



December 2020 Museline

Season's greetings! I wanted to get out one last communication before many of you set up your out of office replies. This marks my second year anniversary at TAM – certainly the most professionally and personally challenging of any other. I lost my sister Melinda or Melly for short of COVID-19 in May and our holidays, like thousands of others, are not the same with that empty chair. On a hopeful note, just a few days ago we saw vaccines ship around the state and as I speak, they are being administered to first responders like Melly.

Like TAM, the Freeman family has a deep commitment to hard work, service, and improving the lives of others – while having a little bit of fun of course. That commitment is expressed in the efforts TAM took this year to pivot the topics and delivery methods of our professional development programming. Our new membership structure is designed to make learning throughout your career easy and affordable at TAM.

For you directors out there, I want to share this anecdote about the importance of professional development passed along to me years ago. One director says to another, “What if you train your staff and then they leave? And the other responds, “What if you don't and they stay?” Our new Institutional Memberships will ensure that ALL of you staff get TAM benefits and not just 2 or 3.

Hello and Welcome the December 2020 Edition of TAM's Museline, our digital newsletter covering all things TAM.

Let's dive more into membership. After nearly ten years TAM has revamped our membership levels and dues to better serve you over the span of your career.

Let's learn about some of the highlights, starting with Individuals.

If you're a student, we now offer two new types of Academic Levels that ensure you are covered while you are in school and your first year after graduation. For those retirees who simply want to stay connected, we have you covered by reducing that rate.

If you've been furloughed this year, we are providing a low cost individual membership for you and those new professionals in their first three years working or seeking employment at a museum, historic site, or related institution.



Finally, we've also address the missing rung of our engagement ladder with the new Alumni Membership Level. This was designed specifically for former councilors and committee members who served our organization over the past 40 plus years.

What's New for Institutions? For Institutions, we have long used an organization's operational budget to determine dues, but we know that that may not be the best method for calculating rates. The best part is that with this new approach every Institutional Member, yes EVERY Institutional Member, has unlimited designees that can create user accounts and receive benefits. Folks, you are going to want to work for a TAM Member museum because they guarantee you access to free and low cost professional development.

We don't want to turn anyone away, so in addition, every large member museum will subsidize the membership of another smaller institutional member for one year. We will go into more detail about applying for TAM Fellowships when we officially roll this new membership program on January 1st.

Please take some time to review our membership refresh. If you are a current member, these changes will take effect upon the renewal of your membership. If you are not a member, we would love for you to become one. Please share our work towards greater inclusivity with your colleagues -- we hope they will be happy to know that there are more ways to get a seat at the table where they can find lifelong learning with lifelong friends.

Council Voting

A feature of our memberships is the opportunity to vote for TAM Councilors. Voting will open in January to fill our Officer and Councilor-at-Large positions for the 2021-2023 term. Learn more about the candidates by reading their Q&As on TAM's website. We will circulate the ballot next month votes will be taken until February 28.

A key benefit of TAM is reduce rates to our annual conference. While we work on the final touches to the schedule, Sponsorship opportunities are now open for TAM Business Members to TAM 2021: Roots and Reckoning: Museums Respond and Redefine in San Antonio. Members



always jump to the head of the line before we open up to others. If you are museum-serving business that is not a member, then join today to secure your spot. In an effort to create a safe event, seats will be very limited this year, so don't delay. Shout out to Exhibit Concepts our newest Business Membership. Thank you!

And finally, a couple of programming notes.

Registration is now open for our February 3rd online event titled Conflict De-escalation and Bystander Intervention presented by a team from Hollaback!, an organization devoted to ending harassment in all its forms, presents. Learn how to identify potential conflict before it escalates using their "pyramid of escalation" and how to assess whether de-escalation is the right action. This workshop is free for members and low cost for non-members. Make sure to sign up today!

That's all for now -- Happy Holidays to you and your family!

Alex Freeman
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