

VALDEZ MUSEUM & HISTORICAL ARCHIVE ASSOCIATION INC.

ADVOCACY COMMITTEE

Ad-hoc Committee

The Advocacy Committee shall, as requested by the Board of Directors, the President, the membership, or on its own initiative, research, make recommendations, and take action on key public policy issues so that the Valdez Museum & Historical Archive can effectively accomplish its mission, which is to preserve, present and interpret the heritage and culture of Valdez, the Copper River Basin and Prince William sound, Alaska. The Advocacy Committee has been authorized by and is accountable to the VMHA Board of Director to coordinate all advocacy efforts advancing local and statewide legislation, policy and funding that enhance opportunities which are linked to the Valdez Museum's strategic goals.

Duties:

The Advocacy committee is empowered to make recommendations to the Valdez Museum & Historical Archive Association, Inc. Board on matters relating to advancing local and statewide legislation, policy and funding that enhance opportunities which are linked to the Valdez Museum's strategic goals.

Specific Advocacy Committee Responsibilities

7. The Advocacy Committee Chairperson shall be appointed by the Museum Board President. The Advocacy Committee will consist of no more than five members of the Board, the Executive Director, the Communications and Marketing Manager, four representative from the community: a historian, a teacher, an artist, and the media.
8. The Advocacy Committee shall meet monthly
9. The Advocacy Committee shall report to the Board monthly through minutes of meeting and or by presentations.
10. With support from staff, the Advocacy Committee will:
 - a. Develop a simple, but effective message that all members of the Board and the committee can communicate consistently to decision -maker, focusing on a few key points about the importance of the Museum in society and how the Museum contributes to the well-being of the community.
 - b. Promote alliances between the Museum and non-cultural organizations such as teacher's organizations, travel and tourism groups, organizations serving youth and business groups. Develop collaborative strategies to promote issues of mutual interest.
 - c. Meet elected officials whenever possible, even at events that aren't about museums and cultural organization. Introduce yourself to your legislators or other public officials in attendance, and identify your

- connection with the Museum.
- d. Cultivate legislative friends for the Museum. Identify at least one legislator to educate about the Museum, its programs, and the impact the Museum has on the community. Show them how their support for the Museum can help them achieve their other legislative goals (economic development, reduced unemployment, improved education, better quality of life).
 - e. Involve legislators personally by inviting them to programs and exhibitions; invite them to attend board meetings. Acknowledge them publically when they attend. Allow legislators to announce publicly a grant awarded by public agencies to the Museum.
 - f. Arrange a group visit to your legislator's office to discuss the impact of museums in your community, gathering a diverse group of interested and knowledgeable people can demonstrate the breadth of interest in the museum among your legislator's constituents.
 - g. Generate public service announcements, letters to the editor and opinion pieces to reinforce the message that public dollars spent on the museum provide program for the entire community. Create PSAs in partnership with a media center or a communications department at a university or local school.

11. The Advocacy Committee shall have sub-committees as necessary, including but not limited to, _____

Advocacy Committee Member Duties and Commitments

Committee members should anticipate giving an average of 2 – 4 hours a month to complete activities.

Each member of the Advocacy Committee shall commit to the following:

Committee Members:

13. To serve in an advisory role to guide the committee
14. Expresses ideas and provide input
15. Actively participate in meetings, contributing to the discussion brainstorming and sharing innovative ideas
16. Reviews material and provides input for improvement
17. Serves as internal/external link for VMHA to open doors to further the Museum's mission and vision.
18. Participate in the development and implementation of the committee work plan.

Committee Chair/Co Chair

2. Provide leadership for the committee
3. Facilitate communication and discussion during the meetings
4. Serve as spokesperson for the committee
5. Facilitate the meeting according to the agenda
6. Create the agenda in partnership with staff support

Staff Support

4. Work for the committee behind the scenes
5. Provide research as needed for the committee
6. Send out meeting reminders and agendas

7. Take minutes during the meeting and create the monthly Board report
8. Stay in regular communication with the Committee Chair.

Acknowledgement by Each Member

I will need the following in order to participate as outlined above:

5. Support and acceptance of the other Advocacy Committee members.
6. To be contacted in a timely manner about meetings, etc. including receiving the agenda for the meeting in advance and minutes of meetings soon thereafter.
7. I need to be reminded of meetings:
 - a. 3 days before
 - b. 1 day before
 - c. Day of
 - d. Never
8. The best way to contact me is:
 - a. Email_____
 - b. US Mail_____
 - c. Telephone_____

Signed:_____

Date:_____