ANNUAL REPORT 2019
Contents

1 From the President & CEO
2 Council, Committees, Task Forces, and Affinity Communities
5 History Relevance
6 Creative & Experimental
8 Diversity & Inclusion
10 Representative & Responsive
12 2019 by the Numbers
14 Sustainable & Transparent
For 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.

John R. Dichtl, Ph.D.
President & CEO, AASLH
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 mid-size 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 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 mid-size 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.

AAM Accreditation
Commission Nominating Committee
Katherine Kane
Annual Meeting Host Committee
David Young, Co-Chair
Bill Adair, Co-Chair
Annie Anderson
Jackie Barton
Jessica Baumert
Lynne Calamia
David Cole
Susan Glassman
Donna Harris
Ivan Henderson
Beth Twiss Houting
Debra Hughes
Sean Kelley
Laura Koloski
Erik McLeary
Kyle McKoy
Rozlyn McPherson
Michael Medeja
Doug Miller
Charlene Mires
Sarah Pharaon
Dennis Pickeral
Kate Quinn
Andrea Reidell
Laura Hortz Stanton
Cornelia Swinson
Zabeth Teelucksingh
Jackie Wiggins
Adrienne Whaley

Annual Meeting Program Committee
Jackie Barton, Chair
Bill Adair
Melanie Adams
Michelle Banks
Justina Barrett
Jessica Baumert
Tom Begley
Terri Blanchette
Bill Brewster
Elizabeth Bugbee
Shannon Burke
Sara Cureton
Omar Eaton-Martinez
Dyani Feige
Lina Fox-Pfeiffer
Morgan Grefe
Tim Grove
Nathan Harper
Donna Ann Harris
Richard Josey
Sean Kelley
Dean Kimmel
Sheri Levinsky-Raskin
Michelle Moon
Nicole Moore
Linda Norris
Cindy Olsen
Sarah Pharaon
Mary Rizzo
Ashley Rogers
Julia Rose
Jeff Sellers
Elizabeth Shatto
Mark Sundlov

Brenda Tindal
Marie Toner
Jessica VanLanduyt
Natalie Wadie
Kaoru Watanabe
Christie Weininger
Lisa Worley
David Young
Lisa Yun Lee

Audit Committee
David Simmons, Chair
Cathy Fields
Mindi Love

Business History Affinity Community
Patrick Wittwer, Chair
Sarah Lund-Goldstein, Past Chair
Nick Graves
Bailey Mazik
Cindy Olsen
Madison Sevilla

Climate and Sustainability Committee
Sarah Sutton
Lisa Anderson
Marian Carpenter
Jerry L. Foust
Vicky L. Kruckeberg
Andre Taylor
Douglas Worts

Collections Management Systems Working Group
Juli Kemper, Chair
Paul Bourcier
Sheila Carey
Julia Gray
Nik Honeysett
Jessica Jenkins
Jennifer Landry
Aimee Newell
Erin Richardson
Laura Hortz Stanton

Creativity and Experimentation Task Force
Trina Nelson Thomas, Chair
Bill Adair
Melanie Adams
Cinnamon Catlin-Legutko
Leigh Grinstein
Stacia Kuceyseki
Jacqueline Langholtz
Eric Carlson Mast
Linda Norris
Sarah Pharaon

Diversity and Inclusion Committee
Marian Carpenter, Chair
through 2019 Annual Meeting, now Past Chair
Richard Josey, Assistant Chair
through 2019 Annual Meeting, now Chair
Veronica Gallardo, Secretary
Omar Eaton-Martinez
Enimini Ekong
Officers

Stacy Klingler
Kimberly Springle
Chris Taylor
Dennis Vásquez
Tobi Voigt

Editorial Advisory Committee
Rebecca Shrum, Chair
Anne W. Ackerson
Bill Bornar
Jonathan Cain
Jessica Dorman
Laura Koloski
Ann E. McClary
Maria Montalvo
Porchia Moore
Debra Reid
Laura Roberts
Kimberly Springle
William S. Walker

Educators and Interpreters
Affinity Community
Megan Wood, Chair
Anna Altschwager
Melanie Bowyer
Christy Crisp
Chris DiGiovanni
Amy Durbin
Mark Howell
Sarah Jencks
Nicole Moore
Ani Simmons
Tamar Smithers
Bridgitt Zielke

Emerging History Professionals Affinity Community
Lauren O’Brien, Chair through 2019 Annual Meeting
Brian Failing, Co-Chair
Casey Wooster, Co-Chair
Jessica Holler
Julia Kennedy
Kyle Mathers
Ethan Morris
Iliana Morton
Hope Shannon
Cayla Wagner

Field Services Alliance
Affinity Community
Samantha Forsko, Chair
Amanda Higgins, Vice Chair, Acting Chair
Amy Rohmiller, Secretary through Annual Meeting
Jennifer Ortiz, Secretary
Terry Abrams
Jason Allen
Tricia Blakistone
Laura Casey
Emily Huebner
Todd Mahon
Anastasia Matijkiw
Chieko Phillips
Jeannette Rooney
Megan van Frank
Andy Verhoff

Finance Committee
Brent Ott, Chair
Scott Wands
Rebekah Beaulieu
Stacy Klingler
Michelle Lanier
David Janssen
Linnea Grim
Melissa Bingmann

continued next page

AASLH Council

Melanie Adams
Class of 2020
Smithsonian Anacostia Community Museum

Lisa Anderson
Class of 2022
Woodbury Art Museum

Melissa Bingmann
Class of 2021
West Virginia University

Ashley Bouknight
Class of 2023
Historical Research Associates, Inc.

Marian Carpenter
Class of 2019
The John and Mable Ringling Museum of Art

Christy Coleman
Class of 2022
Jamestown-Yorktown Foundation

Kim Fortney*
Class of 2020
National History Day

Trevor Jones
Class of 2023
History Nebraska

Richard Josey
Class of 2021
Collective Journeys, LLC

Jennifer Kilmer
Class of 2023
Washington State Historical Society

Stacy Klingler
Class of 2021
Butterworth Center & Deere-Wiman House

Jeff Matsuoka
Class of 2022
Indiana Historical Society

Steve Murray
Class of 2021
Alabama Department of Archives and History

Jennifer Ortiz
Class of 2023
Utah Division of Arts & Museums

Alexandra Rasic
Class of 2022
Workman and Temple Family Homestead Museum

Scott Wands*
Class of 2020
Connecticut Humanities Council

* AASLH Executive Committee
250th Anniversary of the United States

Over 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 (“Semiquincentennial”) 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

Last 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.

National Visitation Report

In 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 assessment 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 Sagerser 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
Devers, 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 Society
Brooklyn, NY
New-York Historical Society
New York, NY*

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

In 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.
Over 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

The 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?”

The 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 to discuss the role of the field in dealing with the issue of mass incarceration. Susan Burton shared her powerful story 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, author of Never 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.

Diversity & Inclusion Committee

After 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
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.

At 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.

This 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?”
Welcome 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.
Visitors Count!

This 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 guides 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.

The 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.

The Inclusive Historian’s Handbook

Together 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.
2019 by the Numbers

1 New Staff Member
Rey Regenstreif-Harms

9 Books Published

10 Scholarships

11 Small Museum Pro! Certificates

15 Online Courses

22 Webinars

36 Continuing Education Instructors

44 Office Plants

48 Institutional Partners

45 Total Continuing Education Events

8 Onsite Workshops

8 Continuing Education Locations

52 Awards Presented

8 Onsite Workshops

8 Continuing Education Locations

11 Small Museum Pro! Certificates

44 Office Plants

48 Institutional Partners

45 Total Continuing Education Events

52 Awards Presented
Statement of Financial Position

**CURRENT ASSETS**

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

**LIABILITIES AND CAPITAL**

<table>
<thead>
<tr>
<th>Liability</th>
<th>2019</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$91,925</td>
<td>$63,399</td>
</tr>
<tr>
<td>Unearned revenue</td>
<td>$878,906</td>
<td>$503,205</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>$970,831</td>
<td>$566,604</td>
</tr>
<tr>
<td>Net assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>($164,143)</td>
<td>($153,116)</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td></td>
<td>$209,349</td>
</tr>
<tr>
<td>Permanently restricted</td>
<td>$1,843,725</td>
<td>$1,514,134</td>
</tr>
<tr>
<td>Total net assets</td>
<td>$1,679,582</td>
<td>$1,570,367</td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>$2,650,413</td>
<td>$2,136,971</td>
</tr>
</tbody>
</table>

**STATEMENT OF ACTIVITIES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Unrestricted</th>
<th>With Donor Restrictions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenues, gains, and other support</td>
<td>$1,645,458</td>
<td>$120,242</td>
<td>$1,765,700</td>
</tr>
<tr>
<td>Operating expenses</td>
<td>$1,112,155</td>
<td>-</td>
<td>$1,112,155</td>
</tr>
<tr>
<td>Supporting services</td>
<td>$544,330</td>
<td>-</td>
<td>$544,330</td>
</tr>
<tr>
<td>Total Operating Expenses</td>
<td>$1,656,485</td>
<td>-</td>
<td>$1,656,485</td>
</tr>
<tr>
<td>Change in net assets from operations</td>
<td>($11,027)</td>
<td>$120,242</td>
<td>$109,215</td>
</tr>
<tr>
<td>Net assets, beginning of year</td>
<td>($153,116)</td>
<td>$1,723,483</td>
<td>$1,570,367</td>
</tr>
<tr>
<td>Net assets, year-end</td>
<td>($164,143)</td>
<td>$1,843,725</td>
<td>$1,679,582</td>
</tr>
</tbody>
</table>

**Statement of Cash Flow**

<table>
<thead>
<tr>
<th>Category</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Net increase (decrease) in cash and cash equivalents</td>
<td>$317,162</td>
</tr>
<tr>
<td>Cash and cash equivalents, beginning of year</td>
<td>$128,484</td>
</tr>
<tr>
<td>Total</td>
<td>$445,646</td>
</tr>
</tbody>
</table>
Annual Fund

$5,000 & Up
Sandra Clark

$2,500–$4,999
Carol Kammr

$1,000–$2,499
Christy Coleman
John Dichtl
John E. Fleming
Trevor Jones
Mann Family Foundation
Kyle McKoy
Carl R. Nold
Dennis A. O’Toole
Ruby Rogers
Jim & Janet Vaughan

$500 to $999
Fidelity Charitable
Kimberly A. Fortney
Katherine Kane
Erin Carlson Mast
Steve Murray
Bill Peterson
Sarah Pharaon
Alexandra Rasic
Robert R. McCormick Tribune Foundation
Adarn Scher
George L. Vogt
Nina Zannieri

$100–$499
Elizabeth Willard Adams
Paul N. Anderson
Charles H. Arning
Dina Bailey
Rick Beard
Gordon Bennett
Lori Benson
Melissa Bingmann
Allison Blakely
Scott Bocock
Bill Bryans
Marian Carpenter
Richard Dexter
D. Stephen Elliott
Lisa Eriksen
Douglas E. Evelyn
Suzanne M. Fischer
Horace Henry Foxall
Wendy Franklin
David Fryar
Veronica Gallardo
Janet Gallimore
Mary Ellen Goddard
Karen M. Goering
Robert W. Harper
Heritage House Museum of Montgomery County
Gerard Hilferty
Nicholas Hoffman
Daniel D. Holt
John C. Holtzapple
Sarah Jencks
Mary F. Jenkins
Jennifer Kilmer
Stacy Klinger
John Kneebone
Alice Knierim
Thomas Krasean
Jennifer S. Landry
Burt Logan
Kathryn MacKay
Jeff Matsuoka
Lorraine McConaghy
George McDaniel
Randall Miller
Freda Mindlin
Mary E. Montgomery
H. Nicholas Muller
Northern & York County Historic & Preservation Society
Jennifer Ortiz
Peacham Historical Association
Julia Rose
Melanie Roth
Donna Sack
Brooke Salanto
Albert H. Small
Southeastern Museums Conference
Davide E. Strackbein
Sarah Williams Sutton
Deborah L. Trupin
Louis L. Tucker
Kenneth C. Turino
Larry Wagenaar
Scott Wands
Lawrence J. Yerdon
Alicia Batko
Perky Beisel
Tamara Biggs
Black Diamond Historical Society
Marc Blackburn
Robert F. Bluthardt
Julie Bohannon
Donna Braden
Cathleen Breitkreuz
Bill Brewster
Suzanne Buchanan
Will Buhlig
Megan Burlington
Dominick Caldero
Linda Caldwell Epps
Margo Carlock
Ariel Caruso
Jeanie F. Child
Harold A. Closter
Cherie Cook
Margaret Culbertson
Karen L. Daly
Terry L. Davis
Paula A. Degen
Charlotte Disson
Sherrie Dux-Ideus
Ellen E. Endslow
Susan Finkel
Kathy Fleming
Darah Fogarty
Anna M. Foster
Thomas Foster
Amy & Charlie Fox
William Furry
Gilbert V. Gott
Sarah Zenaida Gould
Linnea Grim
Jo Ann Handley
Donna Ann Harris
John M. Harris
Bethany Hawkins
Guy Hermann
Historical Society of Rockland County
Marilyn Hoffman
Barb Howe
Heather Huyck
Terry Jackson
Remko Jansonius
Mary Jenkins
LaVern M. Johnson
Sheri Jordan
Ivan Juric
Tom Kearney

continued next page
DONOR REPORT
continued from previous page

Leo A. Kellogg
William Kenney
Sarah Klein-Gallegos
Lynn C. Kronzek
Lakewood Historical Society
Laurie Lamarre
Sally Lane
Allen Lea
Antoinette J. Lee
Lacey Lieberthal
Jennifer Lindsay
Little Beaver Historical Society
Teri Long
Lyons Historical Society
Frances MaIntyre
John Marks
David J. Maurer
Wayne T. McCabe
Daniel McDuffie
Susan McLeod
Therese Melbar
Steve Mikelson
Susan Miner
Kim Moon
Stephanie Morris
Barbara M. Naef
Melissa Nasea
Susan R. Near
Aimee E. Newell
Mercedes A. Niess
William Pierce
Pleasant Prairie Historical Society, Inc.
Plymouth Historical Society
Lynne F. Poirier-Wilson
Dan Pomeroy
Barbara Poresky
Melissa Prycer
Colleen McFarland Rademaker
Rey Regenstreif-Harms
Debra A. Reid
Brenda J. Reigle
Republic County Historical Society &
Museum
Stephanie Rowe
Ruth Ann Rugg
Linda Ruholl
Dawn Estabrooks Salerno
Connie Schield
Thomas A. Scott
Sewickley Valley Historical Society
David Simmons
Angela Smith
Kate S. Sproul
Laura Hortz Stanton
Joel Stone
Bruce Teeple
Jane Thompson
Bryant F. Tolles
Jennifer Trotoux
Katherine A. Turner Thompson
Doreen Uhas-Sauer
Kurt Updegraff
Stephanie N. Upton
Marieke J. Van Damme
Mimi Van Deusen
Amber Lynn Vroman
W.H. Over Museum
William Walker
Thomas Walsh
Sandra Washington
Reed Whitaker
Karen White
Matthew White
Tara White

Endowment
$10,000 & Up
The Estate of Houston G. Jones
$5,000 – $9,999
G. Rollie Adams
$1,000 to $4,999
Carl R. Nold
Jean M. Svadlenak
$100 – $999
Mark Heppner
Richard Larkin
Kathleen & James Mullins
Up to $99
Barb Howe

2019 AM Host Scholarship Fund
$100 – $499
Avi Decter
Brandon Woods
Up to $99
Matt Follett

History Leadership
Institute Scholarship Fund
$100 – $499
Trina Nelson Thomas
Alexandra Rasic
Donna Sack
Mark Sundlov
Up to $99
Stacy Klingler
Jennifer S. Landry
Elizabeth Shatto

History Leadership
Institute Advisory Board Partners
$5,000+
Conner Prairie Museum
History Nebraska
National Association for Interpretation
Indiana Historical Society
Minnesota Historical Society
Missouri Historical Society

History Leadership
Institute Sponsors
$1,000 – $4,000
Georgia Historical Society
Massachusetts Historical Society

Small Museums Scholarship
$500 & Up
Janice Klein
Carl R. Nold
$100 – $499
Jacqui Ainlay-Conley
Sean Blinn
Brian Crockett
Trina Nelson Thomas
Alexandra Rasic
Donna Sack
Elizabeth P. Stewart
Beverly C. Tyler
Up to $99
M. Susan Barger
Bob Beatty
Ann Bennett
Laura Casey
Stacy Klingler
Jennifer S. Landry
Allyn Lord
Nate Meyers
Steve Murray
Aimee E. Newell
Eric Taylor
Bruce Teeple
Tobi Voigt

Donations given in honor and/or memory of:
Jim Blackaby
John Fleming
Robert Richmond
Scott Carriere
SHA Class of 2011

16 SUSTAINABLE & TRANSPARENT
As 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!