

## **Museum Assessment Program Announces 2011 Participants**

Washington, DC—The Museum Assessment Program (MAP), a proven initiative that promotes professional practices in museums and the field, has announced its latest group of participants. The program is funded by the federal Institute of Museum and Library Services (IMLS) and throughout its 30 years has been administered by the American Association of Museums (AAM). As part of the IMLS National Leadership program, MAP advances best practices and fosters improvement in museums.

The hallmarks of MAP have remained constant: guidance and growth through self-study, peer review and consultative advice. A more expansive MAP has been launched in 2011, resulting from a new AAM-IMLS cooperative agreement. In 2011 MAP will provide more resources and training to increase the capacity of participating museums; more recognition for participants; greater focus on technology competencies including social media; access to a community of participants; 21<sup>st</sup> century skills awareness; and mentoring from program peer reviewers throughout the process, from application to implementation phase.

“The Museum Assessment Program has been helping museums get where they need and want to go for 30 years now,” said AAM president Ford W. Bell. “Countless more small and mid-sized museums will benefit from the new aspects of MAP, enabling these vital institutions to better guide operations, plan for the future and serve their communities.”

MAP participants in 2011 include museums from 34 states, encompassing small and mid-sized museums of all types, from the Crater Rock Museum in Central Point, OR to the Children’s Museum of Southeastern Connecticut in Niantic, CT. The range of MAP participants reflects the broad scope of America’s museums, and a complete list of the 2011 museums is available at [www.aam-us.org/map](http://www.aam-us.org/map).

This year there are two opportunities to apply for MAP, with application deadlines on July 1 and December 1. This offers museums the chance to determine the optimum time to enter the program.

“The Museum Assessment Program helps museums make smart management decisions and plan for the future,” said Susan H. Hildreth, director of the Institute of Museum and Library Services. “At IMLS we are happy to continue to support MAP, which provides important opportunities for peer to peer learning and sharing best practices.”

Since its creation in 1981, MAP has provided more than 6,000 assessments to over 4,200 institutions across America. To apply to MAP for the July 1 deadline, visit [www.aam-us.org/map](http://www.aam-us.org/map).

### **About AAM**

The American Association of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community. With more than 18,000 individual, 3,000 institutional and 300 corporate members, AAM is dedicated to ensuring that museums remain a vital part of the American landscape, connecting people with the greatest achievements of the human experience, past, present and future. For more information, visit [www.aam-us.org](http://www.aam-us.org).

### **About the Institute of Museum and Library Services**

The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. The Institute works at the national level and in coordination with state and local organizations to sustain heritage, culture, and knowledge; enhance learning and innovation; and support professional development. To learn more about the Institute, please visit [www.imls.gov](http://www.imls.gov).

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