

# USA Regional Report 2018-2019

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The main tasks for the USA region are: To build awareness about ICOM and CECA activities globally and in the region; attract new members to ICOM-CECA; and develop a strong network of ICOM-CECA members and friends.

## **Communication:**

- Emails were sent to our regional members and friends about the ICOM Kyoto conference, and other ICOM and CECA-related activities and events, including possibilities to apply for travel funds, invitations to submit work for the Research and Best Practice Awards, and more;
- In addition, I have attempted to develop awareness of CECA among USA-based museum studies programs, including my own, and nominated students for the scholarships CECA-USA made available this year;
- About one third of the emails included in the new USA membership list received in 2018 are still not functional, which was also the case with the list I received in 2017—this continues to be an annoying problem that ICOM should address;
- Gaining accurate and up-to-date membership contacts is still a priority for CECA-USA;
- I have explored social media (there is an ICOM-CECA presence on Twitter and Instagram, although these are not very active and there is nothing for USA in particular) but have not had time to develop anything, and in any case, may not be able to do this without a go-ahead from ICOM-CECA. But these formats would be useful ways to reach more potential members. The next Regional Coordinator may want to explore using social media to build awareness of CECA activities and events, and in particular, exploring the use of platforms that are popular among younger museum workers.

## **Membership:**

- The 2018 membership list showed 82 members of CECA-USA; this is a decline from 86 members in 2017. I have not received a 2019 membership list.

## **Next steps:**

- CECA leadership should request that ICOM-CECA provide accurate membership contact information monthly (best) or at least bi-annually, and;
- Request from ICOM-CECA a yearly schedule for communications, perhaps using a Google calendar with relevant dates noted;

- Explore how to use social media (Twitter, Instagram) to build awareness of ICOM-CECA USA;
- Target social media use to extend awareness of ICOM-CECA in the USA, such as communicating with regional museum studies programs, and engaging museum worker groups;
- A new USA Regional Coordinator will need to be elected (I did not nominate myself for the position).

**Topics for continued consideration:**

- CECA leadership could help regional coordinators by using a shared calendar of deadlines, and offering guidelines and examples when requesting reports (for example, the time period reports should address—I wasn't sure, when writing this one, if it should be '18-'19).
- ICOM should continue to build awareness of ICOM in the USA and develop student and also salary-scaled museum worker membership options and conference travel scholarship possibilities. Until ICOM publicizes the organization widely in the USA and offers memberships at student and emerging museum worker levels, CECA's regional participation will likely remain at low levels.
- I think that ICOM should play a greater role in standardizing and supporting communications by sharing accurate membership contacts, information about how to use ICOM social media, dates for communications, and so on. While CECA has improved its communication flow, in my opinion, the mother organization (ICOM) feels distant.