

Strong Identities

History enterprises often fully engage their communities in the many ways that history impacts daily life. Each segment of audience engages in specific ways, and each segment therefore perceives what you do in different ways. As those segments begin to learn more they expect to find the familiar in the new, be it in exhibits, programming, evaluation, or facilities. What our audiences don't see is as important to a strong identity as what they do see, especially in planning, policy, collections management, and plant management. Learn the publicly visible and invisible wise practices that contribute to a strong identity for your history organization.

The annual Spring Workshops focus on elements of a strong identity from highly visible programs like capital campaigns and exhibits, to the nearly invisible like facility management and even basic policy. Come, renew your contacts with colleagues and learn several useful ways to strengthen the identity of history.

8:30 to 9	Registration, coffee, refreshments
9-9:15	Opening Remarks
9:15 to 10:30	Keynote
	<i>Reflecting Community</i> Nina Clark, Independent Museum Professional Does your community see themselves at your organization? Learn some strategies for how to involve new stakeholders in your exhibit and program planning and implementation. Engaging your community will result in balanced and authentic story-telling, and build a welcoming community that should build attendance.
10:30 to 11:00	Break
11:00 to 12:15	Morning Concurrent Sessions
	<i>Strength in Policy</i> David Grabitske, Local History Services Office How you are known is the predictability the public expects. American Alliance of Museums has five core documents in the foundation of its Continuum of Excellence, and grantmakers look for key policies in Form 990. How many do you have? How long since you revisited them? Having all of these should bring predictability and funding to your organization.
	Or
	<i>Capital Campaign Success</i> Matt Musel, Development Office How you are known is a value the public associates with you. Is your public identity big enough for your largest supporters? Capital campaigns are one of the most important measures of how the public values your services. A capital campaign unites your most generous supporters and people from across the public as funding partners in your future through their transformative donations.
12:15 – 1:30	Lunch

1:30 to 2:45	Afternoon Concurrent Sessions
	<p><i>Safeguarding Collections Management</i> Joe Hoover, Local History Services Office</p> <p>How you are known is partly built on how well you manage collections. Collections managers around the state gathered to re-evaluate the standard collections management software. In this open forum, learn their concerns and thoughts, and then continue the conversation.</p>
	Or
	<p><i>Evaluating Facilities for Sustainability</i> Shengyin Xu, Facilities and Risk Management Division</p> <p>How you are known is built on the stewardship of your facility. In a context of rising overhead costs, increasing environmental regulation, and reduced government support, holistic evaluation of facilities through a variety of measures can provide important cost savings and social benefits. Learn measures that can help museums balance environmental, social and economic issues with their agency mission statements.</p>
2:45	Wrap up

April 3 - Marshall at the Lyon County Historical Society
 April 4 - Owatonna at the Steele County Historical Society
 April 10 - TBD, Northwestern MN
 April 11 - Grand Rapids at the Itasca County Historical Society
 April 24 - Cambridge at the Isanti County Historical Society

To Register:

Complete and mail the registration form. Or you may register online at:

www.mnhs.org/mhowshp

Fee:

\$30 per person before March 21,
\$40 per person after March 21.

Includes materials, lunch,
refreshments, and special tour.

Questions?

Contact: John Fulton
Phone: 651-259-3467
E-mail: John.Fulton@mnhs.org



Lyon County Historical Society



Steele County Historical Society



Itasca County Historical Society



Isanti County Historical Society

2014 Local History Workshops



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Dates & Locations:

Thursday April 3, 2014 8:30 a.m. to 4 p.m.

Host: Lyon County Historical Society
301 West Lyon Street, Marshall, MN
Map: goo.gl/maps/a6EI3

Friday April 4, 2014 8:30 a.m. to 4 p.m.

Host: Steele County Historical Society
1700 Austin Rd, Owatonna, MN Owatonna, MN
Map: goo.gl/maps/H6sll

Thursday, April 10, 2014 8:30 a.m. to 4 p.m.

Host: TBD, — Northwest, MN
Map: goo.gl/maps/

Friday April 11, 2014 8:30 a.m. to 4 p.m.

Host: Itasca County Historical Society
201 N Pokegama Ave, Grand Rapids, MN
Map: goo.gl/maps/Hi08n

Thursday, April 24, 2014 8:30 a.m. to 4 p.m.

Host: Isanti County Historical Society
33525 Flanders St NE, Cambridge, MN
Map: goo.gl/maps/Ho5C2