

RECOGNIZED MUSEUM PROGRAM

# LEADER APPLICATION



For current Recognized Museums, the Leader Application is an optional addition to your Reapplication. Your first step is completing the Institutional Profile. Your second step is completing the Reapplication. Your third step is completing the Leader Application. If you have not already completed the Institutional Profile, please visit the [AMA's website](#) for more information, or contact the Program Lead at [recognized@museums.ab.ca](mailto:recognized@museums.ab.ca) or 780.424.2626.

If you are not currently a Recognized Museum, you need to complete the RMP Application. Please [click here](#) to learn about the Application process.

The Leader Application consists of eight pieces of Evidence (in addition to your Reapplication Evidence):

- Vision and Values **or** Code of Ethics
- Board Orientation Manual **or** Human Resources Policy **or** Annual Report **or** Example of Fundraising or Fund Development Activity
- Example of an Organizational Relationship
- Museum Visitor Experience Summary
- Conservation Policy **or** Procedural Manual for Object Care and Handling **or** Condition Report **or** Conservation Treatment Report
- Research Policy **or** Research Plan
- Programming Policy **or** Programming Plan
- Exhibit Policy **or** Exhibit Plan

You must submit these eight pieces of Evidence in addition to the ten pieces of Core Evidence submitted in the Reapplication.

All eighteen pieces of Evidence (eight pieces of Leader Evidence and ten pieces of Reapplication Evidence) must be submitted and meet the Minimum Requirements as assessed by the Review Panel in order for your institution to attain Recognized Museum Leader designation. Institutions that do not currently have all of the required Evidence are still encouraged to participate in the Program. Candidate Leaders in the RMP have up to three years and can access additional AMA resources such as the AMA Grants Program to support them in attaining the Recognized Museum Leader designation.

Learn more about the various stages of RMP participation [here](#).



The following resources are available to assist you in completing your Leader Application:

- **Leader Application PDF:** This document is a PDF version of the text you will see in the online Leader Application. The PDF is a reference tool and is not the official Leader Application.
- **Leader Application Workbook:** This workbook includes all of the questions in the Leader Application, along with supporting information such as Definitions, Standards, and Minimum Requirements. It is a fillable tool that helps your institution prepare the Evidence required for submission.
- **Draft Review:** Between June 1 and September 15, you can access [this link](#) to complete your Application for Draft Review using the Formstack online portal. For more information on how to use Formstack, please [click here](#).
- **Formstack Leader Application Form:** You can complete your institution's Leader Application online for official submission at [this link](#). The Leader Application deadline is November 30. You can start filling in the online form up to 30 days prior to making your final submission. We recommend compiling all your answers and Evidence in the Workbook ahead of time for a smoother submission process.

The following resources are available to assist you in completing your Reapplication:

- **Reapplication PDF:** This document is a PDF version of the text you will see in the online Reapplication. The PDF is a reference tool and is not the official Reapplication.
- **Reapplication Workbook:** This workbook includes all of the questions in the Reapplication, along with supporting information such as Definitions, Standards, and Minimum Requirements. It is a fillable tool that helps your institution prepare the Evidence required for submission.
- **Draft Review:** Between June 1 and September 15, you can access [this link](#) to complete your Reapplication for Draft Review using the Formstack online portal. For more information on how to use Formstack, please [click here](#).
- **Formstack Reapplication Form:** You can complete your institution's Reapplication online for official submission at [this link](#). The Reapplication deadline is November 30. You can start filling in the online Reapplication up to 30 days prior to making your final submission. We recommend compiling all your answers and Evidence in the Workbook ahead of time for a smoother submission process.

Please visit the [Frequently Asked Questions](#) on the AMA's website for more information. If you have any further questions, please contact the Program Lead at [recognized@museums.ab.ca](mailto:recognized@museums.ab.ca) or 780.424.2626.

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# 1

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION

# FOUNDATIONAL DOCUMENTS



Does your institution have a clear sense of its responsibilities to the public? This section of the Leader Application demonstrates that your institution is forward-looking and has adopted written Vision and Values Statements or a Code of Ethics that support its Mission Statement.

## SECTION 1.1 Strategic Framework Documents

Please select **one** of the following two foundational documents from your institution to submit as Evidence:

### 1.1A VISION AND VALUES

Vision and Values Statements

Please label the file using the format *InstitutionName\_Section1.1A\_YEAR*.

### 1.1B CODE OF ETHICS

Code of Ethics

Please label the file using the format *InstitutionName\_Section1.1B\_YEAR*.

# 2

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION

# PERMANENT INSTITUTION



Is your institution on firm footing? This section of the Leader Application ensures that your institution is organizationally and financially sustainable and engages in long-term planning. The Review Panel will evaluate one of four documents that demonstrate that your institution is committed to ensuring sustainability through best practices in governance, human resources, or financial management.

## SECTION 2.4 Sustainability

Please select **one** of the following four items to submit as Evidence:

### 2.4A BOARD ORIENTATION MANUAL

Board Orientation Manual

Please label the file using the format *InstitutionName\_Section2.4A\_YEAR*.

### 2.4B HUMAN RESOURCES POLICY

Human Resources Policy

Please label the file using the format *InstitutionName\_Section2.4B\_YEAR*.

### 2.4C ANNUAL REPORT

Annual Report from the most recently completed fiscal year

Please label the file using the format *InstitutionName\_Section2.4C\_YEAR*.

### 2.4D EXAMPLE OF FUNDRAISING OR FUND DEVELOPMENT ACTIVITY

Using **one** example of fundraising or fund development activity from your institution during the past **two** years, please briefly answer the following questions:

- A. Is this example of:
  - Fundraising (e.g., special event, membership drive)
  - OR
  - Fund Development (e.g., programs or relationships that support outside investment in your institution)
- B. What was the purpose of your institution's fundraising or fund development activity?
- C. What was your fundraising or fund development goal (e.g., how much money did you hope to raise, what financially beneficial relationships did you hope to develop)?
- D. How did your institution determine its fundraising or fund development goal (e.g., budget for specific program needs, estimate for capital project)?
- E. What individuals, groups, or organizations did your fundraising or fund development project aim to engage (e.g., museum members, local businesses, corporations)?
- F. What was your fundraising or fund development strategy (i.e., how did you plan to achieve your goal)?
- G. Were there other positive outcomes from the fundraising or fund development activity (e.g., increase in membership, establishment of new partnerships, increased guest counts)?
- H. Did you meet your fundraising or fund development goal?
  - Yes    No
- I. When did this fundraising or fund development activity take place?

# 3

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION

# IN THE SERVICE OF SOCIETY



How does your institution connect with other institutions and groups? This section of the Leader Application demonstrates how your institution engages and maintains relationships with other community organizations.

## SECTION 3.4 Example of an Organizational Relationship

Using an example of a current relationship that your institution has with a community partner, please answer the following questions:

- A. Who is your community partner?
- B. In what year did the relationship begin?
- C. What is the nature of your relationship (e.g., sharing resources, co-hosting events, cross-promotional activity)?
- D. How does the partner organization benefit from the relationship?
- E. How does your institution benefit from the relationship?
- F. How does the relationship support your Mission Statement?
- G. Is this a current and active relationship?  
 Yes    No
- H. If not, when did the relationship conclude?

# 4

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION

# OPEN TO THE PUBLIC



How does your institution attract visitors and respond to their feedback? This section of the Leader Application demonstrates that your institution considers the needs and preferences of visitors in developing and delivering programs, exhibits, and services.

## SECTION 4.2 Museum Visitor Experience Summary

Using current examples, please answer the following questions:

- A. Please identify **three** ways that visitors can access information about your institution (e.g., website, social media, brochures).
- A. Please identify **three** ways that your institution promotes its activities, exhibits, and events to encourage visitation.
- A. Please identify **one** thing that your institution changed, added, or updated in the past two years to improve visitor engagement with exhibits.
- A. Please identify **two** ways that your institution continually evaluates visitor experience.
- A. Please identify **one** way that your institution has used information from visitor feedback to improve the overall visitor experience.

# 6

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION CONSERVE



How do you take care of your institution's collections? This section of the Leader Application demonstrates that your institution considers the care and conservation of the objects in its custody. The Review Panel will evaluate one of four documents that establish your institution's policies for ensuring that objects are handled, monitored, and treated consistently and professionally.

### SECTION 6.3 Preventive Conservation Documents

Please select **one** of the following four conservation documents from your institution to submit as Evidence:

#### 6.3A CONSERVATION POLICY

Conservation Policy

Please label the file using the format *InstitutionName\_Section6.3A\_YEAR*.

#### 6.3B PROCEDURAL MANUAL FOR OBJECT CARE AND HANDLING

Procedural Manual for Object Care and Handling

Please label the file using the format *InstitutionName\_Section6.3B\_YEAR*.

#### 6.3C CONDITION REPORT

Condition Report

Please label the file using the format *InstitutionName\_Section6.3C\_YEAR*.

#### 6.3D CONSERVATION TREATMENT REPORT

Conservation Treatment Report

Please label the file using the format *InstitutionName\_Section6.3D\_YEAR*.



# 7

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION RESEARCH



How does your institution continue to learn? This section of the Leader Application demonstrates that your institution has a strategic and organized approach to research, which supports your public responsibility to acquire, share, and disseminate knowledge.

### SECTION 7.3 Research Documents

Please select **one** of the following two research documents from your institution to submit as Evidence:

#### 7.3A RESEARCH POLICY

Research Policy

Please label the file using the format *InstitutionName\_Section7.3A\_YEAR*.

#### 7.3B RESEARCH PLAN

Research Plan

Please label the file using the format *InstitutionName\_Section7.3B\_YEAR*.

# 8

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION COMMUNICATE



How does your institution plan and provide programming that fits your Mission Statement and meets the needs of your community? This section of the Leader Application demonstrates that your institution sets relevant programming priorities and expectations and takes a strategic approach to program design and delivery.

### SECTION 8.2 Programming Documents

Please select **one** of the following two programming documents from your institution to submit as Evidence:

#### 8.2A PROGRAMMING POLICY

Programming Policy

Please label the file using the format *InstitutionName\_Section8.2A\_YEAR*.

#### 8.2B PROGRAMMING PLAN

Programming Plan

Please label the file using the format *InstitutionName\_Section8.2B\_YEAR*.

# 9

## RECOGNIZED MUSEUM PROGRAM LEADER APPLICATION EXHIBIT



How does your institution ensure that it plans and creates engaging and relevant exhibits that fit its Mission Statement and meet the needs of its community? This section of the Leader Application demonstrates that your institution sets priorities for exhibit programming and is committed to developing and delivering new and relevant exhibits.

### SECTION 9.2 Exhibit Policy or Plan

Please select **one** of the following two exhibit documents from your institution to submit as Evidence:

#### 9.2A EXHIBIT POLICY

Exhibit Policy

Please label the file using the format *InstitutionName\_Section9.2A\_YEAR*.

#### 9.2B EXHIBIT PLAN

Exhibit Plan

Please label the file using the format *InstitutionName\_Section9.2B\_YEAR*.