



VIRGINIA
ASSOCIATION
of MUSEUMS

Advocacy News 2019

Just because session is over for another year, advocacy isn't over. Review some of VAM's advocacy resources for ideas on how to continue engaging with your legislators throughout the year!

VAM Advocacy Resources

Session Wrap Up

Now that the 2019 session is over, let's take a look at some of the items we followed this year, and see what passed. (Remember, the budget will still need to go through some work, so that isn't finalized yet).

Budget Amendments

- Funding for the Virginia Centennial Commission of Women's Suffrage is still in the budget! You can see the amendment [here](#).
- Both Jamestown-Yorktown Foundation and Frontier Culture Museum have funding items still in the budget.

Interesting Legislation Update: One to Watch

HB2662 is a bill that would require high school graduation requirements to include both a work experience (an internship or service-based learning experience, for example) and a capstone project related to this experience.

STATUS: The Senate crafted a different version of this bill, and it went to conference to resolve. It then passed both houses unanimously. Looks like we will have an excellent opportunity with this new law for museums to work with schools!

AAM Museums Advocacy Day

Virginia delegates were among over 300 museum professionals and related business folks who spent February 25 and 26 in Washington, DC for the American Alliance of Museum's annual Museum Advocacy Day. After a full day of learning about the issues AAM had identified as priorities for our visits to legislators, we spent a day on Capitol Hill meeting with both Virginia Senators and 10 of our state's Congressmen.

We had wonderful conversations throughout this process, and learned a lot while we were at it. AAM had pulled together powerful data for us to



share during our meetings. The best part? Even if you couldn't join us in DC, you can review this data for yourself, and share it broadly. Some ideas?

1. Find a data point that resonates with your museum, and send a letter to your state of US legislator with that data and a story from your site to back it up.
2. Post some of the data points on your museum website, to show all of your web visitors how important museums are to the future of our communities.
3. Send a press release to your local paper with some of the data, and include a local story.

I look forward to seeing all the noise we can make with this great information!



[Download AAM Economic Impact Nationwide and by State](#)

[Review AAM's Public Opinion Data: How People See Museums](#)