

Running a Successful MOMS Programming Meeting

Running a successful MOMS Program Planning Meeting is critical to getting your exhibition tour off to a great start. Remember that this is your first (and perhaps one of the few) opportunities that you'll have to gather your local coordinators all together—so take advantage of the situation! Learn from the experiences of your colleagues from across the country about ways you can maximize the impact of your Program Planning Meeting. (Some things may seem obvious, but don't let even the littlest details fall between the cracks!)

PRIOR TO THE MEETING:

- ♦ Schedule the meeting 6-9 months prior to the exhibition's opening.
 - ♦ Select a location that is convenient geographically for all. Be prepared to cover overnight expenses for those that will have long trips.
 - ♦ Or select a location that has significance to the exhibition's theme, such as an historic venue.
 - ♦ Make sure the meeting room can accommodate the number of people you expect.

- ♦ Determine the goals for your meeting (may include one or all of the following goals):
 - ♦ To orient local hosts, state partners and state scholar to the MOMS program, exhibition themes and resources.
 - ♦ Develop ideas for local programming, marketing and fundraising
 - ♦ Provide information about Council programming and funding opportunities
 - ♦ Provide an opportunity for networking and collaboration among the local venues, state scholar and state partners.

- ♦ Work with your MOMS Coordinator to set your meeting agenda and format:
 - ♦ Timeline: minimum of 8 hours (including lunch and breaks); optimal time is 1.5 days. A relaxed, open agenda which allows for ample time for questions and answers will save you considerable time back in the office.
 - ♦ Format options: (1) assemble night before for informal group dinner; meet the following day; (2) meet afternoon of first day, informal group dinner, meet next morning; (3) meet from 9-5 in one day; allow for those traveling long distances to stay overnight
 - ♦ **Necessary** agenda items: (Review sample agendas provided)

Time	Item	AV Requirements	Person Responsible	Pointers
15-20	Welcome / Intro	None	PO	Have listing of all meeting participants with contact info; scholar bio w/contact info
20-30	MOMS Overview	LCD monitor	MOMS Staff	How local venues fit into overall MOMS project
5-10	Council rationale for MOMS	TBD	PO or Ex Dir	Why SHC is involved in MOMS
30	Exhibit Overview	LCD monitor	MOMS Staff	
20-30	Scholar Presentation	TBD	Scholar	Discuss state tie-in to exhibition theme(s)
30-45	Program Brainstorming	Black board, Flip chart	PO/MOMS Staff/Scholar/Everyone	Sharing examples from other communities, pass-arounds, brainstorming

20	Public Relations	LCD	MOMS/PO and SHC PR staff	Explain MOMS Marketing Toolkit, distribute posters, etc., discuss SCH PR efforts
20	Grant Program / Funding Sources	TBD	PO	Discuss opportunities and requirements for SHC grants
10	Evaluation Requirements	None	MOMS/PO	Discussion Close out Report, SHC reporting requirements
10	Legislative Relations	None	PO/MOMS Staff	Explain legislative communications strategy; signing of group letters
15	Tour Schedule / Logistics / Shipping	None	PO/MOMS Staff	Confirm schedule, answer shipping questions/plans
15 each	Am and PM Break	TBD	PO	Opportunity to showcase specific project or resource: video clips, web sites, etc.
45-60	Lunch	TBD	PO	Good opportunity for fun activity
TIME SUBTOTAL TIME 5.5-6 Hours				

◆ **Optional** agenda items: (Review sample agendas provided)

Time	Item	AV Requirements	Person Responsible	Pointers
20-30	Technical Assistance: Developing Local Exhibits	TBD	Partner Organization or MOMS Staff	Help venues who don't have experience in developing exhibits: exhibit story, design, fabrications, etc.
20-30	Tech. Assist: Oral History Techniques	TBD	Partner Organization	
25-20	Tech. Assist: Working with Teachers	Materials as described in exhibit lesson plans	Partner Organization or MOMS Staff	Strategies for reaching teachers and classes; work through MOMS lesson plan—group activity
15-20	Tech Assist: Docent Training	TBD	Partner Organization of MOMS Staff	Overview of role of docent, resources for training, etc.
15-20	Finding Funding Sources	TBD	Partner Organization	Overview/suggestions for seeking outside funding; list of potential funders
20-30	Complimentary State Programs	TBD	Representatives from collaborating state organizations/agencies	Info on other programs/organizations that might complement individual efforts
TIME SUBTOTAL: 1-1.5 Hours				
TOTAL TIME: +/- 8 Hours (allowing for schedule adjustments)				

◆ Prepare local coordinators in advance

- ◆ Encourage them to visit the MOMS web site at www.museumonmainstreet.org in advance of the meeting; give them the passwords to the Administrative sections of the web. Tell them that they'll be getting hard copies of the on-line materials at the meeting so there is no need for them to print out everything unless they want to.
- ◆ Send them some general info about project: exhibit description, list of venues, exhibit schedule
- ◆ Send them agenda, directions to meeting, lodging information, etc.
- ◆ Assign homework for the meeting: (1) have them come with a list of program ideas and/or community resources; or (2) ask them to bring a "show and tell"

object from their institution that relates to the theme of the exhibition; and (3) be certain they come with their list of concerns in administering the project locally.

- ◆Prepare the project scholar in advance
 - ◆Make sure they have a copy of the Exhibitor Notebook in advance of the meeting.
 - ◆Send them agenda, directions to meeting, lodging information, etc.
 - ◆Encourage them to visit the MOMS web site at www.museumonmainstreet.org in advance of the meeting; give them the passwords to the Administrative sections of the web
 - ◆Make sure they have a list of the tour venues (copies of their application form—info on each community)
 - ◆Make sure they know what to expect, what their role in meeting will be, how long you expect them to stay.
 - ◆Make sure you've arranged for any audio visual equipment they may need.
 - ◆A conference call with your MoMS contact and scholar before the workshop is an excellent way to ensure that you're prepared.
 - ◆To paraphrase Jerry MacGuire: "Help them help you!"

- ◆Prepare state council colleagues and other program partners in advance
 - ◆Meet with program partners in advance. Describe the council's intentions with the project, describe specific ways that they might contribute, and outline what they can expect in return with the partnership.
 - ◆Encourage them to visit the MOMS web site at www.museumonmainstreet.org in advance of the meeting; give them the passwords to the Administrative sections of the web
 - ◆Make sure they have general info about project: exhibit description, list of venues, exhibit schedule.
 - ◆Clarify what their role in meeting will be; discuss what materials would be appropriate for them to bring, how long you may want them to talk, etc.
 - ◆Send them agenda, directions to meeting, lodging information, etc.

- ◆Keep your MOMS Contacts in the loop
 - ◆Include them in all your communications with venues (emails, mailings, etc.)
 - ◆Send them exhibit schedule/updates as often as information changes
 - ◆Don't hesitate to contact them with questions
 - ◆Schedule a conference call with your project scholar, MOMS contacts, state council colleagues, state partners and other facilitators prior to meeting to go over objectives, agenda and details

- ◆Assemble your materials:
 - ◆Be sure to include appropriate SHC info in the SHC tab in binder:
 - ◆Council staff contact information
 - ◆Council PR information, logo slick sheets
 - ◆Council grant information and application forms
 - ◆Contact information for Federal and State legislators
 - ◆Public list of Council board members
 - ◆Assemble hand-outs for distribution at beginning of meeting:
 - ◆List of ALL meeting participants with full contact info
 - ◆Background on scholar with full contact info
 - ◆Exhibition schedule

◆Prepare your legislative letters: use template provided in Coordinator's notebook; print out on plain paper (not Council letterhead); have letter for both Senators and all Members of Congress whose districts will be having the exhibition, along with the Governor and appropriate state legislators.

DAY OF THE MEETING:

- ◆Remember the Boy Scout motto: *Always be prepared!*
 - ◆Arrive early
 - ◆Bring extra supplies
 - ◆Make sure room is set up properly to facilitate good interaction (tables arranged conference style or “U” shaped)
 - ◆Make sure AV is in place and working
 - ◆Have name badges prepared for everyone (You may know everyone, but odds are that others don’t!)

- ◆Use the meeting as an opportunity to:
 - ◆Distribute PR materials to participants: posters, brochures, teacher and docent guides, take-aways, etc. (Saves on shipping costs later and adds to excitement)
 - ◆Get signatures on legislative letters (be sure to send everyone a copy of the letter they signed after the meeting)
 - ◆Build a sense of community among your venues—provide a chance for them to get to know each other better (dinner night before, etc.)
 - ◆Make your venues feel a special part of a special project
 - ◆Reserve nice food
 - ◆Provide “take-aways” or gifts (promos from SHC or partners: t-shirts, posters, publications, etc)

- ◆Make meeting Fun and Interactive
 - ◆Do one of the activities from the Teacher’s Guide or Docent Guide
 - ◆Read from a selected text or play an excerpt from music or video that relates to the exhibition theme (scholar can help identify)
 - ◆Visit a nearby site/resource that relates to the exhibition theme
 - ◆Invite a local coordinator from a previous MOMS tour to share their “testimony” with the group.

AFTER THE MEETING:

- ◆ Promptly send thank you’s to all participants and any necessary follow-up items
- ◆ Make copies of signed legislative letters: mail originals to addressee, send copies to the Federation office and to local hosts and keep a set of copies for your files
- ◆ Make note of what components of your meeting went well and what you’d do differently next time
- ◆ Continue regular communication with local hosts as they develop their program plans—either via email/list serve or conference calls. Be sure to include your MOMS Contacts in these communications.