

AIC Advocacy and Outreach

This document provides an overview of activities AIC is already involved in, plans for new activities, and suggestions for specialty group or individual member activities. As much as possible, AIC will provide support and coordination for member activities. As a member, you can assist by telling us about outreach activities you are planning, indicating any difficulties in preparation or execution, and documenting outcomes.

All of the activities included here are interrelated and build on the current activities of AIC and FAIC. Strategic priorities for AIC and FAIC will be further refined through the FAIC strategic planning process, which is supported by grants from the Getty Foundation and the Institute of Museum and Library Services.

Advocacy

- AIC will continue to work with the National Humanities Alliance (NHA), American Association of Museums (AAM), and Heritage Preservation to advocate for federal funding and recognition for conservation and preservation in the United States.
- AIC will continue to actively participate in Advocacy Days on Capitol Hill organized by AAM, Americans for the Arts (AFTA), and NHA.
- Email blasts from the AIC membership team will continue to alert members to the need for emergency action as Congress approaches any vote critical to our interests.
- An opt-in Advocacy list will be created for those who want to learn about ongoing legislative activities affecting our field.
- Interested members will be provided with tool kits to facilitate arts and humanities advocacy efforts in their local districts.
- AIC members are encouraged to plan a “Meet & Greet” (tour a conservation lab, for instance) with their congressional representative and/or the office staff in their local district and to promote this type of activity by writing about the results for an article in *AIC News* and posting on the advocacy page of the AIC website. AIC’s membership director is available to provide ideas and support to organize such an event.

Outreach and Marketing

Conferences and Meetings

- AIC has purchased and will be purchasing (as budgets allow) booths at such conferences as AAM, APT, National Trust for Historic Preservation, AASLH, and the Society of American Archivists. Members are welcome to assist by joining a staff member at AIC booths.
- AIC has coordinated and will continue to coordinate with AIC members to offer presentations at allied professional conferences. In 2009, AIC had presentations at AAM and MAAM.
- AIC was well represented at the 2009 AAM Annual Meeting.
 - AIC hosted an emergency response presentation led by member Barbara Moore.
 - AIC Green Task Force chair, Patricia Silence, provided task force survey results at the AAM Green Breakfast Meeting and gave a 10-minute presentation.

- AIC staff participated in the AAM Council of Affiliate meetings, attended pertinent sessions to make contacts, and met with exhibitors.
 - AIC members organized and gave presentations (i.e. a museum lighting session and an additional emergency response workshop), promoted AIC (i.e. included our logo in PowerPoint presentations), and provided AIC brochures to participants (i.e. membership and AIC-CERT brochures).
 - AIC had brochures and other information at the PACIN booth. PACIN is a professional interest group within AAM dedicated to the high standards of art and artifact handling.
- FAIC has joined the Field Service Alliance (a project of AASLH) and will be able to coordinate its programs better with other providers of services for historic sites.
 - AIC distributes our brochures and other printed materials in a variety of ways, including in tote bags at appropriate conferences, most recently at APT and AASLH conferences, but also at College Art Association, Western Museums Association, and others.
 - Outreach funds are budgeted annually to assist members who are presenting at other meetings and conferences. Funding is approved by a board member and the executive director on a case-by-case basis and as funding is available. AIC will provide promotional materials as needed.
 - Members are encouraged to use the AIC Outreach Presentation (in PowerPoint or CD) whenever possible. It is available at <http://www.conservation-us.org/outreach> and can be modified to suit your individual presentation. Please contact Brett Rodgers at brodgers@conservation-us.org to let him know your plans so that we can track member outreach activities.

Communications

- The new AIC website has been launched and a press release about the site has been disseminated. AIC is gathering comments from members about ways to enhance the site. AIC encourages all the specialty groups to transfer their website to AIC's site. It's easy to do and to keep updated, along with being cost efficient. Since the site is linked to the AIC membership database, specialty groups can easily host "members only" content without the need for special passwords or manual entry of names.
 - With the launch of the new website and its Find a Conservator feature, located at <http://www.conservation-us.org/findaconservator>, AIC continues to contact affiliate organizations to encourage them to link from their sites to Find a Conservator. AIC will advertise Find a Conservator in the September/October issues of e-newsletters or printed newsletters of affiliate organizations.
 - AIC has a presence on and is encouraging participation on:
 - Twitter: www.twitter.com/conservators
 - Flickr: www.flickr.com/photos/aic-faic
 - Facebook: <http://www.facebook.com/pages/American-Institute-for-Conservation-of-Historic-and-Artistic-Works/74416928679?sid=10b44a2f4edeafe6e5417b2d55cbe3aa&ref=search>
 - LinkedIn: http://www.linkedin.com/companies/279296/American+Institute+for+Conservati+on+of+Historic+and+Artistic+Works?trk=pp_icon
- (Quick links to all of these sites can be found on the AIC website, under Resource Center, then Outreach.)

- The NCPTT-supported wiki project for the conservation catalogs is now online and discussions are taking place about an expanded use of this format.
- AIC will continue to develop and disseminate fact-finding surveys (including one in partnership with AAM) to provide data in such areas as green practices, career demographics, and needs of the field and of end users of conservation services.
- Print publications remain important and ideas are being solicited to explore additional publishing opportunities. AIC and FAIC currently:
 - Support development of manuscripts on conservation topics with funding from the Kress Foundation
 - Initiate publication of such books as *The AIC Guide to Digital Photographic Documentation and Conservation Documentation*
 - Publish *JAIC* three times a year, and make it available, with a three-year wall, on JSTOR and CoOL, with searchable abstracts available through Ebsco
 - Publish *AIC News* six times a year
 - Provide AIC Core Documents, Position Papers, and more on the AIC/FAIC website

Education

- FAIC already presents a variety of conservation and business-related courses both as in-person workshops and online offerings. 3,704 participants have benefited from these events from 2002 through 2008. All of these courses are subsidized through grants and the FAIC Endowment for Professional Development. Suggestions for professional development events are solicited on all course evaluations and through direct contact with AIC members and specialty groups.
- FAIC is beginning to offer courses to collection care specialists and will be expanding these efforts.
 - An AAM/AIC webinar on emergency preparedness was first offered in May 2009 as part of *MayDay* and additional webinars will follow.
 - Collaborative workshops on photo conservation, funded by the Mellon Foundation, will begin in 2010 and involve curators, dealers, etc., as well as conservators.
 - A proposal to be submitted to IMLS includes emergency preparedness training for the staff of historic properties (hosted at 10 NTHP sites in regions at particular risk from natural disasters), organized and presented by AIC-CERT members.
 - Additional programming for non-conservators will be pursued.
 - New forums for educating the public will be explored.

AIC Initiatives

- Angels Projects are gaining recognition, and AIC already has system in place to organize and promote Angels Projects at AIC annual meetings. FAIC provides up to \$1,000 toward the development and implementation of regional Angels Projects not associated with the annual meeting. Recently, an FAIC fund for Angels Projects was established and development plans include seeking donations for this fund to enable AIC to capitalize more fully on this initiative.
- AIC-CERT is being actively promoted by AAM, Heritage Preservation, Heritage Emergency National Task Force, and IMLS, and has had excellent press coverage. A press release email list for emergency response has been developed and promotions and

updates are sent out to the list periodically. An FAIC fund has been established for AIC-CERT, and current donations total \$3,100. Additional Kress Foundation funds are also available.

- AIC created a 90-minute emergency preparedness webinar for museum staff in partnership with AAM as part of the 2009 MayDay initiative. Additional webinars presented in partnership with AAM will be developed in the future.
- With a \$100,000 award from the Getty Foundation and \$50,000 from IMLS, FAIC embarked on a major strategic planning initiative that included a research phase (fact-finding surveys to members, allied professionals, and end users of conservation services) and a series of forums to determine the most effective role FAIC can play in promoting conservation and the most efficient way for FAIC to function in relation to AIC. The goal of this initiative is to enable FAIC to more effectively serve and promote the field of conservation. It will also serve to help FAIC cultivate and recruit new FAIC board members and an advisory council.

AIC's Growing Leadership Role in the Cultural Arena

- Served as a partner with Heritage Preservation to plan and implement the IMLS *Connecting to Collections* forum, "Stewardship of America's Legacy: Answering the Call to Action"
- A Consulting Party to the Army concerning repairs to the Tomb of the Unknowns
- Invited by the Advisory Council on Historic Preservation to comment on the implementation of Standard Treatments for Exterior Masonry
- A member of the Federal Formula Grant Coalition to seek increase funding for IMLS and to obtain new Federal funds for state block grants in support of museums.
- Joined other organizations in support of U.S. ratification of the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict.
- Partnering with the U.S. Committee of the Blue Shield (USCBS) and the Archaeological Institute of American to provide training to deploying military units in the protection of cultural property. AIC board president serves on the USCBS board of directors.
- Participate in a variety of allied professional and service organization meetings that increase the visibility of conservation and AIC and help create collaborations with allied organizations.

Promotional Materials

- Cultivation packet, including membership and donation brochures
- AIC-CERT brochure
- Conservation OnLine (CoOL) flyer
- Outreach PowerPoint (or CD) presentation
- Online Guide to Conservation Services
- Online "Caring for . . ." series, downloadable as one-page broadsheets
- Press releases distributed electronically, from two lists, one for emergency response efforts and the other for grants and other news from AIC and FAIC