

Kalamazoo Valley Community College

Arcadia Commons Campus

Kalamazoo Valley Museum

Advisory Team

5:30 PM

April 2, 2024

Present: Ferraro, Fullerton, Guarino, Jbara, Labadie, McElhone, Michaels, Stinson

Absent: Baker, Jackson, Justice, Morehouse

Meeting Agenda

1. Acceptance of the Agenda
 - The agenda was accepted as presented.
2. Acceptance of the Minutes – January 9, 2024
 - The minutes were accepted as presented.
3. Informational Updates
 - Spring Break Program ran March 26 - 30. Total attendance: 2,666. Average daily attendance: 533 guests.

Current Exhibits:

- State Hospital exhibit Feb 3, 2024 - Jan 19, 2025. Introduced QR Codes. Labels can be read by anyone with a mobile device.
- Skin: Living Armor Feb 10, 2024 - June 2, 2024, from Minnesota.

Spring Activities:

- Bonnie Jo event in the Dale Lake Auditorium had a total of 400 attendees for the evening event. Session with students in the afternoon at 2 p.m.
- Three Adult Discovery Series and Retro Café sessions with our senior audience. Series was a test, and we hope to revisit this in the fall. Effort to expand our audience and show that we are accessible, reaching as many people in our community as possible.
- Third Thursday of each month we have the Chest/Breastfeeding Café using the Children's Landscape space to serve and be a part of the community.

Signature events:

- 19th annual Fretboard Festival was March 1 & 2. Attendance of nearly 4,000 guests. In-person attendance was over 3,000 for the two-day event. Groups from Ann Arbor and Flint. We had events and workshops all throughout the museum and Anna Whitten Hall.
- We are getting ready for the Foodways Symposium. Keynote will begin here at the museum this Friday, April 5, 2024. Saturday, April 6: 10 a.m. - 3 p.m. in the culinary building. Tours of the FIC during the event.

Q: Will the museum be open for regular hours this Friday, April 5?

Yes, we will be. We may have a reset in between normal hours and event.

Astronomical Happenings at the Museum:

- Solar Eclipse April 8 and Statewide Astronomy Night April 12.
- Day of the eclipse we will have 2500 glasses to give away. We have been giving these glasses away all of March. We will be in the 90% totality region.
- For Statewide Astronomy Night we will be doing an evening program that is free. Partnered with other planetariums throughout the state. Attendance has grown each year to about 400 people currently.

Collections Update:

- Murphy Darden collections acquisition completed. Over 200 items make up this collection. 9 to 10 pages worth on our website. KVM is working on September 5 exhibit for this 2-day program with panel discussions to talk about the importance of diverse and inclusive collections. His birthday is April 23; Dr. Washington wants us to recognize this every year.
- Collections Blog has been launched to the KVM website. Includes a Darden history article.
- Deaccessioning project led to an auction last summer. That was completed. But we are continuing to decide what to keep. Always reevaluating to make sure we aren't repeating collections, and we have relevant items. All part of our accreditation.

Q: What has the timeline been since we last did this?

13 years.

- Also dealing with Native American funerary pieces and following the 3-year process that NAGPRA has given us. Sacred items are being returned to tribes. The tribes are the ones determining what is a sacred item to them individually. Based on each tribes' standards. This is nationwide, not just for Michigan. We will reach out to tribes nationwide.
- We have deaccessioned a lot of our natural history collection. Have built high-density mobile shelving that allows for more capacity and moves on a rail that is controlled by a hand crank. This build has been completed

3.1 Strategic Planning Updates & Short Exercise

- Have been going over key words with staff to mirror the college's process of coming up with new vision and mission statements for 2024 - 2029.
- Defined: Mission and Vision are why your organization exists and where it is going.
- College's Existing Core Values: Caring and Respect, Integrity, Excellence and Quality, Humor and Well Being, Teamwork and Stewardship, Equity and Inclusivity.

Our Words (MAT):

- New, Revealing, Guidance, Necessary, Imaginary, Informative, Curiosity, Irreplaceable, Truth, Information, History, Access, Interpret the Past, Portals, Ideas, Imagination Initiators, Hubs of Critical Thinking, Places to Play, Inclusive, Respectful, Accessible, Educational, Transformative, Nostalgia, Memories, Knowledge, Awareness, Learning, Family, Fun, Engaging, Interesting, Diverse, Inspiring, Local, Innovative, Historical
- The reason for all of this is to see if there is a crossover between what we think of when we think of museums. We want to look at these words when redoing the Vision and Mission Statement. We are in this process currently with our staff members. It is necessary for our accreditation to be adopted by the school and the board.
- Our very own school, community, and museum impact the world. Museums overall impact

the world for the better. Support more than 726,000 US jobs. 865 million visits each year to American museums. More than all major league sporting events and theme parks combined.

Our museum:

- We are a Blue Star Museum
 - Offer free admission to veterans and active military
 - Have Chest/Breastfeeding – Lactation Room and events
 - Sensory Days
 - Bilingual maps, exhibits, etc.
- We’re partnering with our institutions as well as local schools
 - Our museum is accessible to everyone
 - We are free, making us even more accessible
 - Eliminates potential barriers, versus if we cost money

4. Advisor Discussion:

Q: Is our goal to create a new strategic plan or changing vision/mission statement?

A: Develop new strategic plan for the next 5 years following college’s model. Part of that is reviewing current mission/vision statement: we want to make it shorter and more memorable, including some of our unique words we have come up with.

Q: Connect with Kalamazoo literacy council to figure out our final project? A lot of our materials are in language many people don’t understand. Not what we're saying but HOW we are saying it.

Q: Put in statistics to show how much our museum affects the economy and community? To understand and be aware of these facts.

Ending Notes:

- This is Craig’s last meeting. April 30 will be his last day. We all thank and appreciate you for your service, Craig, on behalf of the board.

5. Next Meeting: July 2, 2024. Might be moved. TBD (Future Meeting – October 1, 2024)

6. Adjournment

MAT Attendance	April-23	July-23	October-23	January-24	April-24	A=Absent
						P=Present
Ferraro	P	P	A	A	P	
Fullerton	A	P	P	P	P	
Jackson	A	P	P	P	A	
Justice	A	P	A	A	A	
Michaels	P	A	P	P	P	
Morehouse	P	A	A	A	A	
Stinson	P	P	A	P	P	