

AIC and FAIC Advocacy and Outreach

This document provides an overview of activities AIC and FAIC are already involved in, plans for new activities, and suggestions for specialty group or individual member activities. As much as possible, AIC will provide support and coordination for member activities. As a member, you can assist by telling us about outreach activities you are planning, indicating any difficulties in preparation or execution, and documenting outcomes.

All of the activities included here are interrelated. They support the goals of the AIC and FAIC strategic plans and build on current activities.

Advocacy

- AIC collaborates with the National Humanities Alliance, American Alliance of Museums, and Americans for the Arts to advocate for federal funding and recognition for conservation and preservation in the United States.
- AIC actively participates in Advocacy Days on Capitol Hill organized by the American Alliance of Museums, National Humanities Alliance, and Americans for the Arts and encourages members to participate. AIC can provide information and, when necessary, support.
- Advocacy Alerts email blasts from the AIC membership team alert members to the need for emergency action as Congress approaches any vote critical to our interests.
- AIC has in the past and will continue to collaborate with other organizations to support member visits to the Hill to advocate in response to specific, serious threats to funding in arts and culture.
- AIC's executive director serves on the board of directors of the National Humanities Alliance and monitors Congressional activities.
- AIC is partnering with the National Humanities Alliance on local and state advocacy initiatives in which AIC members can be involved.
- Interested members are provided with tool kits to facilitate arts and humanities advocacy efforts in their local districts.
- AIC members are encouraged to plan a "Meet & Greet" (tour a conservation lab, for instance) with their congressional representative and/or the office staff in their local district and to promote this type of activity by writing about the results for an article in *AIC News* and posting on the advocacy page of the AIC website. AIC's membership director is available to provide ideas and support to organize such an event.

Outreach and Marketing

Conferences and Meetings

- AIC purchases booths (or organizes booth exchanges) at such conferences as the American Alliance of Museums, Archaeological Institute of America, Association for Preservation Technology International, National Trust for Historic Preservation, American Association for State and Local History, the Society of American

Archivists, American Schools of Oriental Research, and Collage Art Association. Members are welcome to join a staff member in an AIC booth at an allied organization conference to provide information about AIC and conservation professionals.

- AIC coordinates with AIC members to offer presentations at allied professional conferences, such as at the American Alliance of Museums, Mid-Atlantic Association of Museums, and American Association for State and Local History conferences.
- FAIC promotes the *MayDay!* initiative to encourage libraries, museums, archives, historical societies, and preservation organizations to participate in annual month-long *MayDay!* activities and be prepared for emergencies their institutions might face.
- FAIC joined the Field Service Alliance (a project of AASLH) to be able to coordinate its programs better with other providers of services for historic sites.
- AIC distributes our brochures and other printed materials in a variety of ways, including in tote bags at a variety of allied conferences.
- FAIC provides individual scholarships for professional development activities. AIC has annual budget for outreach to assist members who are presenting at other meetings and conferences. AIC funding is approved by the executive director on a case-by-case basis and as funding is available. AIC also provides promotional materials as needed.
- Members are encouraged to use the AIC Outreach Presentation (in PowerPoint or CD) whenever possible. It is available at <http://www.conservation-us.org/outreach> and can be modified to suit your individual presentation. Please contact Bonnie Naugle at bnaugle@conservation-us.org to let her know your plans so that we can track member outreach activities.

Communications

- Since the AVECtra website and database was launched, specialty groups, committees, and networks have been building their pages, which have both public and restricted access. MemberFuse provides an online forum for restricted and member-wide discussions.
- The Find a Conservator feature, located at <http://www.conservation-us.org/findaconservator>, is promoted broadly by AIC and allied organizations. In the first three months of 2014, Find a Conservator had 7,130 visits, with 2,730 of those continuing to look for information about conservators. AIC staff responds to approximately 100 phone calls and email messages a month for assistance locating a conservator.
- FAIC operates CoOL, an open-access platform that contains crucial information related to the conservation of our cultural heritage. The full text library of conservation information covers a wide spectrum of topics and is a growing resource for conservators, collection care specialists, and other conservation professionals. Over 10,000 individuals from at least 92 countries subscribe to the ConsDistList, which is archived and searchable on CoOL.

- Conservators Converse, the AIC blog, is an active site for conservation news and dialog.
- AIC has a growing presence on:
 - Twitter: www.twitter.com/conservators
 - Flickr: www.flickr.com/photos/aic-faic
 - Facebook: www.facebook.com/aiconservation
 - LinkedIn: www.conservation-us.org/LinkedIn
 - YouTube: www.youtube.com/aiconservation
- AIC now has 29 active wiki sections, including the original nine material specialty conservation catalogs. In addition to Materials and Treatments, topic areas include research and analysis, preventive care, work practices, and education and training.
- AIC and FAIC use Basecamp, Dropbox, and a paragraph-level commenting tool to help manage a variety of projects and document sharing.
- AIC and FAIC periodically develop and disseminate fact-finding surveys to provide data in such areas as green practices, career demographics, and needs of the field and of end users of conservation services.
- Print and online publications are produced and marketed and ideas are being solicited to explore additional publishing opportunities. AIC and FAIC currently:
 - Support development of manuscripts on conservation topics with funding from the Samuel H. Kress Foundation
 - Initiate publication of such books as *The AIC Guide to Digital Photographic Documentation and Conservation Documentation* and *Ethics and Critical Thinking in Conservation*
 - Publish *JAIC* quarterly through Maney Publishing, in full color. Maney provides online access in addition to print, and markets *JAIC* internationally. *JAIC* is also available, with a three-year wall, on JSTOR and CoOL, with searchable abstracts available through EBSCO.
 - Publish *AIC News* electronically six times a year
 - Provide AIC Core Documents, Position Papers, and more on the AIC/FAIC website

Education

- FAIC presents a variety of conservation and business-related courses both as in-person workshops and online offerings. By year-end 2014, FAIC's educational programs had reached 9,439 people through 322 events held since 2000. All of these courses are subsidized through grants and the FAIC Endowment for

Professional Development. Scholarships are also available. Suggestions for professional development events are solicited on all course evaluations and through direct contact with AIC members and specialty groups.

- FAIC offers programming and resources for collection care specialists and is expanding these efforts.
 - In partnership with AIC's Collection Care Network, FAIC administers Connecting to Collections Care Online Community, offering no-cost webinars, an interactive discussion board, and online resources for the staff and volunteers of collecting institutions.
 - FAIC periodically collaborates with AAM to create webinars for museum staff and volunteers.
 - Collaborative workshops on photo conservation, funded by the Andrew W. Mellon Foundation, began in 2010 and involve curators, dealers, etc., as well as conservators.
 - An IMLS-supported grant included emergency preparedness training for staff of historic properties (hosted at 10 NTHP sites in regions at particular risk from natural disasters).

AIC and FAIC Initiatives

- As part of the Charting the Digital Landscape for the Conservation Profession planning project, FAIC is investigating the digital landscape of the profession to better understand its breadth and complexity, to identify areas critical to the community both now and into the future, and to instigate activities and partnerships to begin to address the needs.
- FAIC is implementing an expanded Heritage Emergency Program including local, regional, and national initiatives.
- The National Heritage Responders, formerly AIC-CERT and now part of FAIC's expanded emergency program, is actively promoted by the American Alliance of Museums, Heritage Emergency National Task Force, and Institute for Museum & Library Services, and has excellent press coverage. A press release email list for emergency response is maintained and updates are sent out to the list periodically.
- AIC is seeking a collaboration with the American Industrial Hygiene Association to provide health and safety information and training for conservation collection care professionals.
- The FAIC/Getty Foundation Latin American and Caribbean Scholars Program brings conservators from Latin America and the Caribbean to the AIC Annual Meeting, creating opportunities to exchange information and create networks.
- AIC organizes and promotes Angels Projects that take place just before or after each AIC annual meeting. FAIC also provides up to \$1,000 toward the development and implementation of regional Angels Projects not associated with the annual meeting.

AIC's Growing Leadership Role in the Cultural Arena

- Served as a partner with Heritage Preservation to plan and implement the IMLS *Connecting to Collections* forum, "Stewardship of America's Legacy: Answering the Call to Action"
- Served as a Consulting Party to the Army concerning repairs to the Tomb of the Unknowns
- Invited by the Advisory Council on Historic Preservation to comment on the implementation of Standard Treatments for Exterior Masonry
- Was a member of the Federal Formula Grant Coalition to seek increase funding for IMLS and to obtain new Federal funds for state block grants in support of museums.
- Joined other organizations in support of U.S. ratification of the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict.
- Partnered with the U.S. Committee of the Blue Shield (USCBS) and the Archaeological Institute of American to provide training to deploying military units in the protection of cultural property. AIC board president serves on the USCBS board of directors.
- Participate in a variety of allied professional and service organization meetings and events that increase the visibility of conservation and AIC and help create collaborations with allied organizations.

Promotional Materials

- Membership and donation brochures
- *What is Conservation?* informational brochures
- AIC-CERT brochure [update with new name]
- Archaeological Discussion Group brochure
- Conservation OnLine (CoOL) flyer
- Outreach PowerPoint (or CD) presentation
- Online Guide to Conservation Services
- Online "Caring for . . ." series, downloadable as one-page broadsheets
- Care for your Treasures bookmarks
- Press releases distributed electronically, from two lists, one for emergency response efforts and the other for grants and other news from AIC and FAIC