

**Minutes of the Meeting of the  
Community Outreach Committee of the  
Board of Directors of the Arizona Historical Society**

*Mission: Connecting people through the power of Arizona's history.*

A meeting of the Community Outreach Committee was held on Thursday, September 26, 2019 at 10:00 a.m. at the Arizona Historical Society, Arizona Heritage Center, 1300 N. College Avenue, Tempe, Arizona.

**Committee Members in Attendance:** Janice Bryson, Tom Foster (phone), Robert Ballard (phone). Absent: Lorna Brooks, Doug Barlow

**Staff Attendance:** Dr. James Burns, Executive Director; Tawn Downs, Vice-President, Marketing, Communications and Revenue Enhancement; Todd Bailey, Special Projects Coordinator; Shelley Coriell, Outreach Coordinator; Marilyn Murphy, Marketing and Communications Manager; Debbie McKinion, Business Development Manager.

**Call to Order** – Meeting called to order at 10:15 a.m. by chair, Janice Bryson

**Roll Call** – Roll taken; a quorum is present.

**Call to the Public** –No members of the public in attendance.

**Discussion and action, if any, to approve the minutes of the August 8, 2019 Outreach Committee meeting:** Robert Ballard made a motion to approve the minutes. Second by Tom Foster. Minutes approved as distributed.

**Review, discussion and recommendations, if any, regarding Affiliate membership.**

Feedback from the focus groups indicated widespread confusion about Affiliate membership. The AHS Certified Museum program requires that an organization be an Affiliate member of AHS in order to be considered for certification, however there is currently no way to buy an “Affiliate” membership on-line. Instead, an organization must purchase an individual membership and indicate that they wish to be designated as an Affiliate member in the notes. Current by-laws require AHS Board approval for an organization to become an Affiliate, but there is no clear understanding about what it means to be an Affiliate. The requirements for application to be an Affiliate member are

duplicative of many of the requirements for becoming a Certified Museum, and there are no stated or implied benefits to becoming an Affiliate.

Shelley Coriell, Outreach Coordinator presented information from her research on “Affiliate” memberships. Because the term “Affiliate” member is not an actual membership level, there is no consistent way to identify these entities in the database. Shelly also noted that 10% of the Certified Museums hold memberships at levels above the \$50 requirement. Given the data, she makes the following recommendation:

Implement an **Institutional** category of membership which would allow organizations to select the level of support they wish; these levels would mirror the current membership structure. Institutional Membership would be subscription-only, providing members with quarterly copies of the Journal of Arizona History. This would be appropriate for museums, historical organizations, libraries, schools and subscription services. Historical organizations/museums applying for AHS Certification would be required to become Institutional Members at the minimum \$50 level, but they have the ability to join as an Institutional Member at the \$65, \$100, \$250, \$500, and \$1,000 levels as well. An Institutional Membership does not imply any status, significance or benefits beyond the subscription to the Journal of Arizona History. An Institutional Membership is required for consideration of AHS Certification.

After discussion, the committee recommends implementation of an **Institutional Membership** as recommended by Shelley, and as described in the above paragraph. Janice Bryson made a motion to recommend this to the Board. Robert Ballard seconded. Motion passed. Recommendation to be presented to AHS Board for approval at next board meeting.

Review, discussion and recommendations, if any, regarding the certification program. The committee reviewed recommendations from the prior meeting, as well as data gathered from the current Certified Museums. Using the data, the committee recommends implementation of the following for the AHS Certified Museum Program.

Implement a two-tier program, as follows:

I.	AHS SUPPORT	Tier 1	Tier 2
a.	Active AHS Institutional Member	Yes	Yes
<b>II. PUBLIC TRUST AND ACCOUNTABILITY</b>			
a.	The organization complies with local, state and federal laws, codes and regulations applicable to its facilities, operations and administration	Yes	Yes
b.	The organization is committed to public accountability and is transparent in its mission and its operations	Yes	Yes
c.	The organization identifies the communities it serves and makes appropriate decisions in how it serves them	Yes	No
<b>II. MISSION AND PLANNING</b>			
a.	The organization has a clear understanding of its mission and communicates why it exists and who benefits as a result of its efforts.	Yes	Yes
b.	The organization is guided by a mission statement that clearly describes the purpose of the organization, and a vision statement that clearly describes the organization's future direction.	Yes	Yes
<b>III. LEADERSHIP AND ORGANIZATIONAL STRUCTURE</b>			
a.	The organization is a Non-Profit 501c3 or Sovereign Nation	Yes	Yes
b.	The organization has a governing structure including by-laws, articles of incorporation, and a board of directors/trustees.	Yes	Yes
c.	The organization conducts meetings and holds elections on a regularly scheduled basis.	Yes	Yes
d.	The governance, staff and volunteer (as applicable) structures and processes effectively advance the organization's mission.	Yes	Yes
e.	The organization has volunteers that support the organization.	Yes	Yes
f.	The organization has a membership program that supports the organization.	Yes	No
<b>IV. COLLECTIONS STEWARDSHIP</b>			
a.	The organization is a collecting institution, and legally, ethically and effectively manages, documents, cares for and uses the collections.	Yes	No
b.	Guided by its mission, the organization provides public access to its collections while ensuring their preservation.	Yes	No
c.	The organization owns, exhibits or uses collections that are appropriate to its mission	Yes	No

<b>V.</b>	<b>EDUCATION AND INTERPRETATION</b>		
a.	The organization offers educational and public programs, special events, and other activities tied to its mission	Yes	Yes
b.	The organization presents accurate, appropriate, and unbiased content for each of its audiences.	Yes	Yes
c.	The organization engages in regular audience engagement that promotes the value of history.	Yes	Yes
d.	The organization is open to the public a minimum of 416 hours per year.	Yes	No
e.	The organization clearly states its overall educational goals, philosophy and messages, and demonstrates that its activities are in alignment with them.	Yes	No
f.	Organizations conducting primary research do so according to scholarly standards.	Yes	No
g.	The organization facilitates scholarly research.	Yes	No
<b>VI.</b>	<b>FINANCIAL STABILITY</b>		
a.	The organization legally, ethically and responsibly acquires, manages and allocates its financial resources in a way that advances its mission.	Yes	Yes
<b>VII.</b>	<b>FACILITIES AND RISK MANAGEMENT</b>		
a.	The organization is clean, well maintained and provides for the visitors safety and needs.	Yes	Yes
b.	The organization allocates its space and uses its facilities to meet the needs of the collections, audience and staff.	Yes	No

Benefits for the two-tier program are recommended as follows:

<b>Benefits</b>	<b>Tier 1</b>	<b>Tier 2</b>
Eligible for up to \$2,000 in grant funds annually.	Yes	No
Eligible for up to \$1,000 in grant funds annually.	-	Yes
Promoted on AHS website as a Certified Tier 2 member, with a link to the Certified museum's website.	Yes	Yes
Receive a Certified Museum window sticker.	Yes	Yes
Access to AHS webinars, educational materials and programs	Yes	Yes
Invitation to annual/semi/annual Certified Museum Symposium	Yes	Yes

Janice Bryson made a motion to approve. Tom Foster seconded. Motion passed. Committee will take the recommendations forward to the next AHS Board meeting for approval.

There being no further business at this time, meeting was adjourned at 12:34 p.m.

Dated this 26<sup>th</sup> day of September, 2019.

Arizona Historical Society

*W. James Burns*

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W. James Burns, Ph.D.

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