With support from the American Association of Museums, AAMV has planned an expanded offering of sessions and workshops at this year’s AAM Annual Meeting, designed for volunteer administrators, volunteer managers, and other staff members whose jobs include working with volunteers. These educational and networking opportunities feature something for everyone—from basic principles, to strategies for sustaining effectiveness, to problem-solving discussions about challenging issues.

Beyond the convention center, the host cities of Minneapolis Saint Paul are home to some of the nation’s most exciting museums, many with innovative volunteer and docent programs.

Learn more about volunteer-related sessions and workshops below. For registration information, go to: www.aam-us.org/am12. Register online through March 30; register onsite after that date.

**Sunday, April 29**

**4:15–5:30**

**Talking Shop: Roundtable Discussion with Volunteer Managers and Docents**

Experienced volunteer and docent program managers from a variety of museums around the country will facilitate a lively exchange of information on hot topics in the world of museum volunteer management.

This is a great opportunity to share new ideas and find solutions to challenges in the development of a successful volunteer program for your museum.

Chair: Deirdre Araujo, Manager, Volunteer Services, Exploratorium, San Francisco

continued on page 4

### IN THIS ISSUE

<table>
<thead>
<tr>
<th>FROM THE PRESIDENT</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>CALENDAR</td>
<td>3</td>
</tr>
<tr>
<td>NEWS YOU CAN USE</td>
<td>3</td>
</tr>
<tr>
<td>MEMBERSHIP</td>
<td>5</td>
</tr>
</tbody>
</table>

### Volunteer of the Year Nominations

Deadline: April 1

see page 2
Letter from the President

Do you have a great volunteer at your museum who deserves national attention?

AAMV launched its Volunteer of the Year Award in 2010 to recognize the key role volunteers play in museums and cultural institutions throughout the country—and the world. We hoped that this award would show just a few of the many outstanding volunteers who work in our institutions. That year the Virginia Living Museum nominated a great volunteer, Tede Johnson (you can read about her here: www.aamv.org/programs/volunteer-of-the-year/past-award-winners). And we had some amazing candidates who met all the criteria we thought important for this award: exceptional commitment to their organizations, a commitment to civic engagement and giving back to their communities, and service as leaders and role models for others.

We are inviting applications once again for 2012, and we hope that readers of this newsletter will know of a worthy nominee. We want to announce the award during our sessions at the American Association of Museums annual meeting in May and hope that in the coming years we can use this to bring national attention to just how exceptional museum volunteers can be. Even if your candidate does not win, you can honor him or her by submitting a nomination.

For more information about the award or to download application materials, go to: www.aamv.org/programs/volunteer-of-the-year. If you have questions, contact Karen Kennedy Fink, CVA, PHR, National Constitution Center, 215-409-6761, or VolunteerOfTheYear@aamv.org.

The deadline for applications is April 1, 2012, so don’t delay in getting your nomination in to us.

Lois Kuter
AAMV President,
Volunteer Coordinator, Academy of Natural Sciences of Drexel University, kuter@ansp.org


This AAMV publication stimulates creative thinking about finding, training, supervising, and supporting volunteers in a changing environment. Purchase your copy for $29.95 at www.authorhouse.com, or visit the AAMV website at www.aamv.org for more information and a link to order the book.

AAMV Newsletter

Editor
Ellen Hirzy
ellenhirzy@gmail.com
202–544–3998

President
Lois Kuter, kuter@ansp.org

This newsletter is a quarterly publication of the American Association for Museum Volunteers, the nonprofit membership and service organization dedicated to the millions of volunteers in all categories of museums in the United States and to professionalism in museum volunteer program management. AAMV welcomes submissions of manuscripts for publication. Queries should be made to the President. Information about AAMV’s other services is available at www.AAMV.org.
Forecasting Museum Trends

The inaugural issue of *TrendsWatch*, a new annual report from AAM’s Center for the Future of Museums, raises awareness of future trends and suggests positive responses that will benefit museums, visitors, and communities. *TrendsWatch 2012: Museums and the Pulse of the Future* highlights seven trends, with commentary, examples, and links to relevant news and research:

1. Crowdsourcing activity
2. Threats to museums’ nonprofit status
3. Mobile museum experiences
4. New forms of funding
5. An aging population
6. Experiences enhanced by Augmented Reality (AR)
7. Shifts in the education landscape

Several trends have implications for museum volunteering:

• Carefully conceived crowdsourcing projects, which engage volunteers in meaningful work via the Internet, could attract even more participants. The United States Holocaust Memorial Museum’s Children of the Lodz Ghetto project, which uses volunteers to research historical documents, is a good example of crowdsourcing involving “citizen historians” or “citizen scientists.”

• Flexible museum experiences, programs, and spaces in nontraditional locations could engage more volunteers. Examples include the Detroit Institute of Art’s Inside/Out initiative, which brings reproductions of works from the collection to streets, parks, businesses, libraries, restaurants, and other places in greater Detroit communities.

• In addition to gearing up to serve older visitors, museums will need to alter conventional notions of volunteering. Older volunteers from the baby boom generation want jobs and roles that use their experience and skills. They also look for flexible hours and virtual volunteering opportunities.

To download *TrendsWatch 2012*, go to: [http://futureofmuseums.org/reading/publications/TrendsWatch.cfm](http://futureofmuseums.org/reading/publications/TrendsWatch.cfm)

Calendar

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Association of Museums</td>
<td>April 29–May 2</td>
<td>Minneapolis–St. Paul, MN</td>
<td><a href="http://www.aam-us.org">www.aam-us.org</a></td>
</tr>
<tr>
<td>Association of Children's Museums</td>
<td>May 10–12</td>
<td>Portland, OR</td>
<td><a href="http://www.childrensmuseums.org">www.childrensmuseums.org</a></td>
</tr>
<tr>
<td>American Public Gardens Association</td>
<td>June</td>
<td>Columbus, OH</td>
<td><a href="http://www.publicgardens.org">www.publicgardens.org</a></td>
</tr>
<tr>
<td>Association of Midwest Museums (AMM)</td>
<td>July 23–26</td>
<td>Indianapolis, IN</td>
<td><a href="http://www.midwestmuseums.org">www.midwestmuseums.org</a></td>
</tr>
<tr>
<td>Association of Zoos &amp; Aquariums (AZA)</td>
<td>September 8–13</td>
<td>Phoenix, AZ</td>
<td><a href="http://www.aza.org">www.aza.org</a></td>
</tr>
<tr>
<td>Mountain-Plains Museums Association (MPMA)</td>
<td>October 1–5</td>
<td>Corpus Christi, TX</td>
<td><a href="http://www.mpma.net">www.mpma.net</a></td>
</tr>
<tr>
<td>American Association for State and Local history (AASLH)</td>
<td>October 3–6</td>
<td>Salt Lake City, UT</td>
<td><a href="http://aaslh.org">http://aaslh.org</a></td>
</tr>
<tr>
<td>Mid-Atlantic Association of Museums (MAAM)</td>
<td>October 7–9</td>
<td>Tarrytown, NY</td>
<td><a href="http://www.midatlanticmuseums.org">www.midatlanticmuseums.org</a></td>
</tr>
<tr>
<td>Association of Science-Technology Centers (ASTC)</td>
<td>October 13–16</td>
<td>Columbus, OH</td>
<td><a href="http://www.astc.org">www.astc.org</a></td>
</tr>
<tr>
<td>Western Museums Association (WMA)</td>
<td>October 22–25</td>
<td>Palm Springs, CA</td>
<td><a href="http://westmuse.wordpress.com">http://westmuse.wordpress.com</a></td>
</tr>
<tr>
<td>New England Museum Association (NEMA)</td>
<td>November 7–9</td>
<td>Burlington, VT</td>
<td><a href="http://www.nemanet.org">www.nemanet.org</a></td>
</tr>
<tr>
<td>Southeastern Museums Conference (SEMC)</td>
<td>November 7–9</td>
<td>Williamsburg, VA</td>
<td><a href="http://www.semcdirect.net">www.semcdirect.net</a></td>
</tr>
</tbody>
</table>

Around the Web

**A Docent’s Inside View**


**Volunteers as Evaluators**

Beth Steinhorn and Jill Friedman Fixler suggest ways to involve volunteers in developing evaluation plans and conducting formative and summative program evaluation. [http://bit.ly/Ant278](http://bit.ly/Ant278)

**Volunteering an Opinion**


Giving volunteers an outlet for providing constructive feedback helps improve retention. The authors conclude that nonprofits should understand volunteers’ motivations, make them feel supported, give them opportunities to connect with others, and encourage them to “express their ideas using a considerate voice.”

AAMV at AAM continued from page 1

Tuesday, May 1
10:45–12:00
Transforming Museum Volunteering 101: Back to Basics
Using the AAMV book, Transforming Museum Volunteering: A Practical Guide for Engaging 21st-Century Volunteers, panelists will introduce the nuts and bolts needed to build a strong, viable, and successful museum volunteer program.

Chairs: Mary Anne Schierman, Director of Volunteers and Interns, McLean County Museum of History, Bloomington, IL; Robbin Davis, Director of Visitor Services, Oklahoma History Center, Oklahoma City

Presenters: Marne Bariso, Volunteer and Intern Coordinator, Chicago History Museum; Lois Kuter, Volunteer Coordinator, Academy of Natural Sciences of Drexel University, Philadelphia

2:00–3:15
Transforming Museum Volunteering 201: Beyond the Basics
With Transforming Museum Volunteering as a guide, panelists will discuss practices for sustaining the success of an established volunteer program while keeping volunteers engaged through the museum’s creative community.

Chair: Samantha Andrews, Volunteer Manager, Frist Center for the Visual Arts, Nashville, TN

Presenters: Maria Christus, Volunteer Program Manager, Adler Planetarium and Astronomy Museum, Chicago, IL; Debbie Young, Director of Volunteer Services, The Children’s Museum of Indianapolis

5:15–6:15
Idea Lounge: Setting Standards for Museum Volunteer Programs
AAMV is drafting a document presenting standards and best practices for museum volunteer programs as a tool for improving volunteer engagement. Come learn more and help inform these standards in this lively conversation.

Chair: Lois Kuter, Volunteer Coordinator, Academy of Natural Sciences of Drexel University, Philadelphia

Wednesday, May 2
2:00–5:00
Workshop: Transforming Museum Volunteers in Today’s Ever-Changing World
$50; register in advance (workshop W106)
Geared toward museum staff who are involved with volunteer or docent management, this workshop is an extension of topics covered in Transforming Museum Volunteering 101 and 201, although participation in those sessions is not required.

Chair: Debbie Young, Director of Volunteer Services, The Children’s Museum of Indianapolis

presenters: Lois Kuter, Volunteer Coordinator, Academy of Natural Sciences of Drexel University, Philadelphia; Robbin Davis, Director of Visitor Services, Oklahoma History Center, Oklahoma City

More Volunteer-Related Sessions
Monday, April 30
2:00–3:30
Engaged Volunteers, Engaged Communities
The difference between nonprofit and for-profit organizations isn’t money; it’s people. Explore ways to effectively put one of your most valuable people assets—your volunteers—to work for your institution in a way that engages both the volunteers and the wider community in meaningful connections to your organization.

Presenter: Bob Beatty, Vice President of Programs, American Association for State and Local History

Tuesday, May 1
9:00–10:15
Curatorial Volunteers: Oh My Goodness, Get Over It!
Learn how a well-planned project, participant training, evaluation, and team building can overcome concerns about allowing volunteers to handle collection objects. Participants should bring a collection-related project idea for discussion.

Chair: Lisa Scholten, Curator of Collections, South Dakota Art Museum, Brookings

Presenters: Neil Cockerline, Conservator, Midwest Art Conservation Center, Minneapolis; Carol Johnson, Volunteer, South Dakota Art Museum, Brookings

10:00–12:00
Onsite Insight: The Works Museum—How a Marshmallow Can Encourage Creativity
$15; advance online registration required (see below)
Participants will join in a changing set of hands-on activities and open-ended engineering design challenges and hear from program directors and educators about how staff and volunteers collaborate with academic and corporate partners to enhance the activities of this space. Limited capacity, with advance registration required by March 30 (online only). No tickets will be sold onsite.
What is AAMV?

There are more than one million volunteers and volunteer program managers in all categories of museums in the United States. Founded in 1979, the American Association for Museum Volunteers (AAMV) is America’s only national association dedicated to the paid and unpaid museum staff who work together. AAMV is a 501(c)(3) not-for-profit organization.

Who are AAMV Members?

We are volunteers, docents, and paid museum staff who bring a wealth of experience and ideas in promoting volunteerism in museums and in starting or improving museum volunteer programs. We welcome members from zoos and aquariums, botanical gardens, historic houses, and other cultural organizations with an educational mission.

What does AAMV do?

- Promotes professional standards of volunteerism
- Provides a forum for the exchange of ideas and information
- Offers opportunities for continuing education through panel discussion and workshops at local, regional and national conferences
- Encourages volunteers and volunteer managers to become familiar with project and programs both locally and nationally
- Informs and supports museums and volunteerism in advocacy for legislation at local and national levels
- Accomplishes these goals in cooperation with museum directors, staff and boards of trustees

Membership Benefits …

- Participation in a vibrant Members-Only listserv
- Quarterly newsletter
- Access to information to create and sustain a museum volunteer program
- Opportunities to take part in workshops and presentations at state, regional, and national meetings
- Access to state and regional representatives as well as a nationwide network of volunteer management professionals and experienced volunteers
- Advance notice of AAMV publications, such as Transforming Museum Volunteering, plus workshops, presentations, and meetings

Become an AAMV Member Today!

Name ___________________________________________ Institutional Affiliation __________________________________ Date ____________

Mailing Address ________________________________________________________________

Phone ___________________________ Fax ___________________________ E-mail ___________________________

Volunteer ☐ Staff ☐ Title (if staff) ___________________________ Department ___________________________

Check here if you would like to be added to the listserv ☐

MEMBERSHIP CATEGORIES

Individual $35 ☐ Make checks payable to AAMV. (Membership by PayPal is available online at www.aamv.org)
Volunteer Group* $75 ☐ If you have any questions about your membership send an email to Lois Kuter at kuter@ansp.org.
Sponsor ** $100 ☐ *Allows 3 individuals from same institution access to AAMV listserv
Additional Contribution $ _______ ☐ **Individual membership plus $65 deductible contribution

Send membership applications to: AAMV, P. O. Box 9494, Washington, DC 20016

5 VOLUME 2012, NUMBER 1