The Association of African American Museums (AAAM) is a non-profit member organization established to support African and African American focused museums nationally and internationally, as well as the professionals who protect, preserve and interpret African and African American art, history and culture.

Established as the single representative and principal voice of the African American museum movement, the Association seeks to strengthen and advocate for the interests of institutions and individuals committed to the preservation of African-derived cultures.

Vedet Coleman-Robinson, AAAM Executive Director
Housekeeping Items

Please use the CHAT feature to post:

• Your Name & Institution
• Questions/Comments
<table>
<thead>
<tr>
<th>AIM</th>
<th>ACTION</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connection</td>
<td>…linking Black museum executive leaders together during a time of common crisis</td>
<td>Common strength</td>
</tr>
<tr>
<td>Collaboration</td>
<td>…fostering a sharing of best practices and valuable ideas among Black museums</td>
<td>Optimal operational excellence</td>
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<tr>
<td>Communication</td>
<td>…informing the Black museums field of resources, advocacy approaches, and funding opportunities during a common crisis</td>
<td>Greater awareness</td>
</tr>
<tr>
<td>Co-planning</td>
<td>…cultivating a collective forward-facing, strategic approach toward reopening Black museums that are ready and well-prepared</td>
<td>Successful and seamless reopening of Black museums after COVID-19</td>
</tr>
<tr>
<td>Community-building</td>
<td>…strengthening the support that Black museums and their leadership receive from one another</td>
<td>Stronger bonds of alliance in the Black museums field</td>
</tr>
<tr>
<td>Counting our needs</td>
<td>…identifying and analyzing the needs of Black museums so that we can more effectively advocate for Black museums during this common crisis</td>
<td>The sustainability of Black museums</td>
</tr>
<tr>
<td>Caring for one another</td>
<td>…giving attention to the mental and emotional needs of the leadership and professionals of Black museums during this common crisis</td>
<td>Greater peace and joy</td>
</tr>
<tr>
<td>Convening leadership</td>
<td>…gathering ourselves virtually with AAAM board members and highly-respected senior leaders in the field who have the wisdom of navigating museums through crises</td>
<td>Well-prepared and informed leadership of the field</td>
</tr>
</tbody>
</table>
AAAM has created regional cohorts in order to better serve the membership during the conversation sessions. The Regions are: Northern, Southern, Eastern and Western.
Regional Leadership Conversation Facilitators

Western
LaNesha Debardelaben

Southern
Ahmad Ward

Eastern
Marion “Missy” McGee.

Northern
Robert “Bert” Davis
The sessions will take place over the next three months with each regional cohort starting at 2 PM EST on the following dates:

**April**
- Friday, April 17, 2020 – Southern
- Thursday, April 23, 2020 – Northern
- Friday, April 24, 2020 – Eastern
- Thursday, April 30, 2020 – Western

**May**
- Thursday, May 14, 2020 – Southern
- Friday, May 15, 2020 – Northern
- Thursday, May 21, 2020 – Eastern
- Friday, May 22, 2020 – Western

**June**
- Thursday, June 18, 2020 – Southern
- Friday, June 19, 2020 – Northern
- Thursday, June 25, 2020 – Eastern
- Friday, June 26, 2020 – Western
We are strongly encouraging the membership to help guide the conversation.

➢ Please submit topics for the sessions, following this meeting.
➢ There may be issues you are facing at your institution that the network can help you solve.
➢ In addition, your methods may help someone else address difficult situations.
➢ This is our time to join forces to support each other and face this crisis together.
Fundraising in a Time of Crisis

Financial Impact Post COVID-19 On African American Institutions Survey

Amid the current global crisis, many organizations are working at full capacity to take precautions to protect their staff, organization and audiences/clients, while simultaneously facing financial distress and uncertainty due to the novel coronavirus (COVID-19).

This survey is intended to understand the impact this global pandemic is having on African American museums and institutions, in an effort to create and provide resources, information and coaching to assist our organizations during this difficult time. Coordinated and collaborative opportunities for revenue generation and fundraising is one of the ultimate objectives of this survey.

CLICK HERE and complete the survey no later than: Wednesday, April 15, 2020
Mission-Driven Museum Programming in a Time of Crisis

Programming Possibilities | Best Practices | COVID-19 Resources
For those days...
when the news is too much, when you need to escape and see beauty but can’t leave your home, here is your chance to see breathtaking art collections from the comfort of your home.

[Link to virtual tour of top 10 museums in the world]

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From Our COVID Response Team
Some members of our response team met remotely on Thursday to align our work with Governor Sununu’s most recent “Stay-At-Home” order. We will continue to meet weekly as we adjust to the unfolding pandemic and public health crisis.
Dear NMAAHC Family,

With community being so important to our core mission, staying engaged during this time of social distancing is more important than ever. Although our building is temporarily closed, our “virtual doors” remain open.

Join Us for A Jazz Watch Party
We are kicking off JazzAppreciationMonth at 1 pm TODAY with a Facebook Watch Party. We launch the celebration by showcasing videos of performances from the museum’s collection. Among the featured performers are Billie Holliday, Cab Calloway, Ella Fitzgerald, Count Basie, and Willie “The Lion” Smith.

Throughout April, we will also celebrate African American poetry. We are poised to end the month on a high note with the museum’s first digital Poetry Slam. Stay tuned for more online features, and stay connected with us @NMAAHC on Twitter, Facebook, Instagram, and YouTube.

Tune in on Fridays
at 11:30 am for

VIRTUAL
FIELD TRIP FRIDAYS

Join us online weekly at 11:30 am for Field Trip Fridays where we will take you on a virtual museum tour of one of our exciting exhibits. Currently, on display is Prince George's County resident David Cassidy's exhibit "Race, Religion & Revolt".
Some museums are converting upcoming fundraising galas into digital events:

- The Hermann-Grima + Gallier Historic Houses in New Orleans is moving their annual Wine Fête online, complete with silent auction, and encouraging attendees to participate from home (with a glass of wine, of course).

- The Japanese American National Museum’s virtual gala will include a livestream program during which they will announce the winner of their raffle (the prize is a 2020 Lexus RX 450h!), hold an online auction, and solicit donations for their education programs.
COVID-19 Financial Relief and Resources

➢ Coronavirus Aid, Relief, and Economic Security (CARES) Act includes $500 billion in economic stabilization funds, $274 billion in emergency appropriations, and other measures aimed at combating the COVID-19 health care and economic crisis.

➢ It also includes $50 million for the Institute of Museum and Library Services (IMLS), $75 million for the National Endowment for the Humanities (NEH) and $75 million for the National Endowment for the Arts (NEA).

➢ All 3 agencies are authorized to provide direct grants to support museum operations and to waive matching requirements. Your responsiveness to AAAM’s COVID-19 survey will help them better understand the needs of Black museums as they develop grant guidelines and criteria used to formulate applications.

   • IMLS Authorizes New Grant Flexibilities for Libraries, Museums (April 6, 2020)
   • Facing Challenge with Resilience: How Museums are Responding During COVID-19 (April 1, 2020)
   • Webinar: Mitigating COVID-19 When Managing Paper-Based, Circulating, and Other Types of Collections (March 30, 2020)
   • Federal Government Invests $50M in Museums, Libraries to Address Digital Divide During COVID-19 (March 27, 2020)

➢ Economic Injury Disaster Loans (EIDL) and Loan Advances (SBA 7(b) loans): Eliminates creditworthiness requirements and appropriates an additional $10 billion to the EIDL program so that eligible nonprofits with 500 or fewer employees, as well as self-employed workers, can get loan advances of up to $10,000 within three days of a successful application. The loan advance provides economic relief to organizations that are currently experiencing a temporary loss of revenue. The loan advance is treated as a grant and will not have to be repaid. Start your application here.
COVID-19 Financial Relief and Resources

Paycheck Protection Program (also known as Small Business Administration 7(a) Loans) provides loans up to $10 million for eligible nonprofits with 500 or fewer employees, permitting them to cover costs of payroll, operations, and debt service, and provides that the loans be forgiven in whole or in part under certain circumstances. For more information, including eligibility, how to apply, loan details, forgiveness, and other assistance visit the Small Business Administration’s Paycheck Protection Program page. CLICK HERE to locate an eligible lender in your area.

- The U.S. Department of the Treasury has posted additional information, including an overview and a sample application for borrowers.
- Starting April 3, 2020, small businesses and sole proprietorships can apply for and receive loans to cover their payroll and other certain expenses through existing SBA lenders.
- Starting April 10, 2020, independent contractors and self-employed individuals can apply for and receive loans to cover their payroll and other certain expenses through existing SBA lenders.
- Other regulated lenders will be available to make these loans as soon as they are approved and enrolled in the program.
COVID-19 Financial Relief and Resources

- Giving Compass and the National Center for Family Philanthropy (NCFP) have compiled a vetted list of COVID-19 relief funds. As of March 24, 2020, this list includes more than 90 funds established to address immediate and long-term needs related to COVID-19. Also, monitor this spreadsheet of relief funds being compiled by the Council on Foundations.

- A large number of foundations recently created and signed a pledge to provide their grantees with “the flexibility and grace to respond quickly and confidently in this critical moment.” These foundations have also expressed a willingness to provide funding for organizations they do not currently fund.

- The DeVos Institute for Arts Management at the University of Maryland has created a list of some practical steps during a time of uncertainty, including actions to take with funders, vendors, ticket holders, creditors, and lenders.

- Artist Relief Fund recently launched through a coalition of national arts grant-makers to provide emergency financial assistance to artists across the United States.

- The Chronicle of Philanthropy has published Help for Nonprofits During the Coronavirus and Uncertain Economic Times, a free selection of articles from its archives. This collection includes essays on teleworking, engaging major donors, helping the vulnerable, and coverage of how foundations are responding to the need for COVID relief.

- The Innovation in Nonprofit Finance Blog provides helpful information in this Financial Leadership in the Face of Impossible Choices post.
COVID-19 Financial Relief and Resources

➢ Engage with museum leaders from around the world during upcoming webinars:
  • April 10 Coronavirus and Museums: Impact, Innovations and Planning for Post-Crisis (International Council of Museums)
  • April 10 AASLH Conversations: Empathetic Audience Engagement During a Crisis (American Association for State & Local History)
  • April 15 Facilitated Dialogue on COVID-19 (International Coalition of Sites of Conscience)
  • April 15 Managing Nonprofit Finances Through the Current Crisis (The Wallace Foundation)

➢ Access recently recorded webinars and slides on topics such as:
  • Crisis Management in Museums
  • How To Keep Your Audience Engaged, Entertained, and Inspired in the Age of Coronavirus
  • How to Captivate, Connect, and Communicate with Your Audience during Coronavirus
Thriving as Leaders in a Time of Crisis

Tough Times Can be Good

The best time to demonstrate leadership is when there is a crisis. Nothing else is of greater significance. No other consideration is as important. So, you must be prepared!

➢ Concerns and Impacts on Nonprofits during a COVID 19 Crisis
➢ COVID-19 Crisis Requires Leaders to Be Bolder
➢ How Leaders Can Handle Staff Cuts Due to COVID19
➢ Stanford’s SSIR Guide to Resilient Leadership During COVID19
➢ Several Reminders for Nonprofit Leaders during COVID19 Crisis
Importance of Self-Care in a Time of Crisis

How to Deal with Overwhelm

Take a deep breath. I'm struggling with...

Finding solutions  Mental Clutter  Time

Tried taking a mental break?  Have you defined what's most important?

Already did  Not yet  Yes  No

Restless or confused?

Restless  Confused  Too busy  Yes, please

Mindful movement  Breathwork

Too many people or thoughts?

Lots of people  Abundant in thoughts

Digital fast  Meditation + Journal

Alisa's Advice

BE WHERE YOU'RE AT

- For most people, emotion around this experience has come in waves - waves of sadness, waves of being ok. Allow yourself to experience where you are without judgement or guilt.
- Mindfulness is helpful a helpful tool to use as we experience these emotional waves. Check out the many virtual tools available online!
- When you are experiencing a wave of feeling ok, or even good, check on your people - we are all connected.
- If you live alone it could be useful to find a check in buddy - someone who you speak to daily.

SEEK BALANCE

- Some structure is important, but don’t put pressure on yourself to adhere to strict regimen unless you already know that you need that.
- To that end, it can be useful to expand your definitions of productivity - it is productive to learn to be still with yourself. It is productive to spend time with the people that live with you. it is productive to try something new.

CURATE INPUTS

- Curate a set of inputs that feel good at this time. Think about all 5 senses:
  - Hearing: music. the sound loved ones voices, DNice IG parties
  - Sight: art, movies, friends and family in virtual meetings
  - Taste: nourishing foods, new recipes
  - Smell: boiling citrus. using a diffuser. essential oils in the bath/shower
  - Feel: knitting, cooking, sewing, painting etc.
Q&A / Closing Remarks