



# Advocating for Collections Care

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MAY 9, 2018

The background features a dark grey chalkboard texture with faint white chalk lines forming a grid of squares and hexagons. A prominent horizontal orange band spans the width of the image, serving as a background for the main title.

# 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

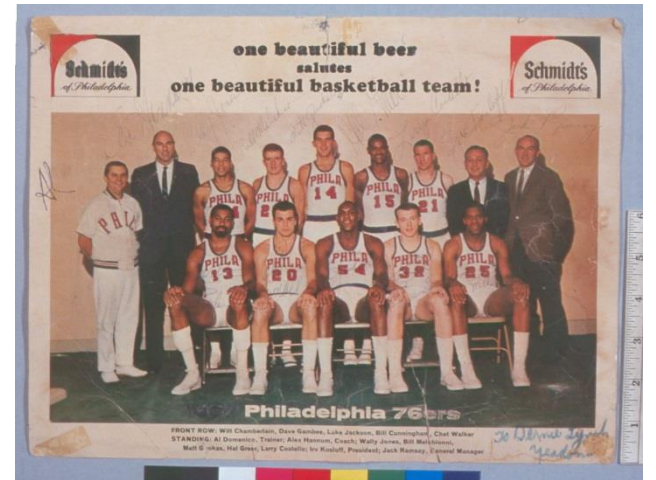
- ❖ Funds
- ❖ Time
- ❖ People
- ❖ Support, authority



# 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

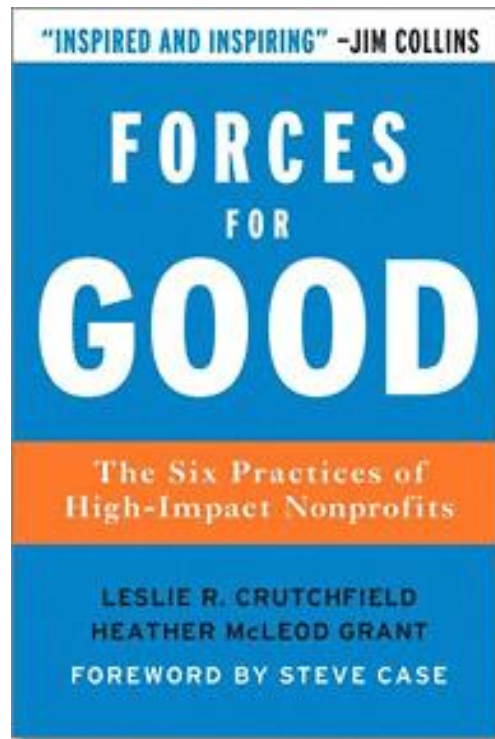


# Deciding to Advocate



“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

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# Honing Your Advocacy Message



= Impact



= Relevance

# Delivering Your Advocacy Message

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# 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

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# Useful Tip #1



Cultivate  
and  
Steward

## Useful Tip #2

Staffers are  
your new BFFs



## Useful Tip #3



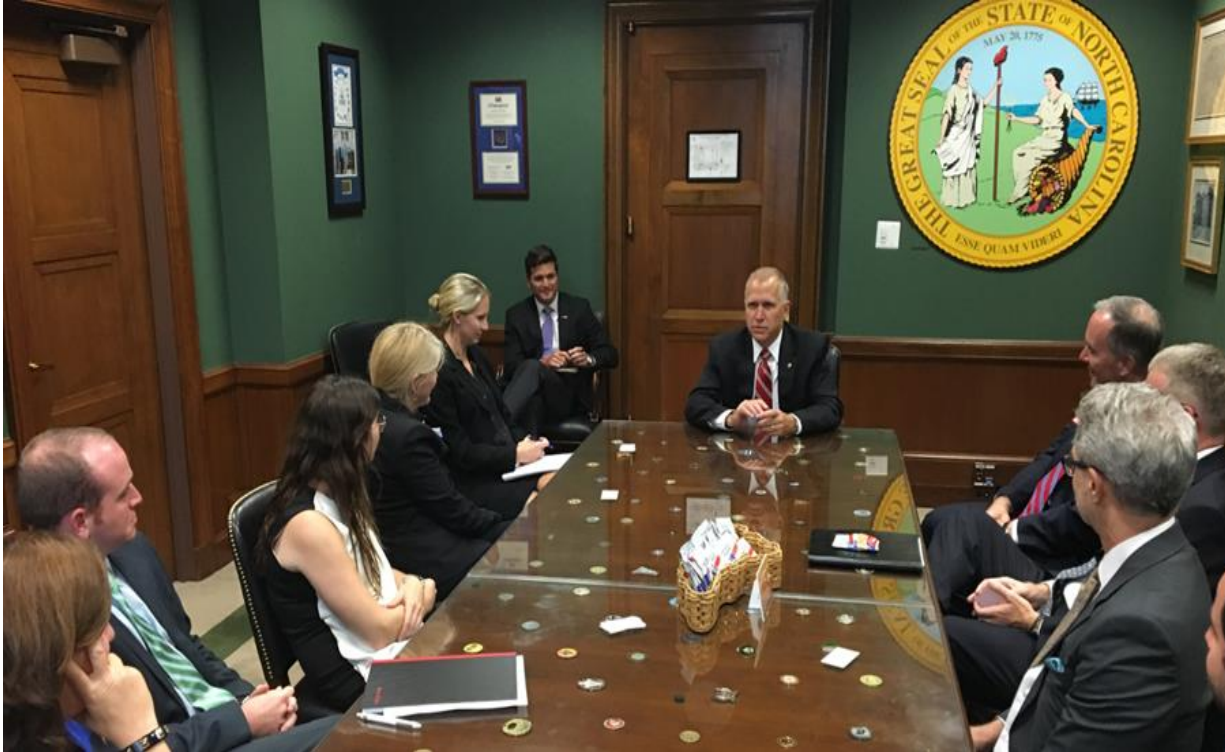
Never  
underestimate  
the power of a  
photo opp

## 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.ims.gov/sites/default/files/publications/documents/caponcc\\_0.pdf](https://www.ims.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

Dyani Feige, Director of  
Preservation Services, CCAHA

Michael Norris, Chief Strategy  
Officer, Greater Philadelphia  
Cultural Alliance

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