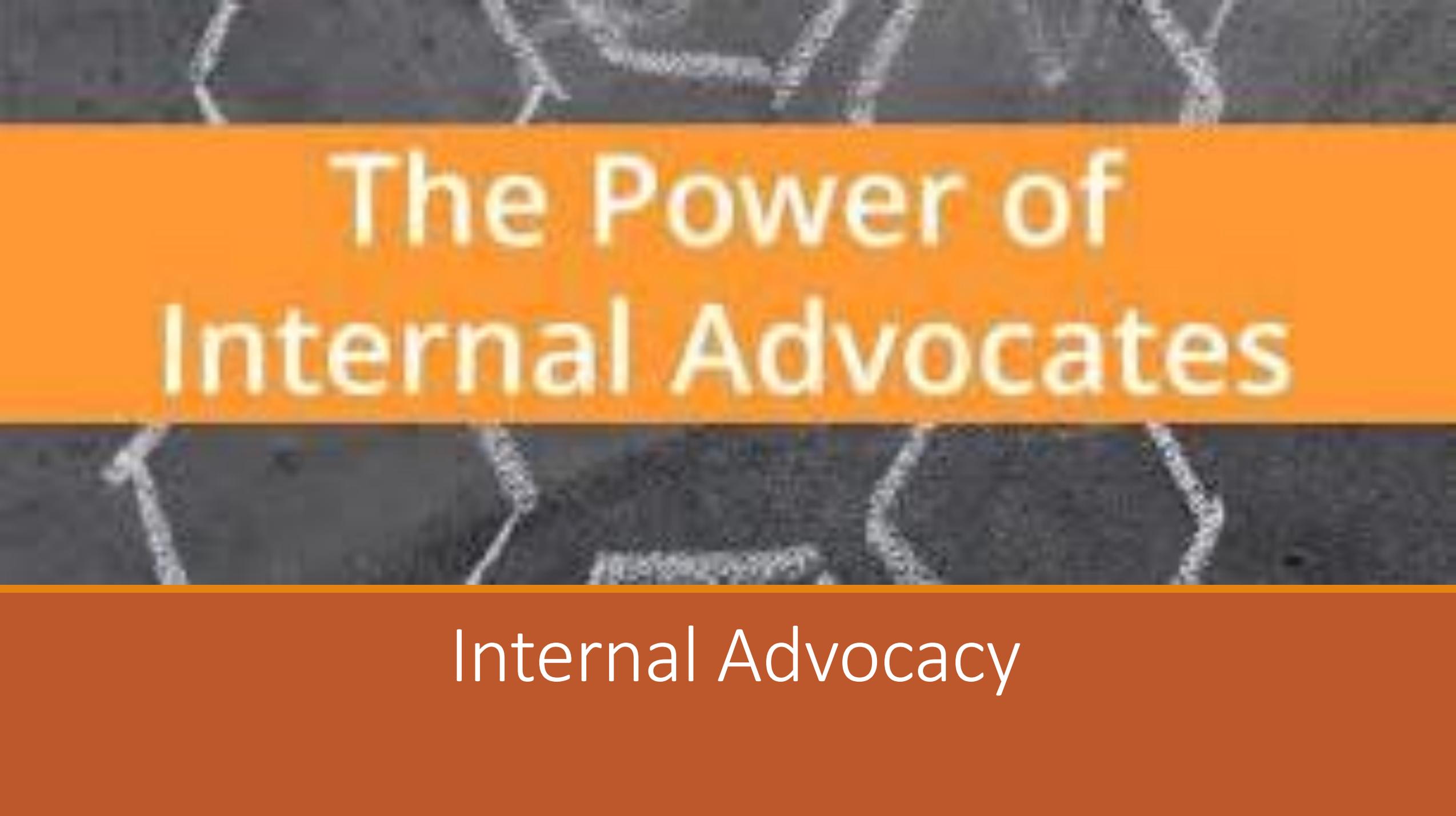
Advocating for Collections Care

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The background features a dark grey chalkboard texture with faint white chalk lines forming a grid of squares. Two horizontal orange bands are overlaid on the chalkboard. The top band is wider and contains the main title in white text. The bottom band is narrower and contains the subtitle in white text.

The Power of Internal Advocates

Internal Advocacy

Understanding Different Types of Value

- ❖ Intellectual (content)
 - Evidentiary
 - Informational
- ❖ Intrinsic
- ❖ Administrative
- ❖ Aesthetic
- ❖ Legal
- ❖ Historic (age)
- ❖ Rarity
- ❖ Commemorative
- ❖ Monetary



Why do we have to make the case?

- Perhaps not as “sexy” or exciting as other institutional functions like exhibitions
- Often behind the scenes
- Impacts are longer-term – there may be more immediate fires to put out
- Donor considerations



Mission Statement:

❖ Collect

❖ Preserve

❖ Disseminate

“Chester County Historical Society is a not-for-profit educational institution whose mission is to promote an understanding of the history of Chester County and southeastern Pennsylvania by collecting, **preserving**, exhibiting and interpreting that history and its relationship to the region, and nation beyond, to audiences of all ages and interests.”

“The National Museum of Wildlife Art’s mission is to collect, display, interpret, and **preserve** the highest quality North American wildlife art, supplemented by wildlife art found throughout the world. The Museum enriches and inspires appreciation and knowledge of humanity’s relationship with nature.”

“The DePaul University Art Museum extends the institution’s commitments to excellence, diversity and social concerns through innovative exhibitions, programs, and events that analyze the variety and depth of artistic expression. The Museum acquires, **preserves** and displays the University’s diverse and growing collection of works of art.”

Institutional Strategic Plan

- To “adopt proactive preventive conservation as a standard practice.”
 - “Develop and implement collections policies and procedures.”
 - “Develop emergency procedures and responsibilities for site, staff and visitors.”
 - “Develop a preservation plan for the House.”
- To “establish short-term and long-term preservation and conservation strategies for the [site] and [collections].”
 - “Strategy 1: Establish protective procedures to minimize damage to permanent installations (Q2 2012 – Q4 2013)
 - “Strategy 2: Develop a conservation and preservation plan (Q2 2012 – Q2 2013)
 - “Strategy 3: Protect [the] main site and [collections] (Q3 2012 – Q4 2012)”

Preservation Plan

F.A.3 Strategy: Obtain a collections survey from a photograph conservator for the Religious News Service Photographs. Embark on digitization and post-digitization housing initiatives, and subsequent disposition of originals when necessary.

Desired Outcome: 68,000 prints, negatives (the majority cellulose acetate), and caption sets, which are presently housed together in acidic envelopes, are safely transferred and rehoused.

Resources Needed: Funding from an NEH Foundations Grant, associated resources, staff time.

Staff Lead for Implementation	Impact	Feasibility	Feasibility/Impact Rating	Priority	Timeline
Preservation Archivist	4	3	12	Medium	2017 and ongoing
Stakeholders/Collaborators: Director of Programs and Services; Reformatting Technician; Executive Director; Development and Communications Coordinator					

	1 Not Helpful	2	3	4	5 Very Helpful
It raised awareness of collection needs	0%	0%	5%	20%	75%
It helped with organization of projects to improve collections stewardship	0%	0%	0%	25%	75%
It resulted in increased internal funding allocations for preservation	5.3%	10.5%	36.8%	10.5%	36.8%
It supported efforts to solicit funds for recommended preservation or conservation projects	0%	0%	10.5%	21.1%	68.4%



“Good communication cuts through the clutter, it doesn’t add to it. It does this by getting the **right message** in the **right medium** delivered by the **right messengers**, to the **right audience**.”

From Now Hear This: The Nine Laws of Successful Advocacy Communications. Fenton Communications, 2001.

- ❖ Cost of Inaction Calculator
AVPreserve
<https://coi.avpreserve.com/>
- ❖ Digitization Cost Calculator
Digital Library Federation Assessment Interest
Group's working group on Cost Assessment
<http://dashboard.diglib.org/>
- ❖ Preservation Statistics Survey Report
American Library Association, Association of Library
Collections and Technical Services, Preservation and
Reformatting Section
<http://www.ala.org/alcts/sites/ala.org.alcts/files/content/resources/preserv/presstats/FY2015/FY2015PreservationStatistics.pdf>



University of New Mexico Library

Compelling Stories

Data-driven:

- ❖ Economic impact
- ❖ Audiences served
- ❖ Outcomes achieved



Less tangible impacts:

- ❖ Knowledge gained
- ❖ Expression and recognition of community or group identity
- ❖ Engaging with historic and cultural collections teaches critical thinking – history helps contextualize and orient our current experiences
- ❖ Community enhancement

Stakeholder Analysis

Who is your audience?

- ❖ Are they change-makers (primary) or influencers of change-makers (secondary)?
- ❖ What is their current position, and what stakes do they hold?
- ❖ How best to reach them?
- ❖ Internal politics – understand relationships, timing



Specific Goals and Outcomes

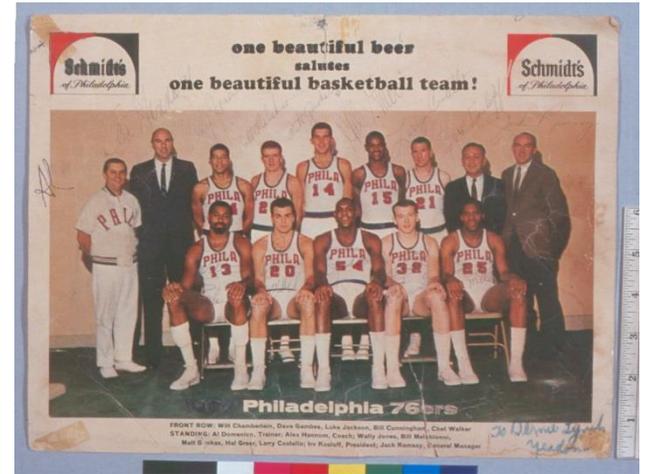
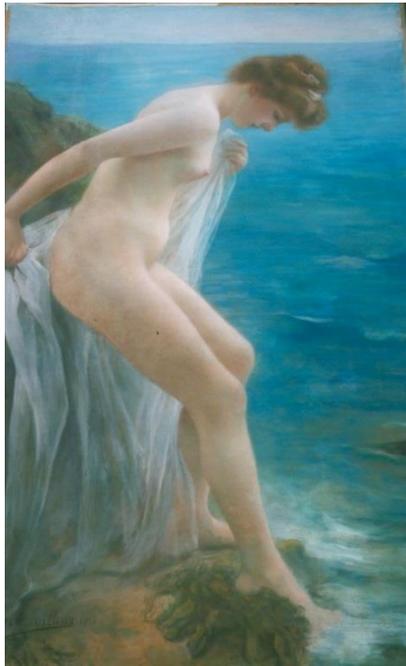
- ❖ Funds
- ❖ Time
- ❖ People
- ❖ Support, authority



Make friends!

- ❖ Cross-disciplinary, cross-departmental collaboration
- ❖ Presentations to and special events for the Board and other administration
- ❖ All-staff meetings
- ❖ Departmental or working group meetings
- ❖ Tours of collections storage
- ❖ Inter-office memos, newsletters, emails





**BE AN
ADVOCATE**



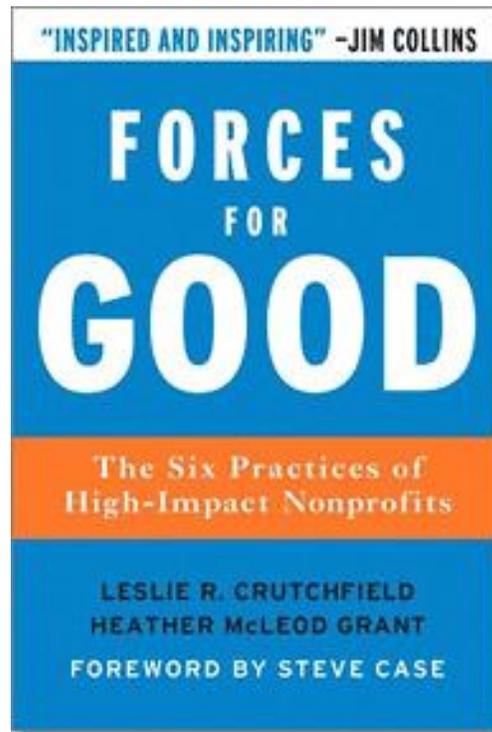
External Advocacy

Deciding to Advocate



“We’re nonprofit—
we’re not allowed
to advocate.”

Deciding to Advocate



“The best nonprofits both advocate and serve.”

--Crutchfield/Grant

Deciding to Advocate



What You Can Do:

- Educate/inform elected officials
- Support/oppose policies that affect your organization or industry

Deciding to Advocate



What You Can't Do:

- Endorse candidates
- Make campaign contributions

Honing Your Advocacy Message



Honing Your Advocacy Message



= Impact



= Relevance

Delivering Your Advocacy Message



Delivering Your Advocacy Message

Don't Be the Only
Messenger!



Delivering Your Advocacy Message



Allies and Champions:

- Board Members
- Patrons/Donors
- Teachers/Students
- Community Partners

Delivering Your Advocacy Message

Follow the
Money!



Useful Tips



Useful Tip #1



Cultivate
and
Steward

Useful Tip #2

Staffers are
your new BFFs



Useful Tip #3



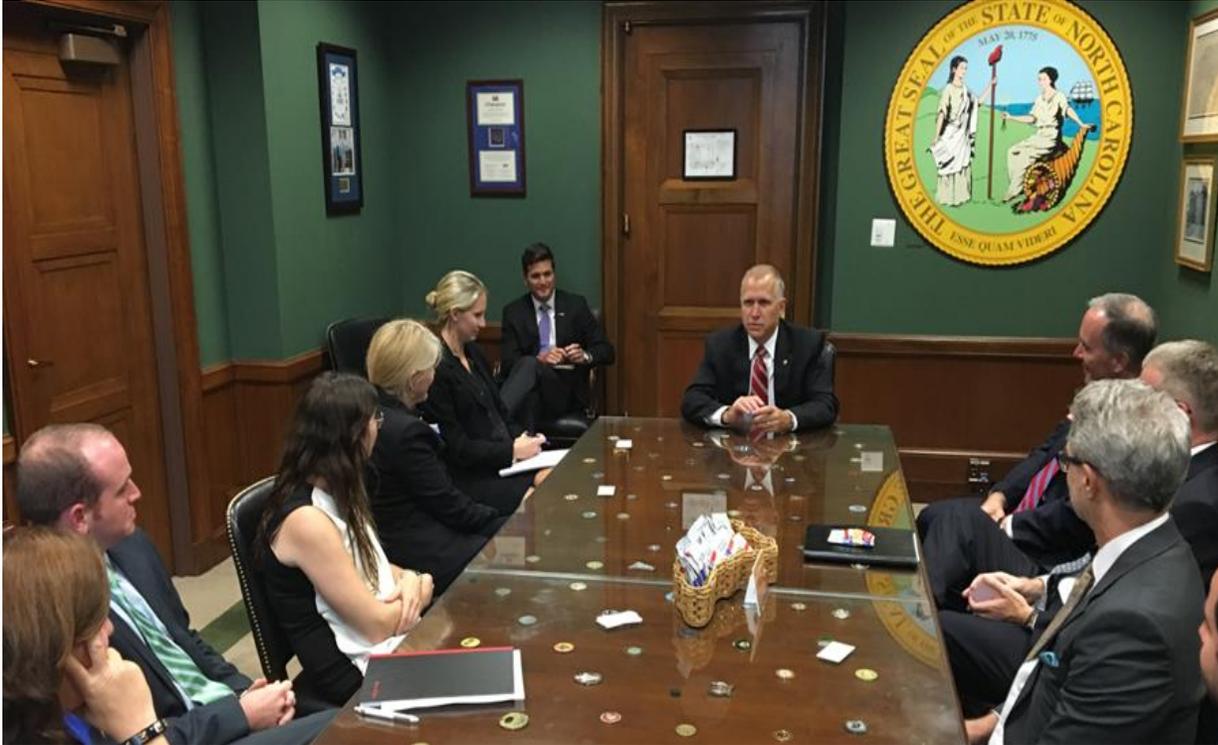
Never
underestimate
the power of a
photo opp

Useful Tip #4

Gifts: not
worth the
trouble



Useful Tip #5



The Actual Visit:

- Assign roles and rehearse
- Have a specific ask!
- Follow up

Useful Tip #6

Leave-behinds:

Less is more



Resources

- ❖ American Alliance of Museums advocacy resources
<http://www.aam-us.org/advocacy>
- ❖ Morgan, Elizabeth. *Delivering Value for Money: why and how institutional archives should market themselves to their internal publics*. University College London, 2010.
<https://www.history.org.uk/files/download/9148/1317202347>
- ❖ CCAHA's Save Pennsylvania's Past Collections Advocacy Toolkit
<http://ccaaha.org/publications/collections-advocacy-toolkit>
- ❖ *Capitalize on Collections Care*. Heritage Preservation and the Institute of Museum & Library Services, 2007.
https://www.imls.gov/sites/default/files/publications/documents/caponcc_0.pdf
- ❖ SAA Museum Archives Section Outreach/Advocacy links and resources
<https://www2.archivists.org/groups/museum-archives-section/7-outreachadvocacy>

Thank You

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