

**Collaborative**

**Oriented  
to Community**

**Storytime!**  
**Sharing our stories,  
building our success**

**Specialized**

**Innovative**

**Nimble**

Doria Hughes,  
Rosemarie Beck Foundation  
[doriaaphughes@me.com](mailto:doriaaphughes@me.com)

# Accreditation - why it doesn't work

**~35,144: number of U.S. museums**

**34,034: unaccredited museums**

**1,110: number of accredited museums (About 3%)**



## Why Externally-Imposed Standards Fail:

- failure to take into account fewer resources available to small museums
- standards developed from large museum ideals (“best practices”) which do not address the real needs of small museums
- lack of consultation with small museum workers in the development of standards

*“Background on Problematic Standards for Small Museums”, Paul Thistle*

“Our community does not care whether we have the AAM seal of approval; they care whether our programs, exhibits, collections care, and research and historic preservation assistance are meeting their needs and sparking their interest. And meeting those needs is essential to our survival.”

- Elizabeth Stewart, Director of the Renton History Museum, Washington



**92% of accredited museums have a budget greater than \$350K**

**“There are no accredited museums with budgets of under \$100,000”**



# How does the Museum Industry define Small Museums?

Small Budget

*(Smaller than a large museum)*



Small Staff

*(Smaller than a large museum)*



....In relation to large museums!

Volunteer-Driven

*(Less professional than a large museum)*



*Large Museums are the default standard  
in the museum industry*

**34,034 unaccredited museums**



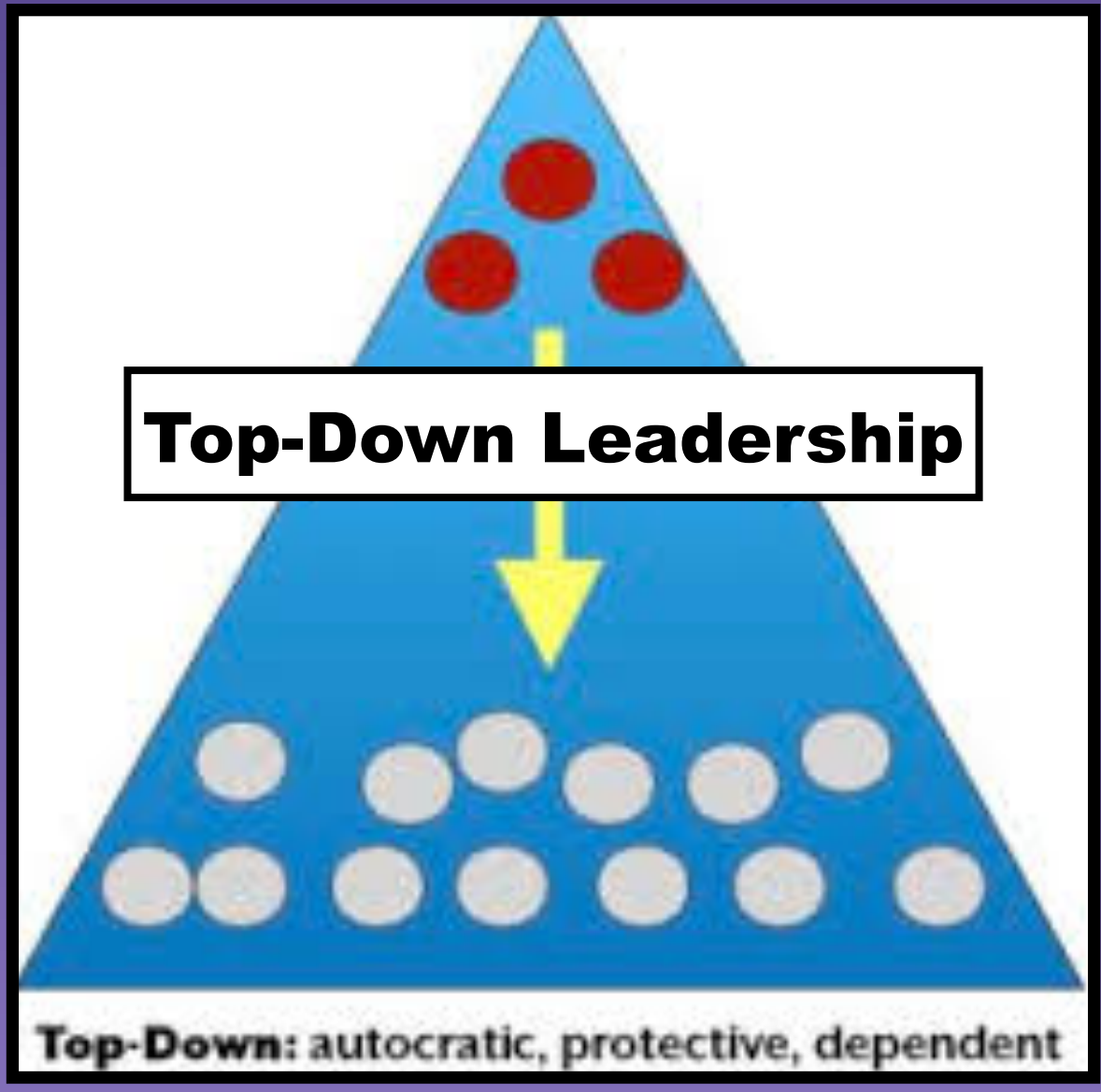
**Unreasonable Demands**



**Impossible goals**



**Top-Down Leadership**



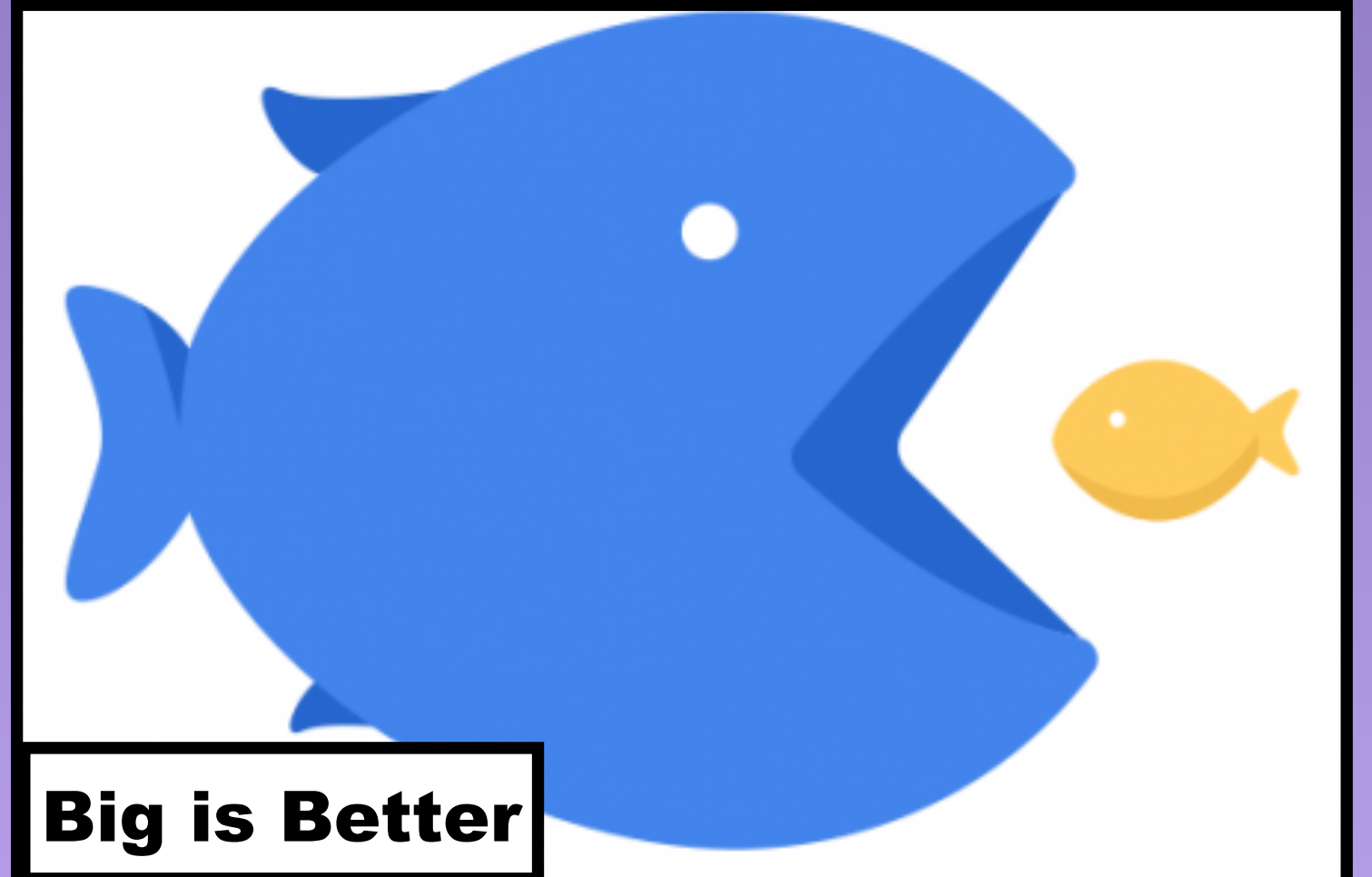
# Industry Leadership vs. Small Museums



**One-Size-Fits-All Standards**



**Big is Better**





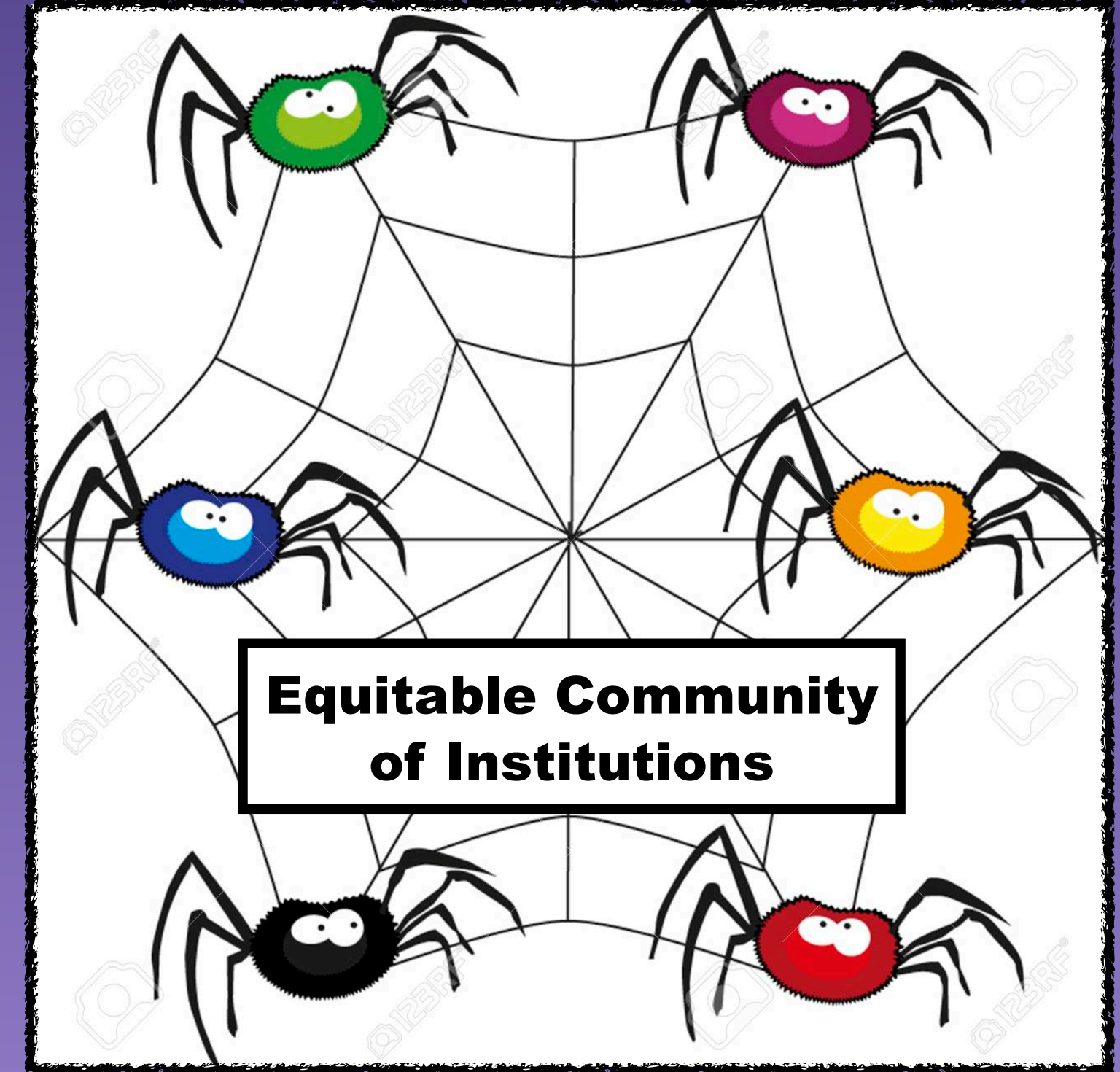
**Knowledge-Sharing**



**Needed Support**



**Equitable Community of Institutions**



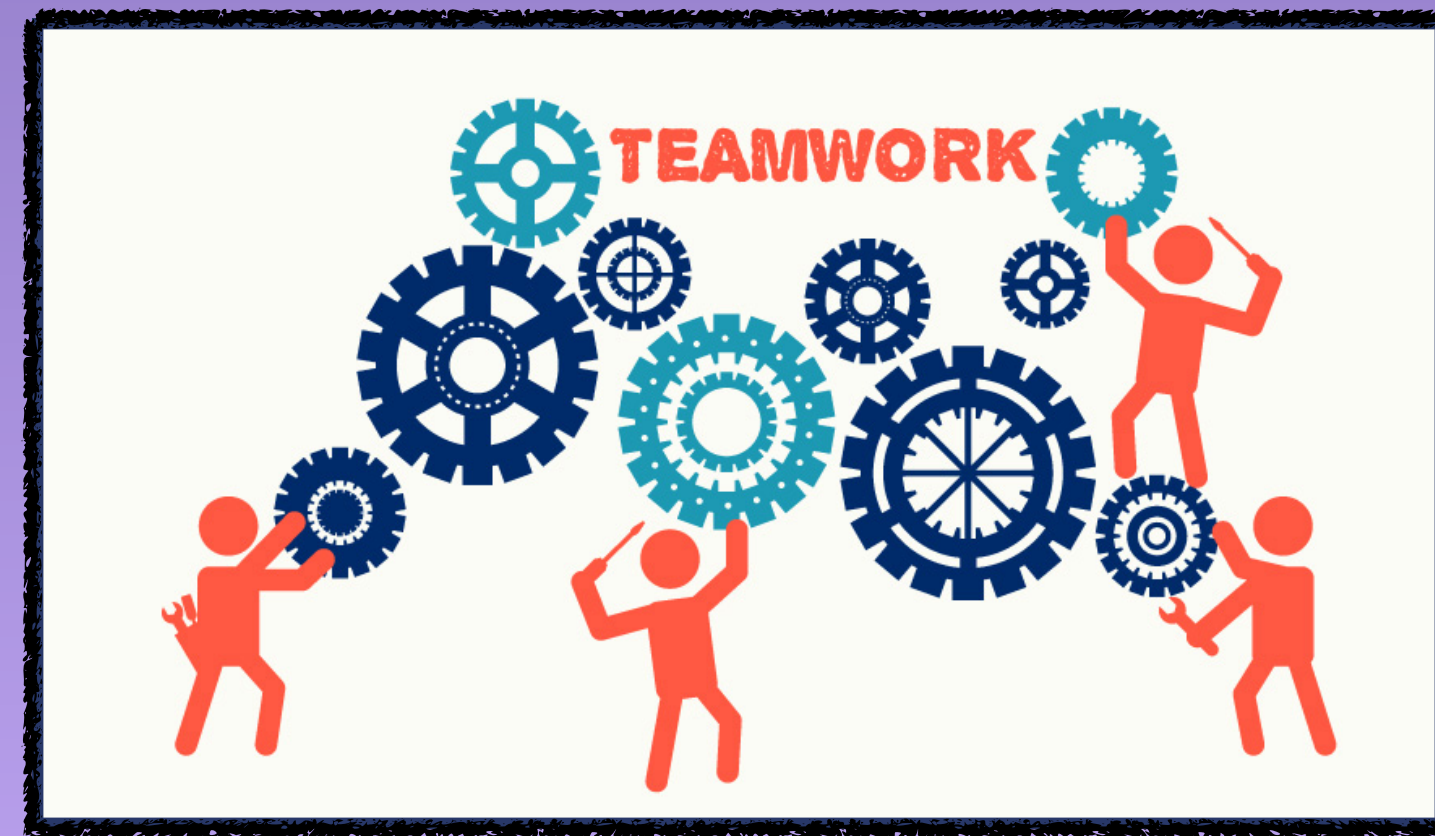
**Small is Great!**



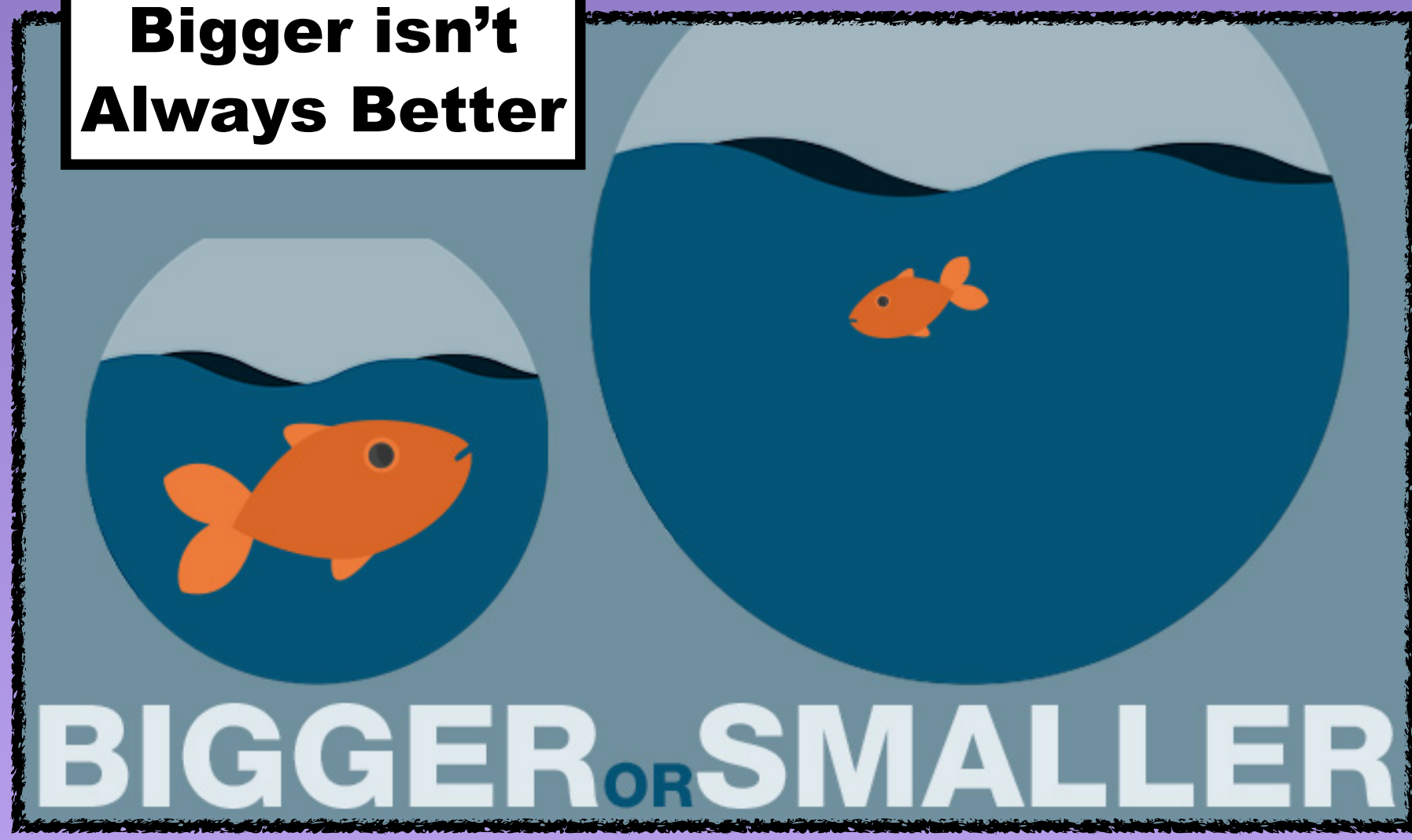
**Self-Generated Standards**



**TEAMWORK**



**Bigger isn't Always Better**





# Stephen Weil's "taxonomy of museums"

Small museums: community-centered



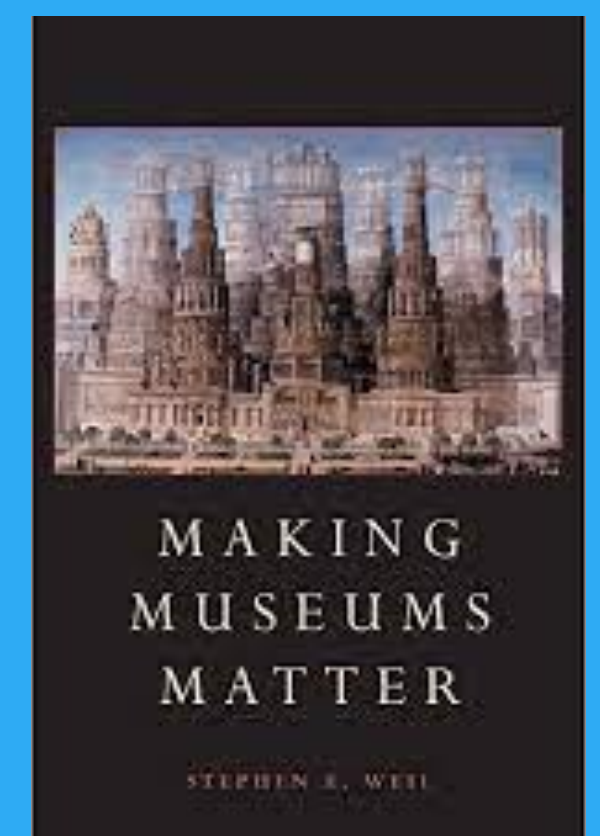
**Community**

Large museums: object-centered



"[M]useums are not like a set of Russian dolls,  
nested one inside another and all alike except for their scale."

- Stephen Weil



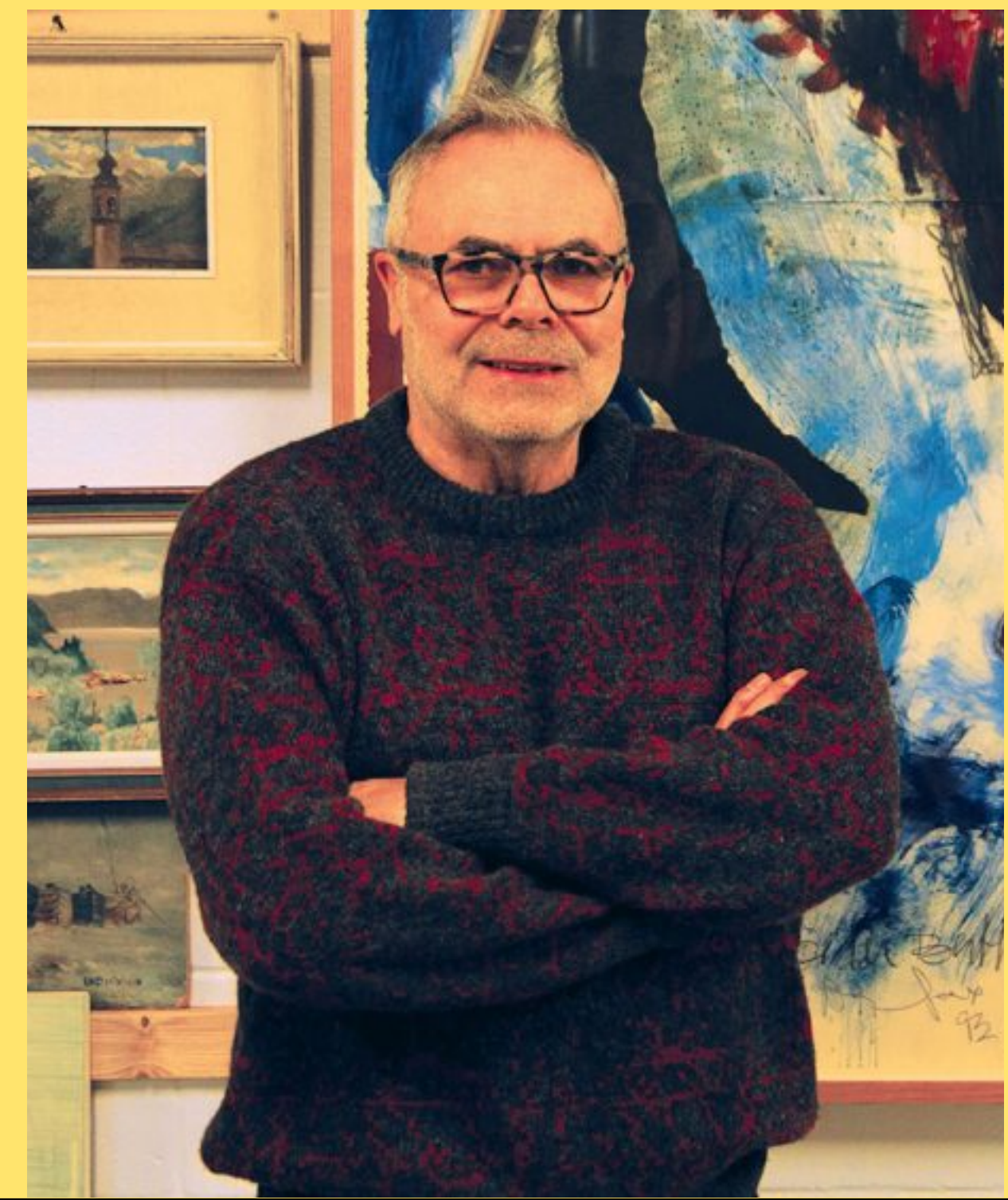


# Philippe Dubé's "New Museology"

**Communality** - serve local community first



**Communication** - reach out and share



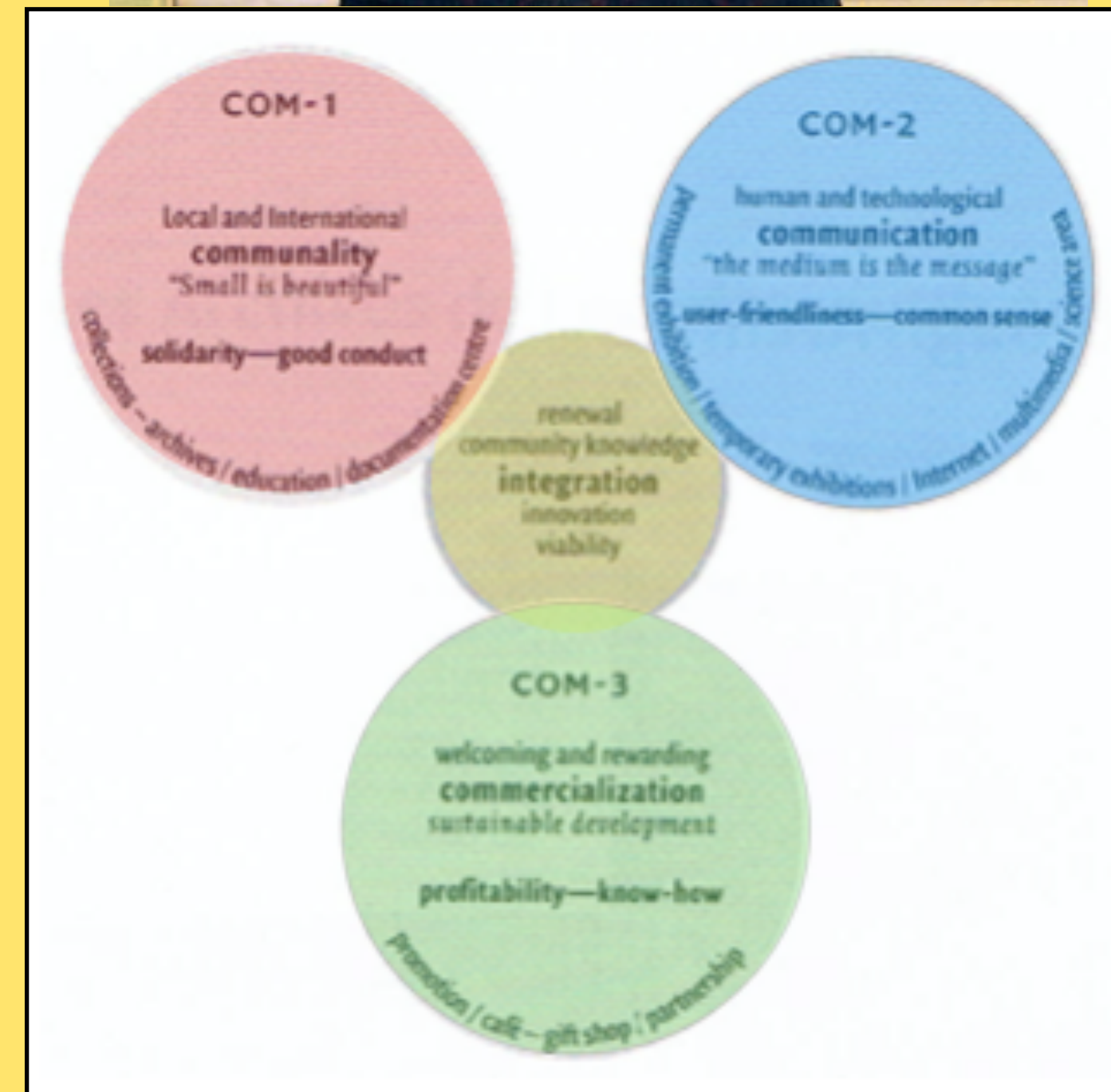
**Commercialization** - get creative with marketing



**Integrated** approach, not siloed and separate.

**Community**

**Innovation**





# Giancarlo Dall'Ara's "Piccoli Musei" Manifesto

## National Day of Small Museums



*“in harmony with the local community”*

*“rooted in the territory, with a strong link with the local community, more welcoming, more relational”*

*“Small but welcoming and able to offer original experiences to visitors”*

A small museum *“is not a shrunken version of a large one, and it is not a minor museum, but a different way of understanding the museum”*

**Specialization**

**Innovation**

**Community**



# Fiona Candlin - Micromuseology

## Micromuseum

“a radically **particular** view on something, somewhere, or someone”

Rooted in particular **places, communities, and individuals**

Staff = “owners, employees, unpaid family members, and volunteers, any of whom may also be a curator.”

**Volunteers**

**Self-Sufficient**

**Unbound**

“uniquely personal appeal”

“independent zones for the exchange of views and discussion on matters of concern.”

“query, contestation, and explication possible”

**Specialization**

**Community**

**Flexibility**



**Collaborative**

**Oriented  
to Community**

**COINS:  
Small Museum  
Standards**

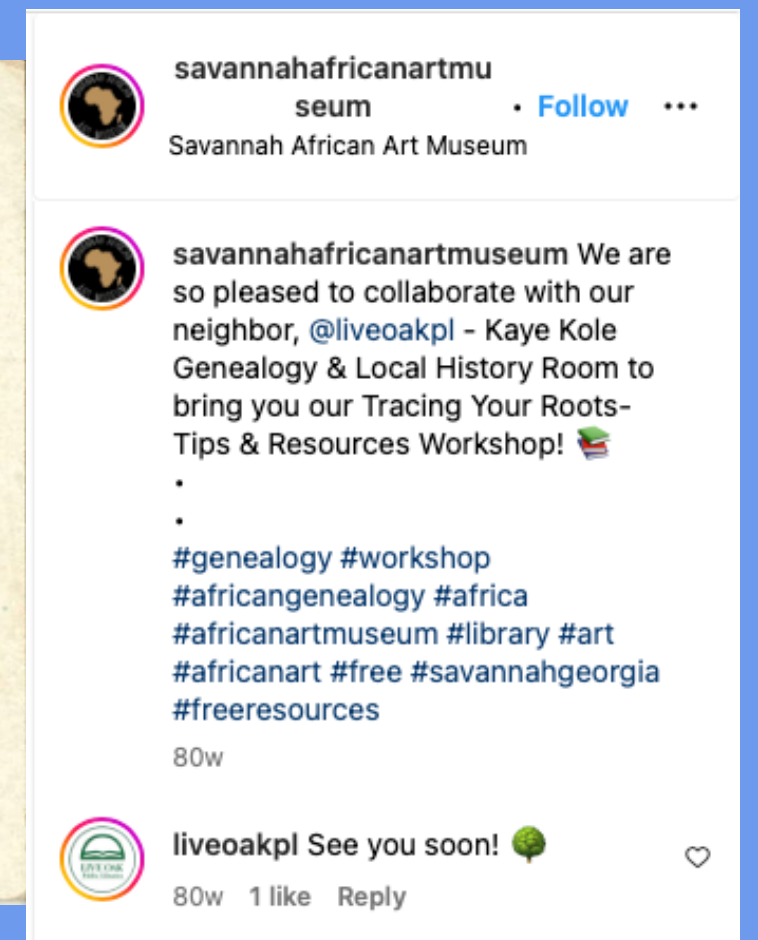
**Specialized**

**Innovative**

**Nimble**

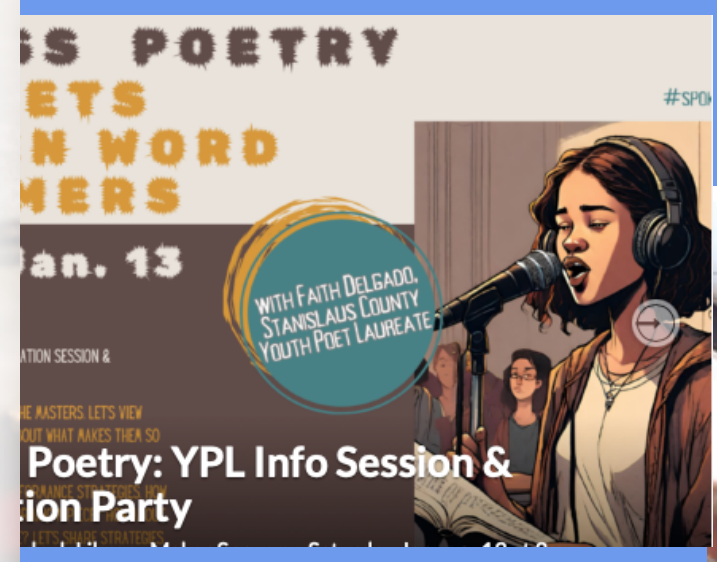


# #1 Collaborative

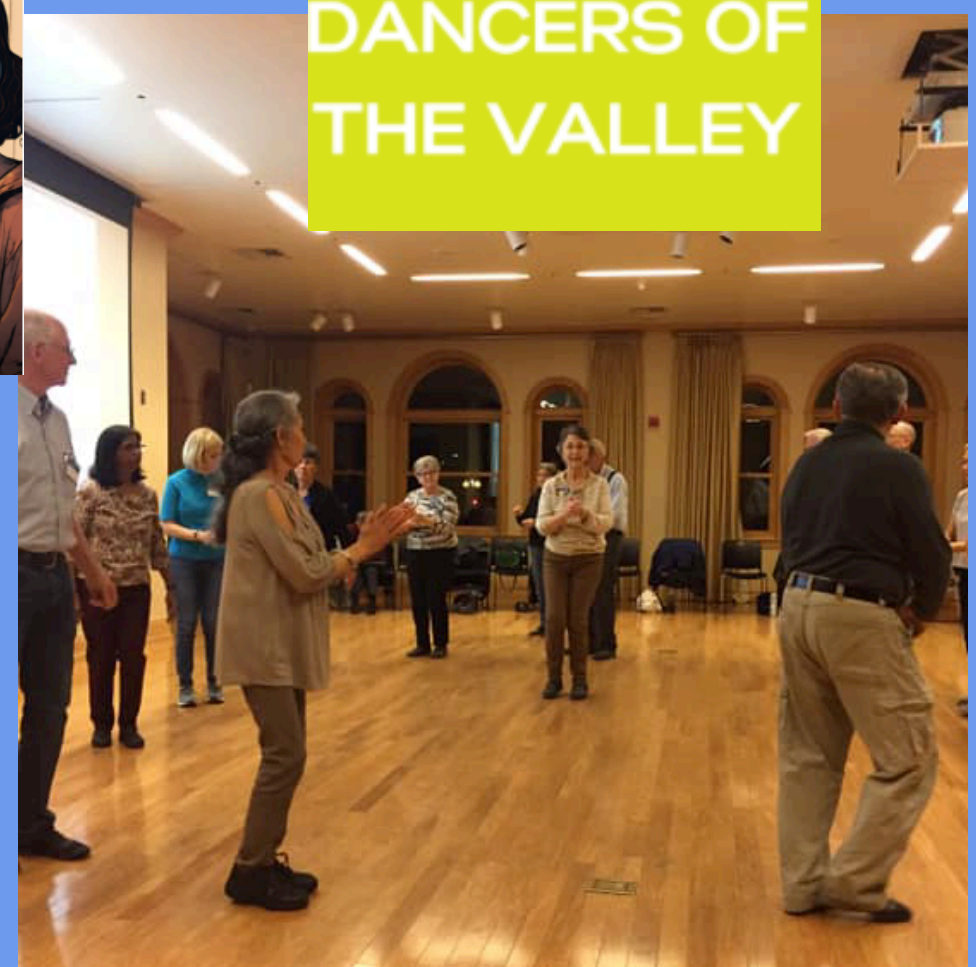




# #2 Oriented to Community



VILLAGE DANCERS OF THE VALLEY



Small museums are community-oriented



Large museums are object-oriented





# #3 Innovative

WHAT USED TO BE MADE HERE?

History Cambridge (Cambridge Historical Society) @HistCambridge  
#HCHistoryHive! Another question for you. In Inman Square in the 1970s, there was a bar called Charity thoughts? Let us know! #historyhive #historytrivia #cambridge

Where is Cambridge From?  
ORAL HISTORY PROJECT

History Hive

History Cambridge

History Cambridge added an event.  
September 9

**"MY WHOLE LIFE IN SIX BLOCKS"**  
Creating Workers' Communities in Cambridge

Thursday, September 22, 2022  
7pm ET, The Cambridge Foundry  
101 Rogers St,  
Cambridge, MA 02142



# WISTARIAHURST



# #4 Nimble



Official MOBA Pandemic Gear

\$20/mask + \$5/order shipping

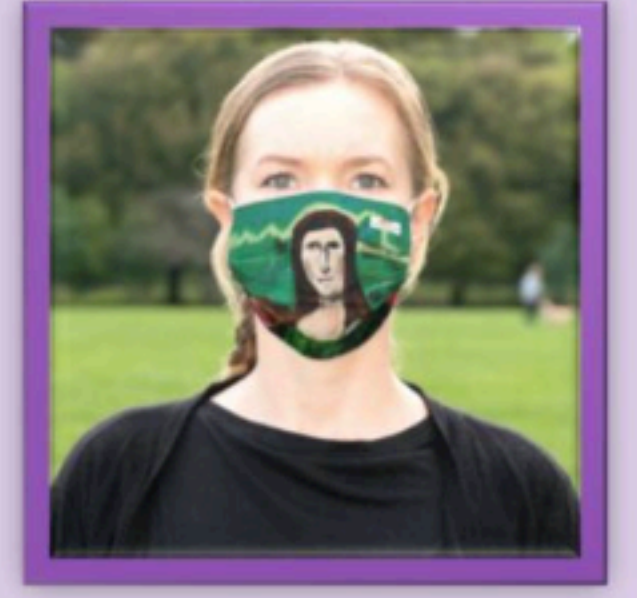
MOBA@museumofbadart.org



Lucy Mask



Pablo Mask



Mana Lisa Mask



My name is Kyera Singleton and I am the Executive Director of the Royall House and Slave Quarters



[Live Balafon Music]



Wilmer Jennings Gallery at Kenkeleba  
The Currency of Meaning and Other  
Tales - August 5 to October 3, 2020

Explore 3D Space

POWERED BY  
Matterport

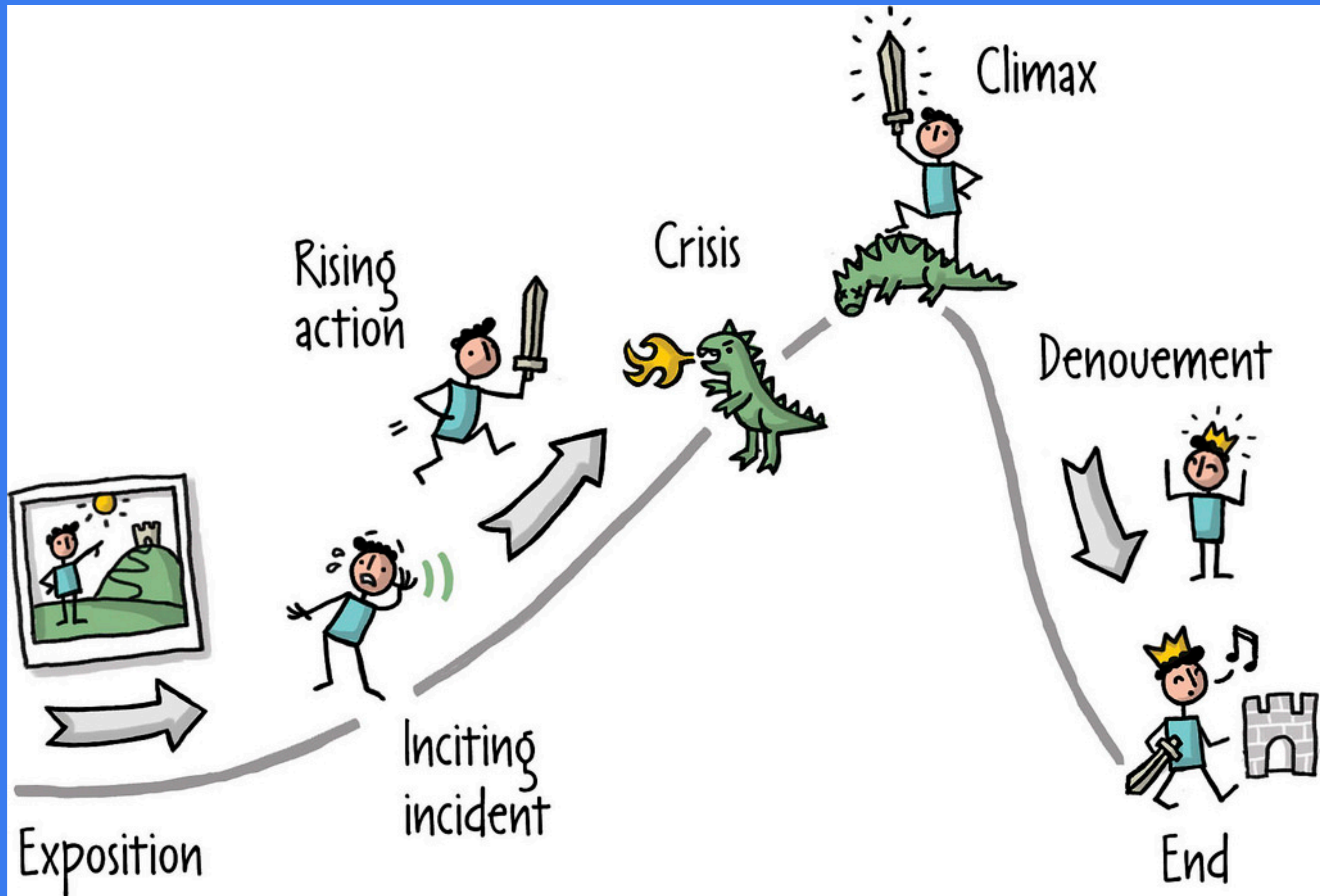


# #5 Specialized





# How to Tell a Story

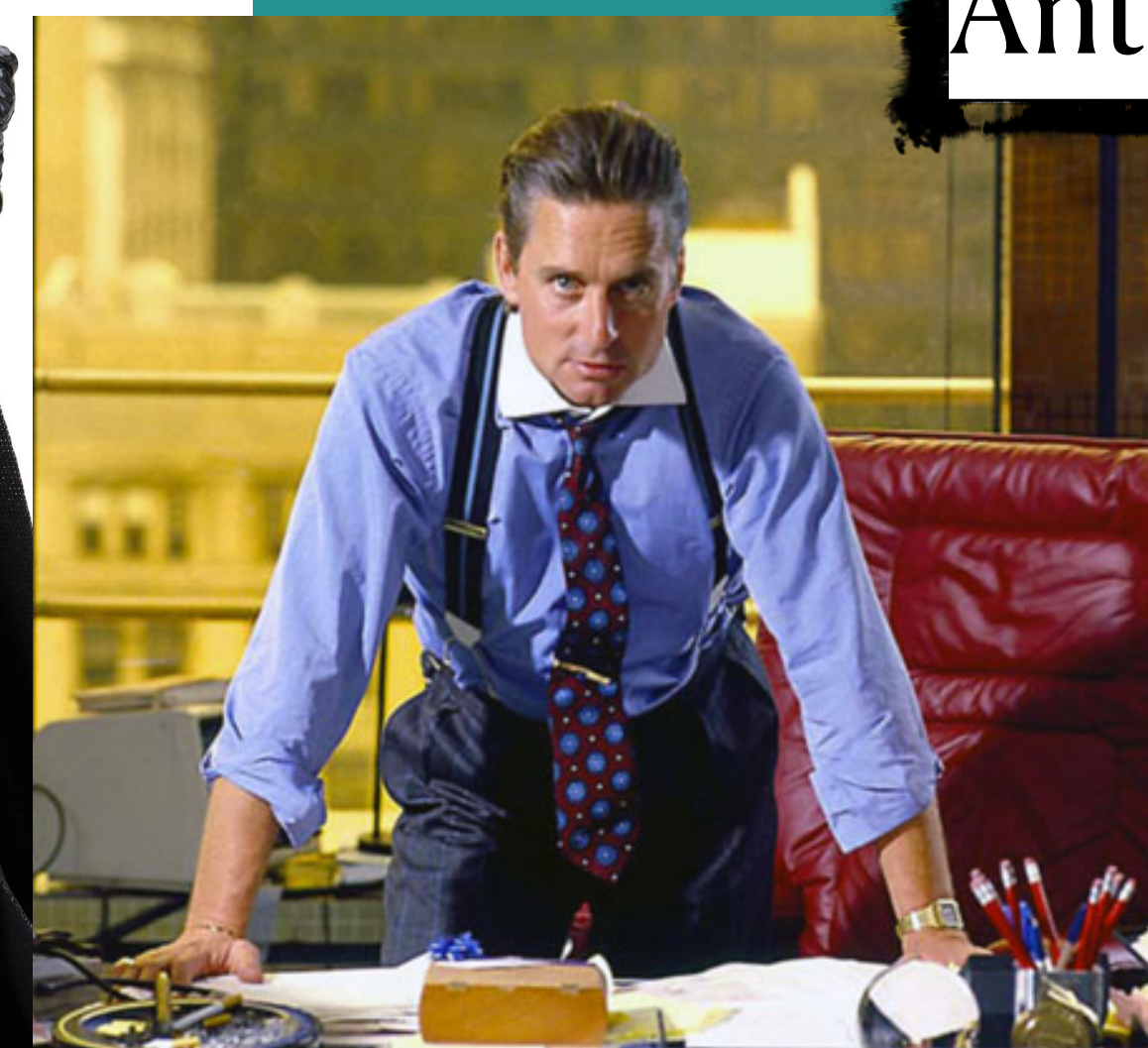




Protagonist

# Characters

Helpers



Antagonist

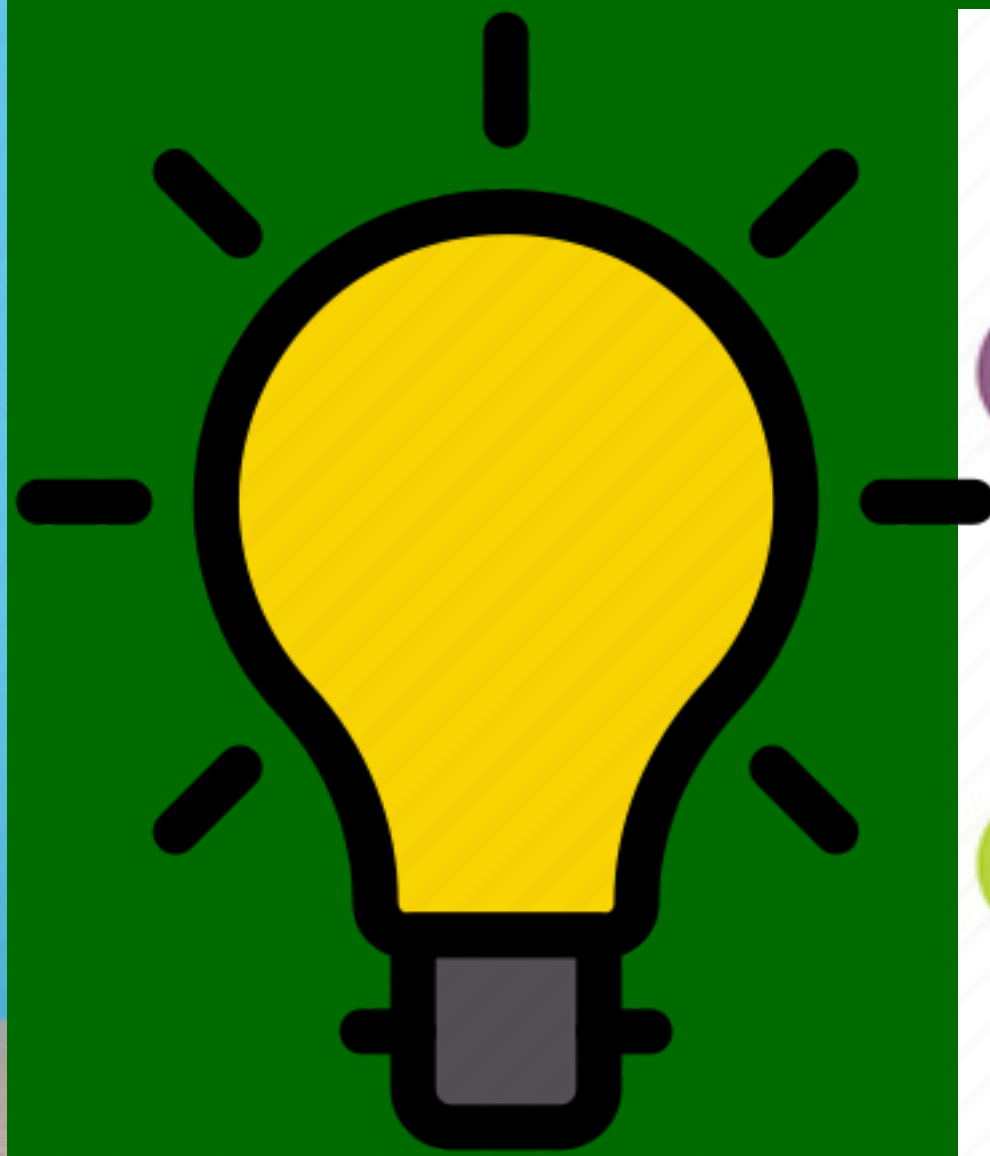




# Challenge







# Solution





# Story Arc

Characters



Challenge



Solution

