

# Nine Characteristics of a Successful SMA

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COSMA received a \$50,000 grant made available through the *NEH American Rescue Plan: Humanities Organizations* funds for a 2022 project called **Strengthening State Museum Associations to Serve America's Museums.**

**Strengthening State Museum Associations**  
**to Serve America's Museums**





The goal of **Strengthening State Museum Associations to Serve America's Museums** is to create a COMMON SERVICE MODEL that identifies the activities, programs, and other functions that every State Museum Association (SMA) should ideally be able to provide to the museums in its state.



The COMMON SERVICE MODEL will be based on COSMA's "Nine Characteristics of a Successful SMA." At the 2014 Museums United meeting that led to the creation of COSMA, SMA leaders identified these essential functions that remain at the heart of our work today.



So what are the  
NINE CHARACTERISTICS OF A SUCCESSFUL SMA?



# Clearly Defined Mission



# Collaborative Approach



# Effective Advocacy





# Effective Communication



**Engaged, Diverse and Broad Membership**



# Relevant, Responsive Member Services




**Reliable, Sustainable Sources of Funding**



# Sound Financial Management



# Strong Leadership




We understand that the capacities of SMAs vary widely from state to state. This project will also look at bridging broad gaps in resources. Success will require clear and honest communications between individual SMAs and the COSMA community.



Over the course of the one-year grant period, COSMA will bring together virtually a team comprised of SMA representatives to:

- Provide information on their current level of service
- Find consensus on what services all SMAs should ideally provide
- Recommend potential sources of assistance





Together we will create a concise checklist of essential functions and identify how each SMA currently approaches these functions. With this information in hand, we will consider what functions to develop using:

- Centralized services from COSMA
- Reliable peer assistance
- Additional financial support



**How YOU can help TODAY**





**Questions?**



# THANK YOU



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