



Western
Museums
Association

ANNUAL REPORT
2018



Founded in 1935, the **Western Museums Association** (WMA) hosted the first Annual Meeting in Santa Barbara. Over the years, our name has changed and we have called ourselves a conference, a league, and now an association. Regardless of our name at any particular time, we have always championed life long learning and the role museums play in creating educated citizens and a better society. WMA's convenings have long focused on themes relating to critical issues facing museums, particularly multicultural, leadership, and planning issues.

The Western region is quite geographically and culturally diverse. Since the 1990's when Annual Meetings took place in Hawaii and Alaska, WMA has garnered participants from outside the region including from Canada, Mexico, Asia, and other Pacific Rim and Island nations, as well as strongly encouraging the participation of indigenous peoples. As such, we are constantly examining and questioning the makeup of our group to ensure that multiple perspectives are represented, and that there is a sense of inclusion amongst members, staff, and board.

ABOUT THE Western Museums Association

Providing professional development to museum professionals since 1935

The Western Museums Association (WMA) is a nonprofit, membership organization dedicated to serving museums, museum professionals, as well as the related organizations and individuals, by providing vision, enrichment, intellectual challenge, and a forum for communication and interaction. The WMA is primarily comprised of members across the Western states of Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon, Utah, and Washington, the Western provinces of Alberta and British Columbia, and the Pacific Islands, among others.

The WMA sustains itself through memberships, the Annual Meeting, and partnerships.

Mission Statement

Transforming the museum field through collaboration.

Vision

Dynamic museums connecting with thriving communities.



“WMA 2018 tackled important topics facing the museum field right now, and also included many opportunities for networking — great conference!”

— WMA 2018 Annual Meeting Attendee

600 ATTENDEES
42 SESSIONS
14 SCHOLARSHIP
RECIPIENTS
160 PRESENTERS
4 EVENING EVENTS
5 AFFINITY
GATHERINGS
8 PRECONFERENCE
TOURS AND
WORKSHOPS
2 GENERAL
SESSIONS

WESTERN MUSEUMS ASSOCIATIONS

2018 Annual Meeting

The Western Museums Association's 2018 Annual Meeting was held in Tacoma, Washington on October 21-24, where we proudly welcomed 600 museum professionals. The theme of the 2018 Annual Meeting was **INSPIRE**, and focused on the ways museums inspire action, change, and unity. The progressive sessions, lively discussions, and pioneering insights that took place at this year's Annual Meeting mirrored the spirit of renewal that Tacoma embodies.

The 2018 Program provided a multitude of perspectives representative of today's museum landscape, and continued the WMA's rich tradition of provocative programming and educational opportunities. In addition to our interactive sessions and hands-on workshops, we were pleased to present Stephanie Johnson-Cunningham as our keynote speaker. As the Co-founder and Creative Director of Museum Hue, an organization dedicated to the advancement of people of color through the arts, Stephanie utilizes museums and other cultural entities as a medium for discussions on power and privilege as it relates to the arts sector. Her keynote speech focused on how her infatuation and frustration with the museum field inspired the formation of Museum Hue and how it continues to motivate her to work to increase dialogue around museum representation and access. Stephanie set us up for more challenging museum thinking to come throughout the Annual Meeting.

Each year WMA presents the Charles Redd Award and the Leadership Award (formerly the Director's Chair Award). This year, with the support of the Volver Trust, WMA created the new Impact Award to celebrate a mid-career museum professional who's leadership has had a positive effect on their museum, the surrounding community, or the museum field. In Tacoma, with much fanfare, we announced the recipients of our 2018 awards.

The Charles Redd Center Western Studies Award for Exhibition Excellence honors an exhibition that furthers the study and understanding of the American West. The Award is vital to the success of the Annual Meetings as it represents an opportunity for museums to be recognized for their exhibitions work. The 2018 Charles Redd Award was presented to The Presidio Trust for the exhibition





“The keynote speakers, the sessions, and the attendees challenged me to think deeply about complex topics and my own organizations’ relationship to them.”

—WMA 2018 Annual Meeting Attendee



“I thought the range of material was great—so much to choose from.”

—WMA 2018 Annual Meeting Attendee

Exclusion: The Presidio’s Role in World War II Japanese American Incarceration. Liz Noelani Melicker, Curator, accepted the award on behalf of the museum.

The Leadership Award celebrates outstanding achievement in the museum field by a professional whose career has had a sustained, considerable, and lasting impact on museum practices. The 2018 Leadership Award was presented to Marjorie Schwarzer. She has held leadership positions in a number of museums including The Children’s Museum, Boston and Chicago Children’s Museum. In 1996, she joined the faculty of the Museum Studies program at John F. Kennedy University, where taught and served as chair from 1997 until 2011. Since 2013, Marjorie Schwarzer has served as professor and administrative director of the Museum Studies graduate program at the University of San Francisco.

The inaugural Impact Award was presented to Ann Craig. She is the Director of Public Programs and Exhibitions at the Museum of Natural and Cultural History at the University of Oregon, where she oversees educational programming and exhibitions for all audiences. In her tenure at the MNCH, Ann was the project manager for a new natural history exhibition wing, the redesign of the cultural wing, and most recently the installation of two, life-sized mammoth sculptures in the museum’s native plant courtyard. She also helped secure the museum’s first AAM accreditation in 2016.

The second day included an exploring General Session Panel, Deconstruction / Rebuilding: Museum of Tomorrow, which dug deep into what museums can be in the future with a discussion on ways to deconstruct our organizations to build more culturally relevant museums—from governance, to visitor services, and collection management. The panel featured: James Pepper Henry, Executive Director, American Indian Cultural Center and Museum; Tanya Andrews Durand, Executive Director, Children’s Museum of Tacoma Jim Enote, CEO, Colorado Plateau Foundation; Aldona Jonaitis, Director Emeritus, University of Alaska Museum of the North.

THANK YOU to all attendees, sponsors, volunteers, Program & Host Committee members, staff and the WMA board of directors for making WMA 2018 a success! We look forward to seeing you at WMA 2019 in Boise, Idaho.



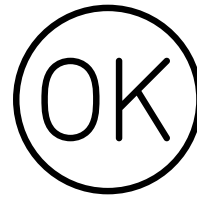
7,000
SOCIAL MEDIA
CONNECTIONS
1,943
TOTAL MEMBERS



**A YEAR IN
REVIEW**



A Special Thanks to Our 2018 Annual Meeting Sponsors



THE **SIBBETT** GROUP



Institutional Support

- Children's Museum of Tacoma
- Foss Waterway Seaport Maritime Museum
- LeMay—America's Car Museum
- Museum of Glass
- Suquamish Tribal Museum and Cultural Center
- Tacoma Art Museum
- Volver Trust
- Washington State Historical Society

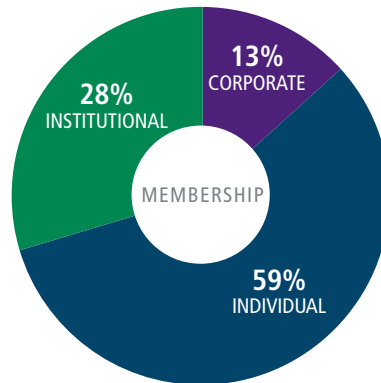
Within the meeting spaces of the art-filled conference hotel, issues of Equity, Inclusion, and Social Justice emerged as unifying themes – **INSPIRING!**

–WMA 2018 Annual Meeting Attendee

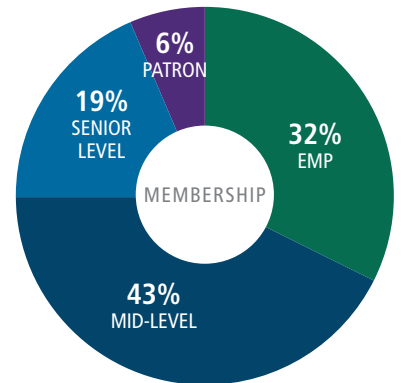


WMA BY THE NUMBERS IN 2018

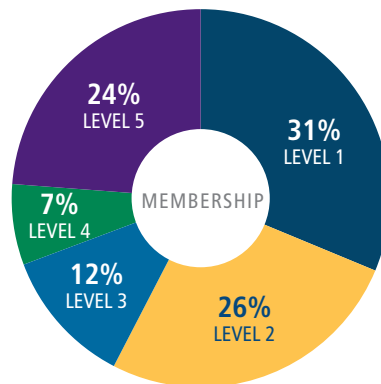
Membership



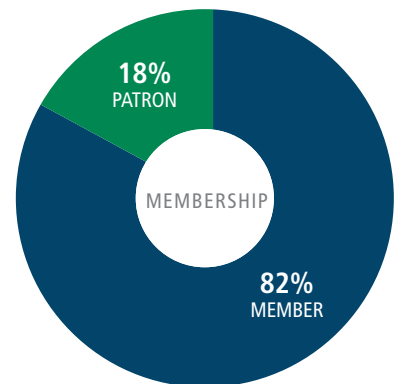
ALL LEVELS



INDIVIDUAL



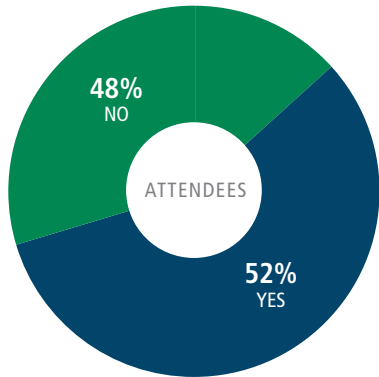
INSTITUTIONAL



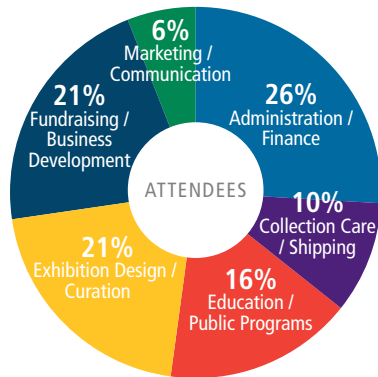
CORPORATE

WMA BY THE NUMBERS IN 2018

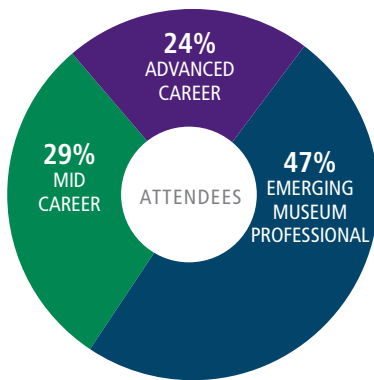
Attendees



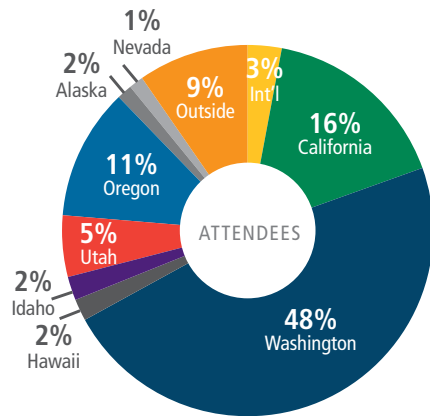
FIRST TIME



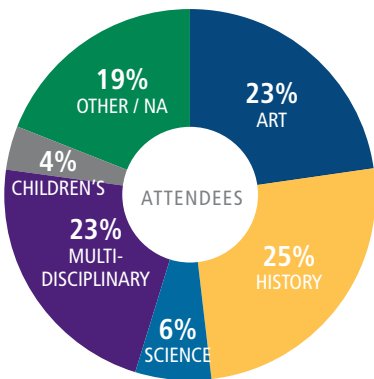
WORK AREA



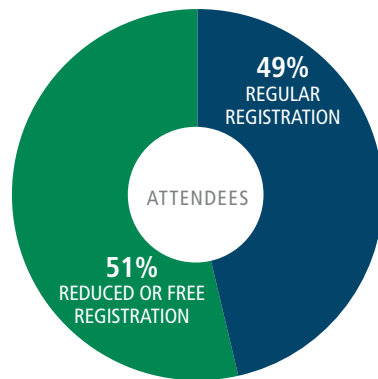
CAREER STAGE



BY LOCATION



MUSEUM TYPE



REGISTRATION RATE



This was a lovely opportunity to meet up with colleagues I haven't seen in a while and to talk over the real issues we are facing at our respective institutions.

—WMA 2018 Annual Meeting Attendee

WMA Board of Directors



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Jason B. Jones, *Executive Director*

2019

WESTERN MUSEUMS
ASSOCIATION
ANNUAL MEETING

in partnership with the
Idaho Association of Museums



BOISE, IDAHO
OCTOBER 4-7

ENGAGE

WMA 2019