Supporting Collective Impact: Taking “Community Anchor” to the Next Level

ACM InterActivity
May 6, 2016
Norwalk, CT
Session Agenda

- Brief introduction to IMLS grant programs and initiatives
- Explore three “community anchor” institutions
- Engage in dialogue with our audience
Our Speakers Today

- **Reagan Moore**, Museum Program Specialist, IMLS (session facilitator)
- **Paula Gangopadhyay**, Deputy Director for Museums, IMLS (session facilitator)
- **Anthony Bridgeman**, Director of Community Initiatives, The Children’s Museum of Indianapolis
- **Leslie Bushara**, Deputy Director, Education and Guest Services, Children’s Museum of Manhattan
- **Nikki Williams**, Executive Vice President, External Relations, EdVenture Children's Museum
What is IMLS?

- The Institute of Museum and Library Services is a U.S. federal government agency established in 1996.
- Funded through annual congressional appropriations.
- Presidentially appointed Director and Museum and Library Services Board.
What is IMLS?

We are the primary source of federal support for the nation’s 123,000 libraries and 35,000 museums.

We make grants, convene groups, conduct research, and publish in order to build the capacity of museums and libraries to serve the public.
Our Strategic Plan

Three programmatic strategic goals drive IMLS grant-making.

**Learning Experiences:** IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.

**Community Anchors:** IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.

**Collections Stewardship:** IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.

Read more here: www.imls.gov/about/strategic_plan.aspx
# Museum Grant Programs

<table>
<thead>
<tr>
<th>Program Goals</th>
<th><strong>Museums for America</strong></th>
<th><strong>National Leadership Grants for Museums</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Support activities that strengthen museums as active resources for lifelong learning, vital components of livable communities, and good stewards of the nation’s collections</td>
<td>Support projects that address challenges or needs of the museum field, have broad impact, and demonstrate innovation and collaboration</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Project Categories</th>
<th><strong>Museums for America</strong></th>
<th><strong>National Leadership Grants for Museums</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Learning Experiences</td>
<td>• Learning Experiences</td>
<td>• Learning Experiences</td>
</tr>
<tr>
<td>• Community Anchors</td>
<td>• Community Anchors</td>
<td>• Community Anchors</td>
</tr>
<tr>
<td>• Collections Stewardship</td>
<td>• Collections Stewardship</td>
<td>• Collections Stewardship</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Deadline</th>
<th><strong>Museums for America</strong></th>
<th><strong>National Leadership Grants for Museums</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>December 1, 2016</td>
<td>December 1, 2016</td>
<td>December 1, 2016</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Amount</th>
<th><strong>Museums for America</strong></th>
<th><strong>National Leadership Grants for Museums</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000-$25,000</td>
<td>$25,001-$150,000</td>
<td>$50,000-$500,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cost Share</th>
<th><strong>Museums for America</strong></th>
<th><strong>National Leadership Grants for Museums</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>No Cost Share Allowed</td>
<td>1:1 required</td>
<td>1:1 required*</td>
</tr>
<tr>
<td>* Cost share not required for research projects</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Eligible Applicants</th>
<th><strong>Museums for America</strong></th>
<th><strong>National Leadership Grants for Museums</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Museums</td>
<td>Museums, Institutions of Higher Education, Nonprofit Organizations that serve museums</td>
<td></td>
</tr>
</tbody>
</table>
# Museum Grant Programs

<table>
<thead>
<tr>
<th>Program Goals</th>
<th>Native American/Native Hawaiian Museum Services Grants</th>
<th>Museum Grants for African American History and Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Enhance museum services to sustain heritage, culture, and knowledge</strong></td>
<td>Improve the operations, care of collections, and development of professional management at African American museums</td>
<td></td>
</tr>
<tr>
<td><strong>Deadline</strong></td>
<td>December 1, 2016</td>
<td>December 1, 2016</td>
</tr>
<tr>
<td><strong>Amount</strong></td>
<td>$5,000-$50,000</td>
<td>$5,000-$25,000</td>
</tr>
<tr>
<td><strong>Cost Share</strong></td>
<td>None required</td>
<td>No Cost Share Allowed</td>
</tr>
<tr>
<td><strong>Eligible Applicants</strong></td>
<td>Federally recognized tribes, Alaska Native villages and corporations, and non-profit Native Hawaiian-serving organizations</td>
<td>African American museums, Historically Black Colleges and Universities, Nonprofit Organizations that serve African American museums</td>
</tr>
</tbody>
</table>
## Technical Assistance Programs

<table>
<thead>
<tr>
<th>Description</th>
<th>Collections Assessment for Preservation (CAP)</th>
<th>Museum Assessment Program (MAP)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description</strong></td>
<td>Program provides a general conservation assessment of a museum’s collections, environmental conditions, and facilities.</td>
<td>Program helps museums strengthen operations, plan for the future, and meet national standards through self-study and a site visit from a peer reviewer. Three assessment types: Organizational, Collections Stewardship, &amp; Community Engagement.</td>
</tr>
<tr>
<td><strong>Administered by</strong></td>
<td>Foundation of the American Institute For Conservation of Historic &amp; Artistic Works</td>
<td>American Alliance of Museums</td>
</tr>
<tr>
<td><strong>Deadline(s)</strong></td>
<td>TBD</td>
<td>July 1, 2016 &amp; December 1, 2016</td>
</tr>
<tr>
<td><strong>For more information</strong></td>
<td><a href="http://www.conservation-us.org/foundation/initiatives/cap#Vxo-fWr2aic">http://www.conservation-us.org/foundation/initiatives/cap#Vxo-fWr2aic</a></td>
<td><a href="http://www.aam-us.org/resources/assessment-programs/MAP">www.aam-us.org/resources/assessment-programs/MAP</a></td>
</tr>
</tbody>
</table>
2015 Museum Grant Statistics

**MFA Grant Statistics:**
- Number of applications: 521
- Number of grants awarded: 202 (38.8%)
- Total dollar amount awarded: $20,207,105

**NLG Grant Statistics:**
- Number of applications: 62
- Number of grants awarded: 15 (24.2%)
- Total dollar amount awarded: $5,789,295
2015 Museum Applications & Grants from Children’s Museums

- Number of applications received: 59
- Number of grants awarded: 26 (44%)
  - 24 Museums for America
  - 1 National Leadership Grant
  - 1 Sparks! Ignition Grant
- Total dollar amount awarded: $3,019,363
INITIATIVES

- Community Anchors to Catalysts: The Transformed Role of Museums and Libraries
- Building Capacity in Collections Care, Conservation, and Preservation Skills
- Libraries and Museums Creating Community-based Solutions for Veterans and Military Families
IMLS Strategic Priorities and Vision

Leveraging prior investments (SCALE UP)

- Deepening STEM Learning through the Engagement of Experts
- Future of National Digital Capacity
- Strengthening Early Childhood/Family Learning
IMLS Strategic Priorities and Vision

Exploratory

- Open Educational Resources
- Gaming as Educational Tool
- Reflecting the Changing Demographics of America’s Communities
- Professional Development for Museum and Library Staff
- Building Digital Success
The Children’s Museum of Indianapolis
Strategic Plan Goal Four:

Lead a revitalization effort within the neighborhood to create an extraordinary place for families to live, work, learn, shop, play and prosper.
Mid-North Neighborhood

- Crown Hill Cemetery
- The Children’s Museum
- Highland Vicinity
- Meridian Highland
- 21st St.
- 30th St.
- 38th St.
- Historic Watson Park
- Mapleton Fall Creek
- Meridian Park

The Children’s Museum of Indianapolis
Extraordinary. Always.
The Children’s Museum of Indianapolis
Family and Neighborhood Programs

• Neighborhood Club
• Museum Preschool
• Star Point Summer Camp
• Museum Apprentice Program (MAP)
• School Memberships
The Children’s Museum of Indianapolis

Extraordinary. Always.
The museum helped finance the construction or repair of over 40 homes in the Crown Hill neighborhood.
Advocacy for streetscape improvements

Hosting a full service public library branch within the museum

Site acquisition and environmental remediation to support construction of a new fire station in the neighborhood
Vacant properties transformed into affordable housing and greenspace
This is the first time that all of our neighborhoods have been involved together in a planning effort on this scale. We see this plan as a key moment in the forward progress of our community.
What is the Mid-North Promise Program?

• Cradle-to-Career Program Supporting Family Learning for Families with Children (PreK–12) in Mid-North Neighborhoods

• Family Learning Navigator Supporting Both Parents and Children in Navigating and Accessing Resources to Achieve Academic Success in School, College and Career Readiness, Household Financial Stability, and Family Health and Wellness

• Endowment for College Scholarships
A Children’s Museum of Manhattan EatSleepPlay™ Health Initiative

EatPlayGrow ™: Museum/Library/Community Partnerships for Healthy Families
CMOM’s *EatSleepPlay™* Health Initiative

A New Research Based Model for Creating and Sustaining Communities’ Learning Outcomes

In today’s session we will:

Utilize **CMOM’s *EatPlayGrow™***, a new early childhood health curriculum in partnership with the National Institutes of Health (NIH).

Learn strategies and techniques for engaging parents in developing and supporting healthy behaviors at home that support school learning.

Learn strategies to create, implement and sustain a community network by building capacity to leverage existing resources in library settings.
CMOM: A Trusted Institution

Over 35 years serving families in the most diverse city in the world

375,000 visitors per year

20% of visitors are low income, head start families and groups

Valued and trusted resource for parents, educators and caregivers

A nationally recognized leader, CMOM tours exhibitions and programs in early childhood education, creativity, culture and health throughout the U.S. and in Canada

Experienced collaborator with public and private partners

CMOM’s mission is to inspire children and their families to learn about themselves and the culturally diverse world in which they live, through a unique environment of interactive exhibitions and programs.
Children’s Museum of Manhattan
National Early Childhood Obesity Prevention Health Initiative

In Photo from left to right: Kathleen Sebelius, U.S. Department of Health and Human Services; Karen Donato; Laurie Tisch, CMOM Board Honorary Chair; John Rhea, Chairman, New York City Housing Authority; halley k harrisburg, CMOM Board Chair; Mayor Michael Bloomberg; Andrew S. Ackerman, CMOM Executive Director; Dr. Elizabeth Nabel, NIH.

Wall Street Journal – New York - October 23, 2009: Health and Human Services Secretary Kathleen Sebelius attends a news conference at the Children’s Museum of Manhattan on childhood obesity on October 23, 2009 in New York City. Sebelius, who attended the event with New York City Mayor Michael Bloomberg, spoke about the growing issues of obesity in school-aged children in New York and the country. The museum is launching a pilot program in coordination with the National Institutes of Health at the East Side House Settlement, a public housing facility in the Bronx, to educate children about nutrition.
**Preventing Obesity & Promoting Good Health**

**CMOM Goals**

<table>
<thead>
<tr>
<th>Reach families, <em>where</em> habits are formed</th>
<th>Invest in obesity prevention, not just treatment/management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach young children, <em>when</em> habits are formed</td>
<td>Reach diverse communities</td>
</tr>
<tr>
<td>Use innovative techniques to change behavior</td>
<td>Find community-wide approaches to health</td>
</tr>
<tr>
<td>Combine straightforward messaging with fun/engaging content</td>
<td>Create replicable models</td>
</tr>
</tbody>
</table>

The National Institutes of Health & NYC Department of Health identified CMOM as an organization to provide leadership on these issues.
Components of EatSleepPlay™ Model

- *EatSleepPlay™: Building Health Every Day* Exhibit and Graphics Package
- *EatPlayGrow™* Early Childhood Curriculum
- *EatPlay Grow™* Web Resource
- Partnership Building Resources
CMOM’s Unique Approach

- Arts-based approach that targets families
- Starting young! CMOM programs target children birth – age 5, new mothers and young parents
- Meeting parents where they are—positive messaging that focuses on empowering families through everyday choices
- Behavior changing programs that are rooted in science
- Research that demonstrates impact and promising results of CMOM’s approach
- National partners to help reach families across the U.S.
- CMOM’s innovative training approach reaches Head Start teachers, administrators, cooks, childcare providers, librarians and parents.

Fighting childhood obesity in an INNOVATIVE way...through early education and experiential arts-based programs!
CMOM Results

All Participants became aware that children’s nutritional habits and food preferences are formed at very young ages and that those preferences are NOT unchangeable

• Switched from whole milk to skim or low-fat

• Substituted water for other beverages

• Began to use frozen and canned vegetables when fresh produce was too expensive or not readily available

• Caregivers’ attention to portion control increased

• Parents shifted from “love equals more food” to “love equals less and better foods”*

Families in *all economic brackets were previously unaware of the link between developing healthy sleep habits and obesity.*
EatPlayGrow™ Curriculum

New early childhood health curriculum in partnership with the National Institutes of Health (NIH).
Educational Web-based Toolkit

LITERACY

[ mobile/tablet compatible ]
CMOM Learning Hubs

Before...

Transforming Pre-K Sites and Shelters into Early Learning Hubs

Union Johnson Early Learning Center
EAST HARLEM

Children’s Museum of Manhattan
CMOM Learning Hubs

Before...
CMOM Learning Hubs

...After

Union Washington Center
EAST HARLEM

Children's Museum of Manhattan
Week of the Young Child™

Early learning and literacy, health and nutrition, and extended learning
Locally Grown: Children’s Museums as Community Leaders and Conveners in Early Childhood Development

Statement of Need:
Nationally, states and communities are struggling to address the pervasive challenges of early literacy and school readiness, and South Carolina is not alone. National efforts, such as the Campaign for Grade Level Reading, Success by Six, as well as individual state efforts such as North Carolina’s Smart Start and others, have placed a priority, some for more than a decade, on the importance of early literacy development, but poverty and other social conditions continue to hinder sustained progress. The state of South Carolina in both urban and rural areas is at a particular disadvantage as it struggles to adequately prepare at-risk students for kindergarten (and school success) and to effectively engage their parents and families in the pursuit of learning.
- 52% of children in South Carolina live in households below 200% of the poverty level
- 43% of children ages 3-5 are not enrolled in any nursery school, preschool, or kindergarten program
- 72% of South Carolina 4th graders scored below proficient in Reading Achievement
- Of those who scored below proficient, 84% are eligible for free/reduced school lunch
Participating Museums:
Children's Museum of South Carolina-Myrtle Beach
Main Street Children's Museum-Rock Hill
The Sandbox Children's Museum-Hilton Head
EdVenture Children's Museum-Columbia
Children's Museum of the Lowcountry –Charleston (Feb 2015)

Goals of Collaboration:
Enhance early childhood literacy
Enhance early childhood technology
Position museum as early childhood education leader
Enhance outreach programs
Increase community awareness
Create sustainability
Gain financial support from business community
Increase business partnerships
Find sponsorships and grants to sustain programs
Develop pop-up exhibits at all museums
Support and mentor other museums
Create a toolkit to be presented at 2015 ACM Conference
Locally Grown was created to link local, statewide and national priorities of early literacy and school readiness by using EdVenture’s experience and role in being a community anchor. Children’s museums have the unique opportunity to reach more children annually and provide systemic change on concerns and challenges that the community faces. This project was outlined with a unique strategy that utilized the children’s museums across the state and the use of informal education to meet the needs of the community in which we respectively serve. Each component of the project identified challenges and opportunities for improvement and growth.
Agreed Upon Change in Project:
Collaborative decision was made for each museum to make a pop-up exhibit unique to their own region.

Most Successful Aspects of Collaboration:

Least Successful Aspects of Collaboration:
Adhering to timeline. Finding a time for everyone to meet. Adhering to timeline.
Each individual museum was tasked with increasing awareness in their community, develop strategies to increase individual and corporate donor database and develop and design the pop-up concepts and result in a traveling exhibit that will be utilized in each community to teach the early learning concepts that were individually identified by each museum.

- Tasks Accomplished by Museums:
  - Identified 50+ individuals/corporations interested in early childhood education: 3/4
  - Developed content concepts for pop-up exhibit: 100%
  - Developed design concepts for pop-up exhibit: 100%
- Since January 2014:
  - Total New/renewed community relationships: 29
  - New/renewed funding relationships: 14
  - Fundraising activities: 14
  - Activities for the community: 124
Children’s Museum of the Low Country

Children’s Museum of South Carolina

EdVenture Children’s Museum
Moderated Discussion

- Indicators of “Community Anchor”
- Community Impact
- Collective Impact
Community Impact

- What do you think defines a community anchor institution?
- How were you able to develop a community of trust in order for this to occur?
- How have your projects impacted your community?
How were you able to take the next step, from community anchor to collective impact?

How were you able to harness vision, data, and collective action?

What are some of the challenges you faced in becoming a community anchor and if you were to go on the journey again, what is one thing you would not do/lessons learned?
Questions?
Talk to Us!

- Anthony Bridgeman, anthonyb@childrensmuseum.org
- Leslie Bushara, lbushara@cmom.org
- Nikki Williams, nwilliams@edventure.org
- Paula Gangopadhyay, pgangopadhyay@imls.gov
- Reagan Moore, rmoore@imls.gov