

**If Freud is relevant,
it's History**

**If Freud is irrelevant,
it's Psychology**

Relevance:

Is Not a Dirty Word Part 2

Building on last year's Part I, this session is for executive directors working to bring their museums forward as community resources in a STEM focused world. This year we will recap the basic principles, have open time for participants to share/update AND start the conversation on "How to Get Your Board on Board."

Intro

- Concepts are key, but not cookie cutter
- Boots on the Ground Changes
 - Space
 - Collections
 - Content

Definition from Simon's Book

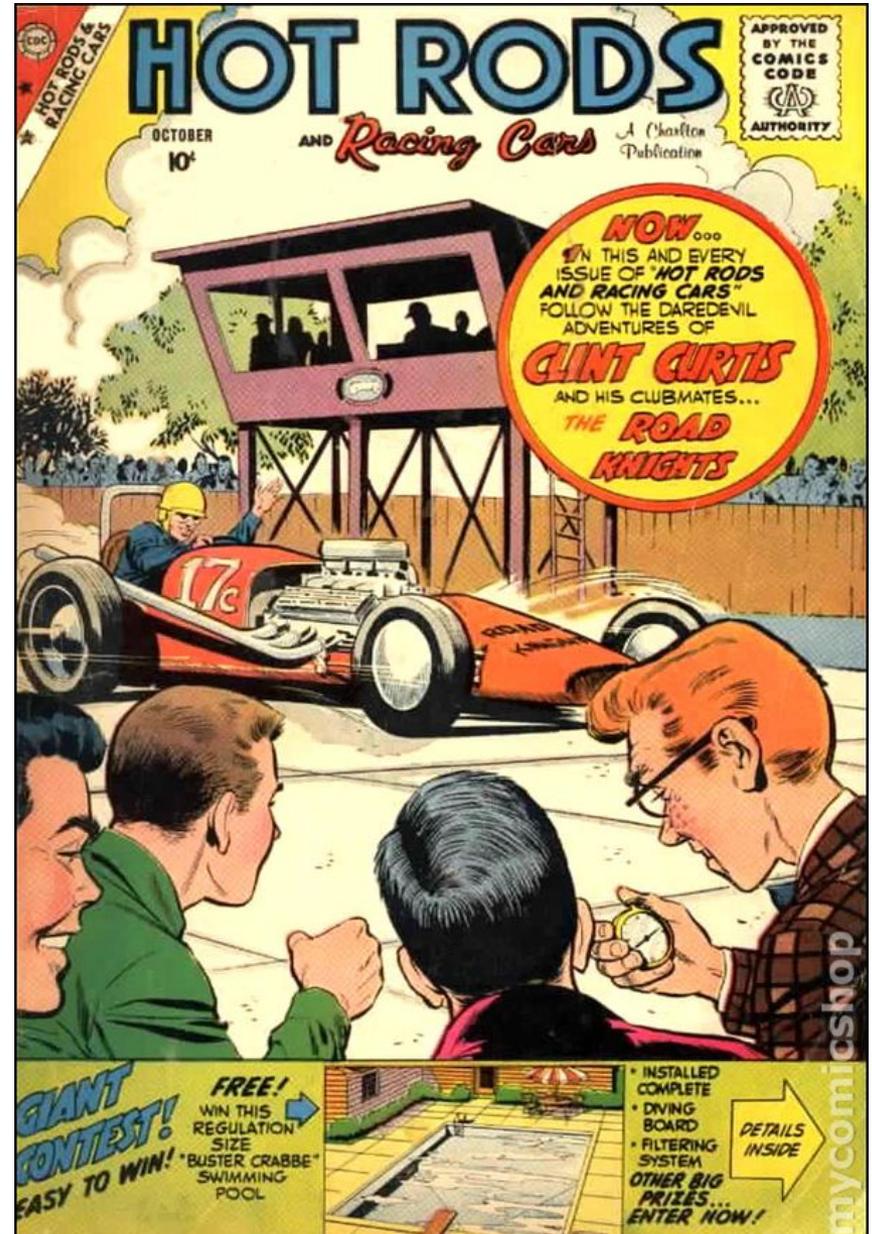
How likely that new information is to stimulate a “positive cognitive effect”—to yield new conclusions that matter to you.

How much effort is required to obtain and absorb that new information. The lower the effort, the higher the relevance.

(Deirdre Wilson & Dan Sperber)

Updates

- “Fast Wins”
 - Space
 - Collections
 - Content



Remember, RELEVANCE IS:

- Organic—cannot be forced, but can be orchestrated by developing a structure that supports adaptation and expansion
- Not DEI checklists
- Our legal basis: as 501c3/registered nonprofits are answerable to the PUBLIC. We have our status b/c we say we are providing a PUBLIC benefit. So if you asked the PUBLIC if you are providing benefit, what would they answer?
- Showing in all we do who we value (space, contents, collections, staff, leadership, etc.)
- Power: you will lose folks who do not want to give it up—be ok with that
- FOUNDATIONAL/CORE not “special”

Start with the mission and values

- As always, start with the folks who have boots on the ground: staff, volunteers, major donors, members
 - Review your mission statement and any values statement word by word—is there a common understanding of what they MEAN?
 - Any parts no longer hold true? Have you already “grown” beyond? If so note where and how what you all do is not what you all say.
 - Still like it? Great, now review each section of your organization against the same mission and values statements (ex. exhibits, collections, events, programs, physical space, communications, etc.)
 - Ask the question as you go along “are we fully advancing our mission and living our values”
- Perhaps make a grid, perhaps it’s a survey, maybe several focus groups...however is easiest to get across the spectrum input!
- What does their info SAY about your organization from the inside?

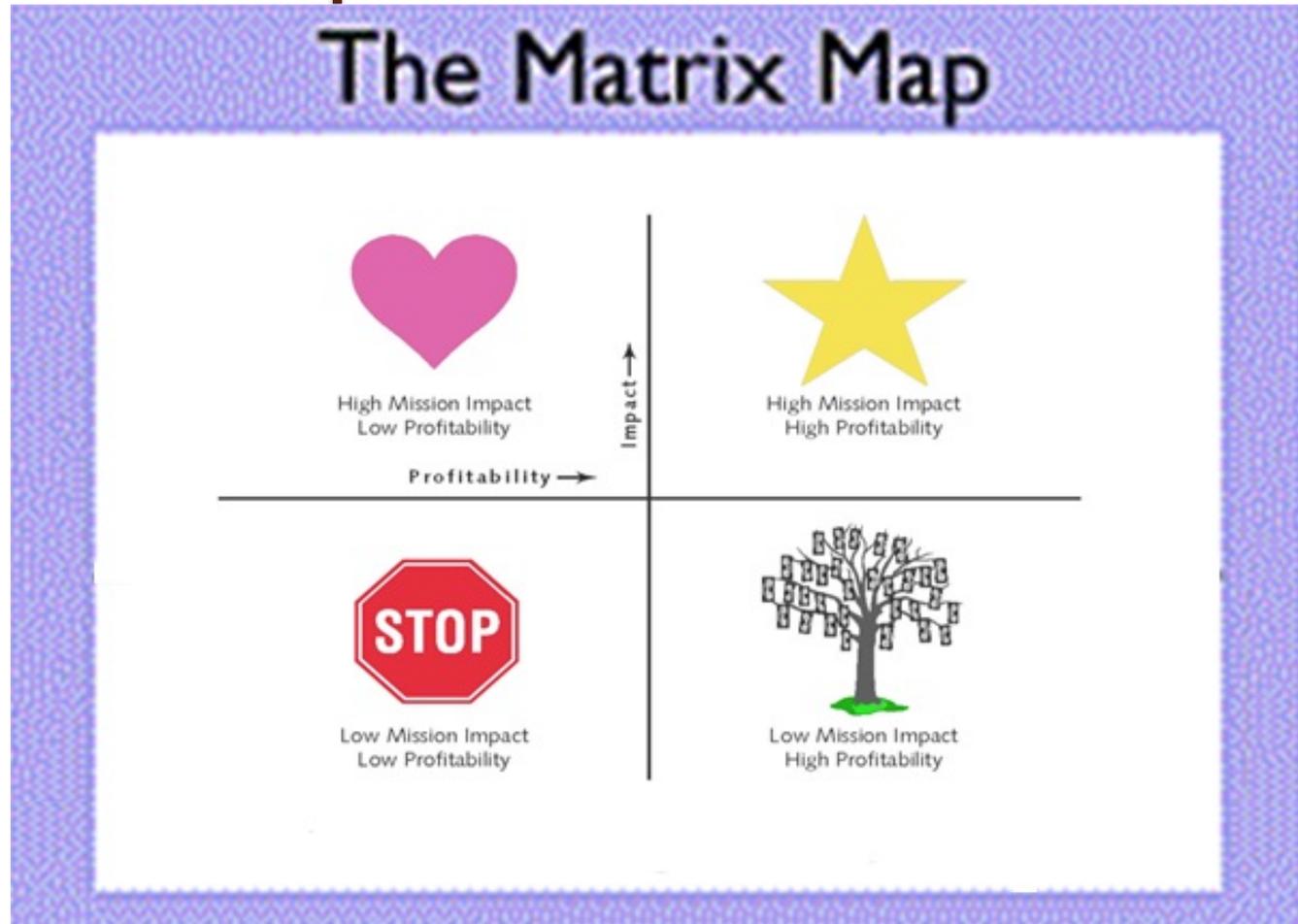
Move to the Data

- What are the demographics of the greater community now vs 10 years ago? 20 yrs ago? When you were founded?... where are the changes occurring?
- Identify the key demographics (age, ethnicity, economic level, etc.) and ask the questions:
 - Are folks from these demo groups coming to your museum? In what numbers? Are they joining or one off? If they come, do they see themselves reflected (in content, space and leadership, staff, etc.)?
- Look at your incoming kindergarten class demographics.
- What revenue are you losing by ignoring these demographic changes? Not just event or admission, but also donors, memberships?
- Project out 5 and 10 years—at current rates, with diminishing current numbers, what is your financial picture in the future if you do NOT make these kinds of changes?

Follow the \$\$\$

- So much of what we do is based on limited resources, before you can advocate for rebuilding for relevance you need to understand your money: how much, where it comes from and what resources are you leaving on the table
- Time is money-do not forget staff/volunteer time!!!
- What are you willing to give up in order to have resources to try something new? Identify that in a firm way—not a hypothetical (eg: if we eliminate our spring event that frees up X staff hours, Y volunteer hours, Z sponsor dollars and Q budget dollars-with these resources we plan to try M...)

Combine the Two: Mission Impact vs Profit



<https://nonprofitquarterly.org/the-matrix-map-a-powerful-tool-for-mission-focused-nonprofits/>

Now to the Board



- How is your org board structured? Do you vote? What do they vote on? Are they working or advisory? How many? Who decides who gets nominated?
- Board is made up of people. Understanding what motivates your board members on an individual basis is helpful on so many levels. Ask them!

Who are your Champions

- Identify which Board members will:
 - Will embrace change (1s)
 - Will go along with change (2s)
 - Will be resistant (3s)
 - (HOW resistant and can they be educated and moved to at least cat 2 with the help of that board ally you IDd earlier?)
- If your Board is mostly categories 1 and 2—
YAYAYY, if not, then you need to start with Board development
 - Check your by laws for how board is nominated and get moving with recruitment
 - btw this is an excellent way to get folks a seat at the table from the projected growth areas—but remember 2x2s b/c Only is Lonely)



How to Get Things Going

- Start with I: Is with cat Is...have a general discussion, use their feedback on **CONCEPTS** (not the plan itself) to further refine what you are going to ask; ask them to start conversations with cat 2s
- Determine what **EXACTLY** do you need from your board? Is it a formal vote on a plan? Formal vote on a budget? Is it a change in fundraising that they will have to take on? Is it additional folks at the table? Know what you need before you go to them.

Put it all together

- Put together your plan
 - Remember, you are building a STRUCTURE--a framework--that allows for adaptation and growth so don't plan the hell out of it (Clarity vs Certainty —Johansen)
 - What are the necessary structural changes (capital campaign, how staffing works, board development, new sources of funding) to be done even as you maintain functions
 - What are those items that are going away
- Run the plan by the cat 1s and get buy in
 - Ask them to start conversations with Cat 2s and 3s
- Present to the Board

What if they say no?

- Sounds like you misread or missed a step...get with Cat Is to figure that out and re-present addressing the concern
- Tackle a few more “fast wins” through the year (documenting and collecting data as you go)—re-present

YAY—Board on Board!

- Implementation of the plan
- Begin the communications and conversations within the community to guide the “what and how”
- Continue “fast wins”

Conclusion

- What does relevance look like for your organization and how can you drive your board toward it.
- Is this a helpful topic, should we work toward more like this in future conferences?

