

## Which Excellence Program is Right for My Organization?

<i>As of 3/24</i>	<b>Pledge of Excellence</b>	<b>Standards &amp; Excellence Program for History Organizations (STEPS)</b>	<b>Museum Assessment Program (MAP)</b>	<b>Collections Assessment for Preservation Program (CAP)</b>	<b>Core Documents Verification</b>	<b>Accreditation</b>
<b>Program Purpose</b>	Show your commitment to ethics, national standards and best practices.	Starting point for small- and mid-sized history organizations that are not ready for other programs. Self-paced, self-study.	Consultative program helps museums to assess their strengths and weaknesses, meet museum standards, and build capacity by planning for the future.	Provides report from a collections conservation assessor and a building assessor that serves as a tool for long-range planning and fund-raising for conservation.	Receive recognition validating your museum's mission and core policies meet national standards for professional museums.	Provides recognition for meeting national museum standards and ethics, and commitment to continued institutional improvement.
<b>How do I participate?</b>	Email <a href="mailto:pledge@aam-us.org">pledge@aam-us.org</a> and say we take the pledge!	Sign up anytime.	1x / year Usually February 1 <sup>st</sup> . Check the AAM website for specifics.	See <a href="https://www.culturalheritage.org/resources/collections-care/cap">https://www.culturalheritage.org/resources/collections-care/cap</a> for deadlines.	Apply anytime.	Submit application anytime; reviewed Feb., June, Oct. 1 <sup>st</sup> .
<b>How does this program relate to the others?</b>	Pledge to follow Core Standards that are used in all the excellence programs.	Uses the same Core Standards. A good precursor to, or in conjunction with MAP/CAP.	Uses the same Core Standards. A good tool to prepare for re/accreditation.	Uses the same Core Standards. Museums can use CAP to prepare for re/accreditation.	A required step before Accreditation. An opportunity to receive recognition for the plans you've created in STEPS, MAP or CAP. Based on a set of Required Elements.	Uses the same Core Standards as Core Documents.
<b>What does this program cost?</b>	Free.	\$195 one-time payment + non-members purchase an institutional membership. Must maintain institutional membership to receive certificates.	No fee for most museums (some restrictions/eligibility apply). Includes process materials and resources, and the site visit (valued at \$4,000 - \$6,000 worth of services).	Participants should budget \$400 - \$1,500 to cover potential additional costs. A budget-based allocation ranging from \$3,600-\$4,000 per assessor is provided.	Between \$495-\$895 depending on AAM membership status. (Membership not required)	Review Fee due when Self-Study is submitted: \$2,875-\$6,900 (based member status) + Site Visit costs (est'd ~ \$2,000-3,000). (Membership not required)
<b>How much time does it take?</b>	A few minutes.	Self-paced so time varies.	Completed within one year.	Completed within one year.	A few months. Museums must complete the process within three years from initial submission.	12-18 months. Must undergo reaccreditation every 10 years.
<b>How is this program structured?</b>	Discuss the pledge with staff and board and then take it.	Six separate sections can be undertaken in any order.	Choose one four assessment types, each of which has four elements: self-assessment, peer site visit, report, implementation.	Two-day site visit followed by assessors' report.	A review of the required elements in the five core documents.	One comprehensive study of the entire institution via a Self-Study, a site visit, and review by the Accreditation Commission.
<b>Why should my institution use this program?</b>	<ul style="list-style-type: none"> <li>It's an easy step to commit to museum standards.</li> <li>A precursor for participating in other standards assessment and recognition programs</li> </ul>	<ul style="list-style-type: none"> <li>Education and awareness of standards for paid and unpaid staff, governing authority and community</li> <li>Understand strengths and weaknesses</li> <li>Use as a tool for daily management and planning</li> <li>Build credibility and support</li> </ul>	<ul style="list-style-type: none"> <li>Understand strengths and weaknesses</li> <li>Get recommendations for improvement</li> <li>Learn about standards and best practices</li> <li>Use report as a tool to guide strategic planning and fundraising</li> </ul>	<ul style="list-style-type: none"> <li>Understand conservation strengths and weaknesses</li> <li>Get recommendations for improvement</li> <li>Learn about conservation standards and best practices</li> <li>Use report to guide conservation planning and fundraising</li> </ul>	<ul style="list-style-type: none"> <li>Distinguishes the museum as a professional member of the field and an educational entity</li> <li>Acts as an accountability tool for keeping policies up to date</li> </ul>	Results in: <ul style="list-style-type: none"> <li>Sustainability and a Stronger Institution</li> <li>Credibility and Accountability</li> <li>A Clearer Sense of Mission</li> <li>National Recognition</li> </ul>
<b>What is the program outcome?</b>	A public commitment to standards and best practices.	Self-completed workbook helps with planning; certificates for meeting performance indicators.	Completed workbook & Final Report from Peer Reviewer with prioritized action steps; implementation resources.	Report from assessors that helps museums prioritize conservation needs.	National recognition.	Award or denial of Accredited Museum status.
<b>Where can I obtain more information?</b>	American Alliance of Museums	American Association for State and Local History	American Alliance of Museums <a href="http://www.aam-us.org">www.aam-us.org</a>	Foundation of the American Institute for Conservation of Historic and Artistic Works:	American Alliance of Museums <a href="http://www.aam-us.org">www.aam-us.org</a>	American Alliance of Museums <a href="http://www.aam-us.org">www.aam-us.org</a>

# The Continuum of Excellence

Supporting and celebrating your museum's commitment to standards

