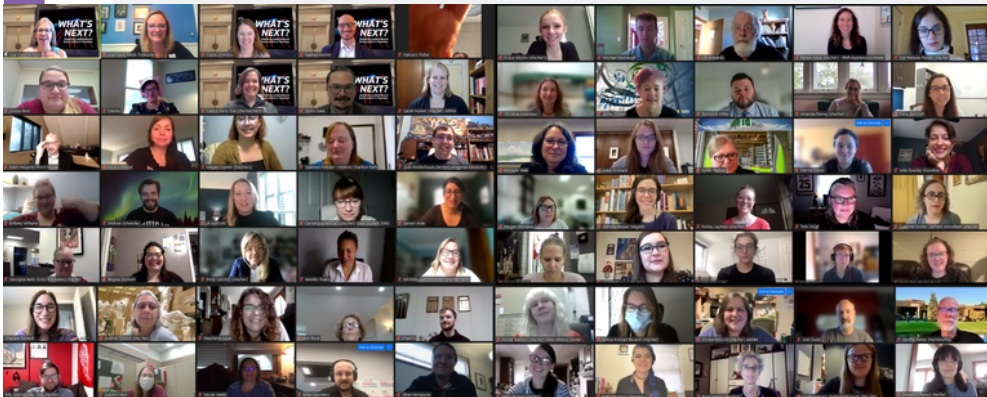


2021 Annual Report



Expertise • Engagement • Advocacy



MMA BY THE NUMBERS -2021-

ADVOCACY



100%

Federal legislative offices
visited virtually during
Museums Advocacy Day

161

Jobs posted with
pay rate included



EXPERTISE



1,173

Online program attendees

156

Virtual conference
attendees



ENGAGEMENT

948 Members



89 Individuals



159 Museums
754 Staff



13 Businesses



3 Universities
92 Students

"My experience with the **Leadership Series** in 2021 was personally and professionally wonderful. I enjoyed being able to have a consistent time and (virtual) location to discuss challenging topics among peers. The segment where we identified our personal values has been especially gratifying and allowed for a refreshed approach to the work I do in marketing."



Matthew Bizoe
Marketing Manager
Krasl Art Center
2021 Leadership Series Participant



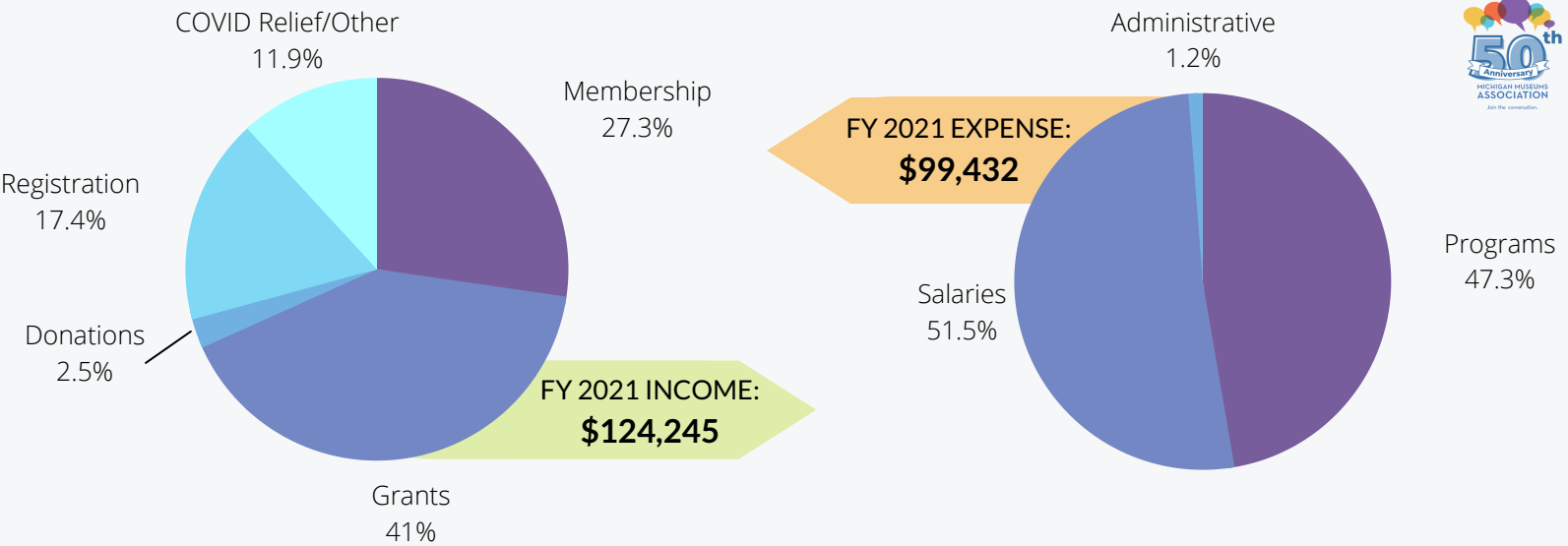
LEADERSHIP SERIES

Thriving museums require strong leaders, and MMA is committed to helping build the community of leaders for Michigan's museums.

In 2021, MMA offered a year-long leadership series of monthly online programs to build skills and increase knowledge for participants. Program content alternated between how participants show up as leaders and understanding how diversity, equity, access, and inclusion, contribute to successful leadership. Led by *AG Collaborative* and *Nonprofit Network*, 35 participants delved into difficult topics once a month and helped each other get the most out of the experience.



2021 FINANCES



\$40,000

SERVICES TO THE FIELD GRANT



**MICHIGAN
ARTS &
CULTURE
COUNCIL**



\$33,900

MEMBERSHIP REVENUE

\$2,960

SCHOLARSHIP DONATIONS

\$72/Person Average



2021 VOLUNTEERS

Special Projects

Jill Eastcott
Loren Harvey, Holland Museum
Maggie Marconi

Programs Team

Louise Stewart Beck, Consultant
Joe Cialdella, University of Michigan
Rhiannon Cizon, Berrien County Historical Association
Jill Eastcott
Regina Gorham, Kalamazoo Valley Museum
Felicia Konrad-Bevin, Edsel and Eleanor Ford House
Stephanie Lucas, The Henry Ford
Melanie Parker, Detroit Institute of Arts
Ashley Ross, Michigan Humanities

Events Team

Katie Bancroft, Sloan*Longway
Veronica Campbell, Port Huron Museum
Jill Eastcott
Adam Johnson, Sindecuse Museum of Dentistry
Christy Kincaid, Air Zoo
Stephanie Lucas, The Henry Ford
Ashley Ross, Michigan Humanities

Virtual Conference

Louise Stewart Beck, Consultant
Nathan Kemler, GVSU Art Galleries
Melanie Parker, Detroit Institute of Arts
Shannon Pinkster, Historic Charlton Park

18



VOLUNTEERS

#50YEARS TOGETHER

2021 was another year of responding to the pandemic for MMA. We offered a new monthly leadership series, continued to develop online programs, and even hosted a very successful online conference.

Even as we were responding to a time of uncertainty, MMA moved forward with several initiatives to ensure the long-term financial stability and sustainability of the organization. An endowment was established with a goal to fully fund MMA's staff leadership position. We also moved forward with our new Partner programs which resulted in the commitment of three Museum Partners in 2021 and prepared us for the Corporate Partner program in 2022.

We ended 2021 by launching MMA's 50th Anniversary celebration. In 1971, a group of Michigan museum professionals officially formed the Michigan Museums Association. That group had a vision to bring together Michigan's museum colleagues, and here we are, 50 years later, still focusing on that same dream.

It was a year of challenges and celebrations, and we are so grateful for the engagement and support of our members, donors, and the Michigan museum community.



Thank You!

Lisa Craig Brisson

Lisa Craig Brisson

MMA Executive Director



A MESSAGE FROM THE MMA BOARD OF DIRECTORS

This past year, we celebrated the successes of MMA's first virtual conference, no small feat for a dedicated staff, board, and volunteer corps who continue to meet new challenges with creativity and ingenuity. We also continued a trajectory of growth while many organizations were cutting back, with intentional objectives and a goal for increased engagement within our museum community. Online programs welcomed professionals throughout Michigan for thoughtful conversations and learning opportunities, and we established an endowment fund that will support MMA for generations to come.

I thank our staff for making our success possible. I thank our board for its guidance and insight. I thank our volunteers for putting in hard work. And, I thank our members for continuing to support our mission here at MMA to serve as a catalyst for advancing Michigan's museum community.

Jason Dake

MMA President

Deputy Director of Museum Programs & Learning

Dennos Museum Center

- Top Row (L-R): **Sanam Arab**, Secretary, U of M-LSA Technology Services; **Lisa Plank**, Treasurer, Lowell Area Historical Museum; **Caitlyn Perry Dial**, Vice President, MSU Libraries; **Jason Dake**, President, Dennos Museum Center
- 2nd Row: **Melanie Parker**, Ilitch Holdings; **Nathan Kemler**, GVSU Art Gallery; **Emily Lancot**, NMU DeVos Art Museum; **George Bayard**, Grand Rapids African American Museum and Archives
- 3rd Row: **Christina Hirn Arseneau**, Niles History Center; **Patrick McKay**, Rochester Hills Museum at Van Hoosen Farm; **Megan McAdow**, Marshall Fredericks Sculpture Museum; **Ann Rock**, NonProfit Development Solutions
- Last Row: **Ken Yarsevich**, Michigan Economic Development Council/Travel Michigan; **Michelle McClellan**, Bentley Historical Library; **Dominick Miller**, Mackinac State Historic Parks





Mission:

The Michigan Museums Association is a catalyst for advancing Michigan's museum community through shared learning, advocacy and collaboration.

Vision:

Thriving Museums. Vibrant Communities.



The Michigan Museums Association is supported in part by an award from the
Michigan Arts and Culture Council.

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