

ANNUAL REPORT 2019

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From the President & CEO

or much of the past year, we have laid groundwork for programs and changes that will stretch to 2020 and beyond.

AASLH had an exhilarating 2019 and will be striving to serve members and the history community better in the years ahead—with new field-wide research capabilities, updated professional development workshops and webinars, a refreshed StEPs program, and a sharpened focus on small history organizations as well as on inclusive practices. We also will continue planning toward 2026 to ensure the nation's 250th anniversary is as relevant as possible to the public, drawing on the best work of history institutions.

Probably the thing I am most looking forward to in 2020, with roots in 2019, will be the initial findings from our project with the FrameWorks Institute, funded by the Andrew W. Mellon Foundation. All of us can benefit from this research into how public attitudes about history compare to practitioners' or experts' understandings of history. The new AASLH group whose work I'll be most curious about is the History in Our Parks Task Force, launched this past year, which will be serving parks and recreation agencies that care for historic and cultural

resources while operating within systems not geared towards heritage preservation. It is a good example of people finding each other through AASLH.

I want to thank the AASLH Council, committees, task forces, and staff members for crafting each of these many crucial building blocks for the coming year. I am grateful, too, for the incredibly dedicated members of AASLH, new and longtime, who are contributing to these efforts. After all, AASLH is an association, an expanse of overlapping networks and teams who bring together thousands of history practitioners and organizations across the U.S. and Canada. Our energy comes from multitudes of volunteers and active members who connect with each other.

Take a moment to glance back over the past decade. It's amazing to think about the economic and financial challenges that slowed AASLH early on and yet what the sum of us have achieved together. Thanks for a great 2019 and second decade of the century.



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Senior Manager, Strategic Initiatives

From the Council Chair



We are excited to present our 2019 Annual Report containing our successes and impact over the last year. The American Association for State and Local History reached a number of milestones, all of which are a testament to the commitment of our staff, many volunteers, our Council, and the membership

overall. Our strong membership base allows us to expand our services to thousands of individuals and institutions. We take pride in noting that the attendance at the Philadelphia Annual Meeting was the second highest on record.

We continue to work to strengthen AASLH through the initiation of our strategic plan that will position our association to maintain our leadership role in the planning of the 250th anniversary of the birth of our nation. Our StEPs program has allowed us to partner with the National Museum of African American History and Culture to launch a group of seven African American museums to work through our self-assessment program for small and midsize museums. We value diversity and inclusion and these values are reflected in our activities, ranging from our recent Council training on building cultural competence organized by our Diversity and Inclusion Committee to the issuance of The Inclusive Historian's Handbook.

We continue to build on a solid foundation through a revamping of our Seminar for Historical Administration to the new History Leadership Institute. More than 1,200 institutions participated in our "National Visitation Survey" released in November. We have partnered with the American Historical Association on the NEH-funded national survey project, "The Presence of the Past." This project will assess public engagement with history and the past. Our History News magazine not only has a new look, but also reflects the best work occurring in the field and within our AASLH community.

AASLH promotes change in the field by fulfilling our strategic goals of promoting the relevance of history, building diversity and inclusion, acting with a creative and experimental spirit, strengthening sustainability and transparency, and being a representative and responsive association. We think that these strategic goals will not only guide us over the coming year, but will also have a lasting impact on our history and historical community. Let us remember the words of the distinguished historian John Hope Franklin who said, "Good history is a good foundation for a better present and future."

John E. Fleming, Ph.D.*

AASLH Council Chair President of JE Fleming Associates, LLC Director of the National Museum of African American Music

Committees, Task Forces, and Affinity Communities

Many thanks to all of our volunteer committee members for their service in 2019.

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Jason Allen
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250th Anniversary of the **United States**

ver the past few years, AASLH has worked with partners at the local, state, and national level to provide leadership for the history field as it prepares for the 250th ("Semiguincentennial") anniversary of the United States. 2019 was a particularly eventful

year. We formed a new 250th anniversary National Coordinating Committee, a group of more than thirty leaders of national associations, federal agencies, and nonprofit organizations representing a wide range of history activities. We convened a major "summit" at the Annual Meeting in Philadelphia, where volunteer members of working groups began developing guidelines for practitioners preparing for the 250th, organized around five major goals: relevance; inclusive history; education; collections; and funding. In July, we published our second annual report on the status of planning for the 250th around the country. A result of a survey of every U.S. state and territory, this year's report

expanded markedly from the year before, with several states establishing state-level commissions to guide their planning. Finally, we've maintained a working relationship with the U.S. Semiquincentennial Commission, providing advice and feedback to them at key junctures to ensure the 250th commemoration appropriately represents our field.

Through these and other efforts, AASLH is committed to advancing relevant and inclusive stories from 250 years of American history as part of this commemoration, and to maximizing the impact of this once-in-a-generation opportunity. For more information and planning resources, visit aaslh.org/250th.

Re-Framing History Grant

ast June, the Andrew W. Mellon Foundation awarded AASLH a \$479,000 grant for "Framing History with the American Public," a project to research American attitudes towards history. In collaboration with the National Council on Public History and the Organization of American Historians, AASLH has partnered with the Washington, D.C.-based FrameWorks Institute to investigate Americans' perceptions of the value of history and history institutions and to develop a new framework to guide our discipline's communications efforts.

This research will reveal gaps between experts' and the public's understanding of history's value and will develop new, more effective framing devices to help history professionals better communicate with their audiences. With a proven approach for shifting public understanding, this research will

help shape stronger programming, outreach, fundraising, advocacy, and other areas of public engagement. Guided by an advisory panel representing the full breadth of history activities, this project has the potential to transform the way our field discusses our work and its value to society.

We expect to begin sharing some preliminary results at the AASLH Annual Meeting this fall in Las Vegas, and hope to share a full report of our findings in 2021.



Attendees at the 250th Anniversary Meeting in Philadelphia, PA.

National Visitation Report

n 2019, AASLH embarked on a new effort to gather and share data on the state of the field. In response to inquiries from members, we began this effort by researching visitation trends at history organizations across the United States, culminating in the publication of our first annual National Visitation Report in November. Based on survey responses from more than 1,250 institutions, this report offers for the first time a comprehensive assessments of visitation trends over the past several years.

The results provide good news about the state of our field. Overall, our research revealed that visitation to history organizations increased nearly 6 percent between 2013 and 2018. Further, small institutions reported some of the strongest visitation growth: organizations with annual operating budgets of less than \$50,000 reported an 18 percent increase in visitation, the largest jump of any budget category. Conversations with colleagues around the field suggest that efforts by institutions to emphasize the relevance of history, work more closely with their communities, and present more inclusive interpretation have had a positive impact on visitation.

Our full report offers further analysis, including by institution size, type, region, and other factors. We hope the data we've gathered helps institutions benchmark their visitation against national trends. Visit on.aaslh.org/visitation for more.

Leadership in History Awards



Awards of Distinction

Sandra Sageser Clark is the Director of the Michigan History Center, a position she has held for the past twenty-eight years. Her professional service has included the AASLH Council, the Michigan Museums Association board, the Association of Midwest Museums board, and the Automobile National Heritage Area board.

She was the 2009 recipient of the Michigan Historic Preservation Network Leadership Award and the 2017 recipient of the President's Award from the Michigan Museums Association. As one nominator wrote, "She believes that history is important and wants all citizens to experience the thrill of discovery, the intrigue, the understanding it brings to its students."



John and Anita Durel

founded Durel Consulting Partners in 1997. They have served the museum community with professionalism, integrity, and an unbridled passion for building great organizations and helping those in the field become great leaders.

John Durel's work in museums included time as the Director of Education and Assistant Director at Strawbery Banke Museum, as Assistant Director at the B&O Railroad Museum, and as Assistant Director and Director at the Baltimore City Life Museums. Concurrently, Anita Durel built a career in fundraising and development, including leadership positions at institutions including Johns Hopkins University and the Association of Fundraising Professionals. Since forming Durel Consulting Partners, they have assisted numerous museums and CEOs of history organizations, made presentations, and published articles to inform the museum community. They also taught museum studies at Goucher College and Johns Hopkins University. Additionally, John served as the Executive Director of the Seminar for Historical Administration, now the AASLH History Leadership Institute, and both were founding leaders in the History Relevance Campaign.

Albert B. Corey Award

Eastern Shore Network for Change

Cambridge, MD

The Eastern Shore Network for Change works to raise awareness of racial issues in Dorchester County, Maryland, and to partner with the community to inform, educate, and foster change that leads to social and economic empowerment. Their award-winning project, *Reflections on Pine: A Story of Community, Hope, Faith & Change,* created programming and open dialogue about racial unrest and trauma in Cambridge, once known as "Maryland's Mississippi." ESNC convened the first public community conversation about the 1967 Cambridge fire, which destroyed the heart of the town's African American district, and worked with dozens of partners to create programs and discussions about the city's difficult past. This inspiring project empowered community members to critically examine traumatic recent history and its present effects in their town and to work together to find healing and a better way forward.

Award of Excellence

Region 1

Maine, Massachusetts, New Hampshire, Vermont

Mount Desert Island Historical Society Mount Desert, ME

Freedom's Way Heritage Association

Devens, MA

Valerie Cunningham Portsmouth, NH

Region 2

Connecticut, New York, New Jersey, Rhode Island

Connecticut State Library Hartford, CT

Fairfield Museum and History Center and Connecticut Institute for Refugees and Immigrants

Fairfield, CT

Westport Historical Society

Westport, CT

Brooklyn Historical SocietyBrooklyn, NY

New-York Historical Society New York, NY* Niagara Falls Underground Railroad Heritage Commission, Inc.

Niagara Falls, NY

Susan Goodier and Karen Pastorello

Oneonta and McLean, NY

Three Village Historical Society Setauket, NY

Lippitt House Museum Providence, RI

Little Compton Historical Society

Little Compton, RI

Region 3

Delaware, District of Columbia, Maryland, Pennsylvania

Chris Myers Asch and George Derek Musgrove

Washington, D.C

Cumberland County Historical Society

Carlisle, PA

Museum of the American Revolution

Philadelphia, PA

Senator John Heinz History Center

Pittsburgh, PA

New Framework for AASLH Professional Development Completed

n 2017, AASLH received a grant from the Institute of Museum and Library Services to improve and expand our Professional Development program through the creation of a framework. The framework is based on a study of webinars, onsite workshops, online courses, and Annual Meetings conducted over three years (2015 to 2017) using data provided by AASLH (e.g., attendance rosters, participant evaluations), interviews with AASLH members and leaders of other museum associations, a national online survey of history organizations, market research on history organizations, benchmarking against similar organizations, consultation with professional development experts, and current standards and practices in the

field of professional development. Completed in December 2019, the project will allow the association to offer different levels of training based on the needs of our members. The project delivered a comprehensive, evolutionary Professional Development Framework centered around the Standards and Excellence Program for History Organizations (StEPs) that augments formal education and serves professionals at every stage of their careers and at every size institution. The framework will allow AASLH to develop a comprehensive and competitive curriculum that will best serve our members and the history field over the next three to five years.

Region 4

Alabama, Florida, Georgia

Heather Schoenfeld St. Petersburg, FL

Georgia Historical Society Savannah, GA

Region 5

Kentucky, North Carolina, South Carolina, Virginia, West Virginia

Marjorie Guyon, Patrick Mitchell, and Nikky Finney Lexington, KY

University of North Carolina Greensboro Public History Program Greensboro, NC*

Wiles Hill Alumni Association Foundation and the West Virginia University Public History Program Morgantown, WV

Region 6

Illinois, Indiana, Michigan, Ohio

Benjamin Harrison Presidential Site

Indianapolis, IN

Conner Prairie and Asante Children's Theatre Fishers, IN

Porter County Museum Valparaiso, IN

Michigan History Center Lansing, MI

Pigeon River Discovery Center Gaylord, MI

Stan Hywet Hall and Gardens and Archival Services at the University of Akron Akron, OH

Region 7

Arkansas, Louisiana, Mississippi, Tennessee

Arkansas Declaration of Learning Little Rock, AR

Louisiana State Museum and Goat in the Road Productions New Orleans, LA*



8 Award winners from Porter County Museum.

Region 10

Kansas, Missouri, Nebraska

Johnson County Museum Overland Park, KS

Christopher Alan Gordon and the Missouri Historical Society St. Louis, MO

Kansas City Public Library Kansas City, MO

Region 11

Colorado, Montana, North Dakota, South Dakota, Wyoming

Sheila Goff

Denver, CO **History Colorado**

Denver, CO

Montana Historical Society Helena, MT

Region 12

Alaska, Idaho, Oregon, Washington

Idaho State Historical Society Boise. ID

Oregon Historical Society Portland, OR

Jacqueline E.A. Lawson Seattle, WA

Region 13

California and Hawaii None

Region 14

Arizona, Nevada, Utah

LVCVA's Las Vegas News Bureau and Nevada State Museum Las Vegas, NV

* History in Progress (HIP) award winners



Award winners from Conner Prairie and Asante Children's Theatre.

Region 8

New Mexico, Oklahoma, Texas

Museum of the American Military Family & Learning Center

Tijeras, NM

Museum of Indian Arts and Culture

Santa Fe, NM
Tulsa Historical Society
& Museum

Tulsa, OK

Texas Supreme Court Historical Society Austin, TX

Region 9

Iowa, Minnesota, Wisconsin

Aurora St. Anthony Neighborhood Development Corporation, 106 Group, Historic Saint Paul, CultureBrokers, and City of Saint Paul, Saint Paul, MN

Kacie Lucchini Butcher and Denise Pike

Minneapolis, MN

Seward Neighborhood Group Minneapolis, MN

Monroe County Local History Room and Museum Sparta, WI

Neville Public Museum Green Bay, WI

History Leadership Institute Relaunches

ver the past two years, AASLH has implemented a new vision for the History Leadership Institute, the premier professional development program for leaders in the history field. In 2018, under the leadership of director Max van Balgooy, the program increased its focus on the major challenges and questions facing history organizations. We challenged program participants not just to ask "Are we doing things right?" but rather to ask "Are we doing the right things?"

This year, AASLH ushered in further changes to fully implement this new vision for the program. We shifted the timing and format of the program to make it more accessible and responsive to the needs of today's mid-career professionals. Beginning in 2020, the program will be offered each year in June through our new "2+2" format: two weeks of online learning, followed

by an intensive, two-week residential experience at the Indiana Historical Society in Indianapolis. Both online and in-person, HLI's cohort of Associates will dive deep into a broad range of current and future national issues facing the history and museum community.

We expect these changes will reinvigorate the program and make it more accessible and useful for a wider range of history professionals. Early signs have been positive: we've received strong feedback from colleagues around the field, and for the class of 2020 we received our largest number of applications in more than five years. Since 1959, HLI has represented the preeminent professional development opportunity for history professionals, and we continue to move forward in that spirit, seeking out new ways to better serve practitioners and the field.



Record Number of Attendees for 2019 Annual Meeting

he 2019 AASLH Annual Meeting, in cooperation with the International Coalition of Sites of Conscience, boasted the second highest attendance in AASLH history, welcoming almost 1,300 attendees to Philadelphia on August 28-31. The meeting also included one of our most diverse groups of attendees thanks to our partnership with the International Coalition of Sites of Conscience, including their members from Canada, England, Gambia, Guatemala, India, and South Africa.

Featured Speakers in Philadelphia Ask "What Are We Waiting For?"

he featured speakers for the 2019 Annual Meeting challenged attendees to live out the question that served as the conference theme. Thursday morning's plenary brought an academic historian, a social activist, and a public historian together



Dr. Erica Armstrong Dunbar

to discuss the role of the field in dealing with the issue of mass incarceration. Susan Burton shared her powerful story



Susan Burton and Dr. Talitha LeFlouria

of life as an incarcerated woman and how it inspired her to found A New Way of Life Reentry Project to help other women succeed after incarceration. Dr. Talitha LeFlouria, author of

Chained in Silence: Black Women and Convict Labor in the New South, and Sean Kelley, Senior Vice President and Director of Interpretation at Eastern State Penitentiary Historic Site, spoke with Ms. Burton about her work and how historians can shape the discussion of social justice issues by providing context. Friday's keynote speaker, Dr. Erica Armstrong Dunbar,

Caught: The Washingtons' Relentless Pursuit of Their Runaway Slave, Ona Judge, shared the Philadelphia story of Ona Judge with the audience while connecting it to our nation's greater ideals of freedom and justice for all. Both general sessions called for attendees to ask themselves what stories they need to tell at their organizations to help the communities they serve.

author of Never



Attendees at the 2019 Annual Meeting Exhibit Hall.



2019 Annual Meeting attendees at evening event, "Out in the Gayborhood."

Diversity & Inclusion Committee

fter several years as an advisory task force, the Diversity and Inclusion Committee served its first full year as a standing committee in 2019. The committee used this transition as an opportunity to reflect on its role at AASLH, refining its mission and defining a vision for an AASLH that is an inclusive, welcoming community for all history practitioners. The committee worked closely with AASLH Council to examine Council culture and lay the groundwork to create a council that reflects a more diverse and inclusive AASLH. This work included council members' completion of



AASLH staff at the 2019 Annual Meeting.

2019 Annual Meeting attendees mingle at an evening event.



the Intercultural Development Inventory (a cross-culturally valid assessment for building cultural competence in organizations) and an in-person workshop with the Winters Group (a global diversity and inclusion consulting firm) in February 2019. The committee shared its vision with the AASLH membership through several thoughtfully written posts available on the AASLH blog at aaslh.org/blog.

At the 2019 AASLH Annual Meeting, members of the D&I committee presented several sessions, including "Drawing the Line: Gender Equity and Facing Sexual Harassment and Mistreatment in the Cultural Field" and "#KnowBetterDoBetter: Measuring DEIA Impact at Your Organization." The third annual Diversity and Inclusion Mixer was hosted at the Asian Arts Initiative in Philadelphia. The mixer offered participants an opportunity to engage with the work of local Philadelphia artists in a cultural center that emphasizes connecting cultural expression and social change. It was an ideal environment for members of the AASLH community to gather in fellowship to make new acquaintances, reconnect, and reflect on their experiences in the field. The committee works throughout the year to make AASLH a more inclusive environment and welcomes your voice. Please contact the committee at inclusion@aaslh.org.

Community Conversations at #AASLH2019

t the 2019 Annual Meeting, attendees gathered in the Community Conversations Area for facilitated discussions focusing on everything from collections management systems to publishing and beyond. "Diversity, Inclusion, and Religion," co-hosted by our Diversity and



Inclusion
Committee
and the
Religious
History
Affinity
Community
and led by
D&I Chair
Richard
Josey,
brought
participants
together to
consider

the intersections and challenges of interpreting these topics. Attendees discussed definitions of diversity and the goals of inclusion as "diversity in action" to bring together and amplify essential voices. For "Understanding Web Accessibility," AASLH staff and our web developer, John Mahon of Crown Internet LLC, hosted a discussion on making organizational web presences more inclusive with thoughtful design and accessibility features.

2020 Annual Meeting: What Kind of Ancestor Will You Be?



his question serves as our theme for the 2020 Annual Meeting in Las Vegas. Richard Josey, Founder and President of Collective Journeys, AASLH Council Member, and Chair of the AASLH Diversity and Inclusion Committee, first posed this question to us at an AASLH 2017 panel on diversity and inclusion in Austin, Texas.

Our sector should strive to be the types of ancestors that changed the course of history by how they stewarded it. What will historians, history professionals, and history lovers say about us? Will they say that our generation was the one to lift the veil of division? Will they say that our generation focused on community interpretation that focused on bringing proximity to differences as opposed to isolation?

These questions correlate beautifully with our host city of Las Vegas. The single narrative in Las Vegas has always centered around gaming, gambling, and permissive culture. This belies the deep history of this city of nearly two million at the tip of southern Nevada. As the city has grown, so have the needs of the people that live here. A desire for more "authentic" entertainment and cultural offerings has driven the development of new institutions centered around the history and lives of the people that live here, while embracing the traditional role of Las Vegas. The city has matured beyond the simple designation as an adult playground into a truly international city.

Our theme is not just a question. It is a clarion call to our professional community to consider our work in the temporal continuum of the past, present and future. Now plan to join us in September in Las Vegas and ask yourself "What kind of ancestor will you be?"

Standards and Excellence **Program for History Organizations**

elcoming the 1,000th organization to the StEPs program (Standards and Excellence Program for History Organizations) in early February started the program's tenth year on a high note. President Lincoln's Cottage in Washington, D.C. chose to enroll in StEPs because, as CEO Erin Carlson Mast stated, "As many AASLH members can appreciate, especially those with relatively small teams, having both structure and flexibility is important. We're open to the public 362 days per year, so having the flexibility to create our own schedule and timeline using StEPs made it especially desirable."

This year, StEPs participants reported many exciting happenings within their organizations as a result of guidance from the program. Accomplishments included:

- First-ever ethics and conflict of interest policy for all-volunteer Navy Lakehurst Historical Society (NJ);
- Better defined roles and goals for staff and board members of Luzerne County Historical Society (PA);
- · New budgeting and fundraising processes which inspired creation of a reserve fund to solidify the financial future of the all-volunteer Cache Daughters of Utah Pioneers Museum (UT):
- · Graduation from StEPs which increased credibility with funders of a new facility for the Greeneville Greene County History Museum (TN);
- \$167,628 in grant funding from the Institute of Museum and Library Services to meet facility needs justified by StEPs, MAP, and CAP recommendations for Geneva History Museum (IL).

In 2019 the Association continued to encourage the formation of StEPs groups for the benefits of shared learning, increased networking, and greater progress through peer accountability. Seven African American museums concluded their work in the pilot NMAAHC StEPs Cohort sponsored by the National Museum of African American History and Culture and AASLH. Each museum continued work started in 2018, received a peer mentor visit, and held a group meeting during the Association of African American Museums conference in Jackson, Mississippi, in August. StEPs groups in St. Louis, Utah, Ohio, and Ocean County, New Jersey, continued their work throughout 2019.

Work continued this year on the StEPs Enhancement project to update the workbook, with publication scheduled for June 2020. New content will include more performance indicators for financial management, equity, engagement, digital collections, and fundraising. As previously announced, organizations already enrolled in the program can continue using the original version of the workbook through December 2021.

2019 StEPs Graduates

Manitowoc County Historical Society, Manitowoc, WI

Organizations Earning StEPs Certificates in 2019

African American Cultural and Historical Museum, Ann Arbor, MI Alf Engen Ski Museum Foundation, Park City, UT Archaeological Repository of Colorade State University, Fort Collins, CO

Bainbridge Island Historical Museum, Bainbridge Island, WA Bay-Lakes Council Scout Museum, BSA, Oostburg, WI Bellefontaine Cemetery and Arboretum, St. Louis, MO Berman Museum, Anniston, AL

Bishop Baraga Association, Marquette, MI

Black Heritage Society of Washington State, Seattle, WA Bosque Museum, Clifton, TX

Butler County Historical Society, Hamilton, OH

Cache Pioneer Museum, Logan, UT

Cass County Historical Society, Plattsmouth, NE

City of Greeley Museums, Greeley, CO

City of Miami Black Police Precinct and Courthouse Museum. Miami, FL

Cleo Redd Fisher Museum, Loudonville, OH



Participants in the StEPs-CT group.

Delhi Historical Society, Cincinnati, OH

Dickinson County Historical Society, Abilene,

Effingham County Cultural Center and Museum Association. Effingham, IL

Evansville African American Museum

Evansville, IN

Farmers Branch Historical Park, Farmers Branch, TX Fort Douglas Military

Museum, Salt Lake City, UT The Griot Museum of Black History, St. Louis, МО

The Historical Cherryvale Museum, Inc., Cherryvale, KS Historical and Cultural Society of Clay County, Moorhead, MN Historical Society of Palm Desert, Palm Desert, CA

Hyrum City Museum, Hyrum UT Jack Jouett House Historic Site, Versailles, KY

Jackson County Historical Society, Independence, MO

Johnston Historical Society, Johnston, IA

Kent-Delord House Museum, Plattsburgh, NY

Lacey Historical Society, Forked River, NJ

Lafayette Miners Museum, Lafayette, CO

Luzerne County Historical Society, Wilkes-Barre, PA

Manitowoc County Historical Society, Manitowoc, WI

McHenry County Historical Society and Museum, Union, IL

Navy Lakehurst Historical Society, Lakehurst, NJ

Ogden Union Station Museum, Ogden, UT

Pioneer Museum Fredericksburg, Fredericksburg, TX

PBY Memorial Foundation, Oak Harbor, WA

Tuckerton Seaport and Baymen's Museum, Tuckerton, NJ

Uintah County Heritage Museum, Vernal, UT

Union County Historical Society, Lewisburg, PA

Vintage Automobile Museum of New Jersey, Point Pleasant, NJ

Visitors Count!

his year marked the thirteenth year AASLH has been helping history organizations learn more about their visitor experience and how well it meets people's expectations. By offering visitor and teacher survey components, the Visitors Count! program quides organizations in collecting valuable data and feedback so they can include visitors' and teachers' voices in planning, program development, marketing, and other areas. More than two hundred organizations across the U.S. and in Canada have used Visitors Count! since 2006.

In 2019, sixteen museums from twelve states used Visitors Count! to better understand their visitors' expectations and preferences. The William

G. Pomeroy Foundation of Syracuse, New York, provided funding for two of the museums. "Gaining real insight about visitor experiences is invaluable to cultural and historical organizations," said Trustee Deryn Pomeroy. "At the Pomeroy Foundation, we know that when an organization has a tool that can help them to quantify those experiences, then they are in a much better position to give their best and deliver on visitors' expectations." Another museum in this year's group received funding from the Cargill Foundation in Minneapolis to conduct both the visitor and teacher surveys.



An attendee browses the exhibits at the William Way Community Center during the evening event "Out in the Gayborhood" at the 2019 Annual Meeting.

The Inclusive Historian's Handbook

ogether with the National Council on Public History, we launched *The Inclusive Historian's Handbook* in August. The *Handbook* is a co-sponsored digital resource designed to center inclusivity, diversity, equity, and public service in public history work. Many years in the making, the *Handbook* represents a close collaboration between AASLH and NCPH and three years of dedicated work and time from editors, advisors, authors, and administrators from all corners of the history field.

The Handbook is a living digital project comprised of entries examining all facets of public history work through the lens of these core values. We are proud to be a part of this project and we thank all those involved for their time, talent, and dedication in producing this resource, available at inclusivehistorian.com.

19th Amendment Centennial Value Statement

he year 2020 marks the 100th anniversary of the ratification of the 19th Amendment. Organizations across the country plan to commemorate this historic milestone for women's suffrage. Interpreting this history is both rewarding and challenging. As with all American history, suffrage comes with many victories and inspiring narratives, but it also comes with complexities and flaws.

The AASLH Women's History Affinity Group (WHAG) began working several years ago to draft guiding principles and best practices to serve museums, historic sites, libraries, and other organizations that planned to include the anniversary in their programs, publications, exhibitions, and other events. WHAG members wanted to avoid interpretation of this history as it had been done in the past, by highlighting just a small number of predominantly white, wealthy women leaders along the Eastern seaboard, as that would only perpetuate myths surrounding women's enfranchisement.

The goal of the committee's work was to:

- **1.** Broaden the perception of the history of suffrage beyond a few key people and events;
- **2.** Connect the history of women's suffrage to the present and the future;
- **3.** Provide additional suggestions and resources for organizations seeking to commemorate the anniversary;
- **4.** Inspire innovative methods for interpretation that can be shared, improved upon, and disseminated to the field during 2020 and beyond.

Content from more than 100 online responses combined with a "Telling the Truth about Suffrage" roundtable and small-group work session at the 2018 AASLH Annual Meeting in Kansas City contributed to the creation of the AASLH 19th Amendment Centennial Value Statement which was adopted by the AASLH Council in May 2019, available at aaslh.org/resources/affinity-communities/womens-history.





11 Small Museum Pro! Certificates

36 Continuing **Education Instructors** Total

15 Online Courses

Scholarships

Webinars

44 Office **Plants** Continuing **Education** Institutional **Events**

Awards Presented Partners



FINANCIAL REPORT

FY 2019 Audited Statements • Year Ending June 30, 2019

Statement of Financial Position

CURRENT ASSETS

	2019	2018
Cash and cash equivalents	\$346,849	\$128,484
Restricted cash	\$98,797	0
Accounts receivable	\$79,672	\$116,120
Other assets	\$210,528	\$89,363
Total current assets	\$735,846	\$333,967
Non-current accounts receivable, net	\$62,317	\$62,974
Property and equipment	\$8,525	\$16,547
Investments, substantially restricted	\$1,843,725	\$1,723,483
Total Assets	\$2,650,413	\$2,136,971

LIABILITIES AND CAPITAL

Current Liabilities		
Accounts payable	\$91,925	\$63,399
Unearned revenue	\$878,906	\$503,205
Total current liabilities	\$970.831	\$566,604
Net assets		
Unrestricted	(\$164,143)	(\$153,116)
Temporarily restricted		\$209,349
Permanently restricted	\$1,843,725	\$1,514,134
Total net assets	\$1,679,582	\$1,570,367
Total liabilities and net assets	\$2,650,413	\$2,136,971

STATEMENT OF ACTIVITIES

Revenues, gains, and other support	Unrestricted	With Donor Restrictions	Total
Total revenues, gains, and other support	\$1,645,458	\$120,242	\$1,765,700
Operating expenses	\$1,112,155	-	\$1,112,155
Supporting services	\$544,330	-	\$544,330
Total Operating Expenses	\$1,656,485	-	\$1,656,485
Change in net assets from operations	(\$11,027)	\$120,242	\$109,215
Net assets, beginning of year	(\$153,116)	\$1,723,483	\$1,570,367
Net assets, year-end	(\$164,143)	\$1,843,725	\$1,679,582
Statement of Cash Flow			
Net increase (decrease) in cash and cash equivalents	\$317,162		
Cash and cash equivalents, beginning of year	\$128,484		
Total	\$445,646		

DONOR REPORT

Thank you!

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s Las Vegas has grown, its inhabitants and history practitioners have begun to ask "What Kind of Ancestor Will You Be?" Las Vegans and Nevadans are answering that question by protecting and preserving their stories outside of the single narrative that so many have come to recognize. The history and museum communities have worked to help tie incoming Nevadans to their new home and gain a better understanding of the efforts taken to build a city in the middle of a desert. What parts of our history deserve to be saved?

A new awareness of the importance of historic preservation has led to many neglected structures and their stories being preserved rather than imploded. New national monuments have preserved over 320,000 acres of land with over 200,000 years of geological, paleontological, and cultural history. In response to unprecedented challenges related to a changing climate, the people of Las Vegas have taken the challenge head-on, reducing water usage by 36 percent over the past 15 years despite an increase of 660,000 in population. Local Native American tribes have taken control of their energy future, leading to closure of coal-fired energy plants and the development of solar projects that will keep the region powered for over 25 years.

Our theme is not just a question. It is a clarion call to our professional community to consider our work in the temporal continuum of the past, present, and future. Now ask yourself "What kind of ancestor will you be?"

SEE YOU IN LAS VEGAS!



AMERICAN ASSOCIATION for STATE and LOCAL HISTORY

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