

Maine Archives and Museums Advocacy Policy

Mission

The purpose of MAM is to actively stimulate the flow of knowledge and support among organizations and individuals in Maine who identify, collect, interpret, and/or provide access to materials relating to history, living collections, and culture, in order to strengthen and promote all collecting institutions in Maine.

Definitions

Advocacy often solely implies the act of lobbying political bodies either for or against matters of public policy. This document uses a broader definition of advocacy—one that includes all the ways MAM acts in the interests of itself and, more important, of its many members, individually and collectively.

Policy

MAM may engage in conversations with legislators or other public officials about issues and legislation directly affecting Maine's cultural institutions, either by itself or with the assistance of invited member institution representatives, only when Advocacy and Executive Committees have reached a consensus via email or phone and (1) determined that the legislative initiative in question warrants MAM involvement, (2) determined the appropriate advocacy strategy, (3) and endorsed the nature of the essential argument. The Board of Directors will be informed in a timely manner of the issue and process of action undertaken on behalf of MAM.

In the event of an emergent situation requiring immediate advocacy or comment by MAM, it is the prerogative of MAM's Director and/or President to speak to the issue on behalf of MAM and its membership while remaining fully cognizant of the limits of the laws governing public charities.

General Advocacy

As the *de facto* trade association for collecting institutions in Maine, it is MAM's job to stay current on developments in the field by regularly compiling and summarizing data about finances, collections, properties, programs, etc.

However collected—as determined by the Board upon the advice of the Advocacy and Executive Committees—MAM will use the resulting data proactively by sharing it with its membership and other stakeholders and interested parties. MAM will also use this information as needed, for example in response to a specific inquiry or claim, to support or correct a public perception, in response to contacts from news media, or otherwise as needed. The Advocacy Committee will regularly review the methods of requesting, collecting and summarizing this information, and will generally coordinate its distribution and use.

As part of MAM's commitment to support grassroots-level advocacy by its members, MAM encourages its members to use such data to promote the advancement of their respective missions. MAM is also committed to providing resources and programming that will aid its members in their own advocacy efforts.

Tourism/Visitor promotion

MAM is committed to advocating for its members by continuing to maintain a member database (Find an Archive/Museum) on its website. MAM will work to ensure that its website appears high on the listings of as many search engines as possible, and will continue its efforts to encourage the Maine Office of Tourism and other state, commercial, and non-profit entities to celebrate Maine's collecting institutions when promoting the state to Maine citizens and visitors alike.

Event Advocacy

MAM remains committed to advocating for its members by helping to promote their programs, meetings and events. To this end, MAM will continue to maintain and monitor an events calendar on its web site and post MAM events on social media. In addition, MAM will maintain an updated list of media contacts.

MAM welcomes suggestions from members regarding advocacy efforts. A copy of this policy document will be maintained on the Advocacy section of the MAM website.

Approved by Board of Directors
June 1, 2017