

## COSMA 501(c)(6)

Jennifer Thomas, VA ● Erika Sanger, NY ● Lisa Craig Brisson, MI ● Linda Endersby, MO ● Candace Sall, MO ● Lacie Lieberthal, CA ● Casie Vance, IA ● Scott Warren, NC ● Ruth White, UT

## COSMA Foundation 501(c)(3)

Jeanne Schultz Angel, IL ● Linda Endersby, MO ● Candace Sall, MO ● Rusty Baker, PA ● Brenda Granger, OK ● Janice Klein, AZ

## Outgoing Board Members

Cynthia Sweet, IA ● Malinda Horton, FL ● Timothy Hecox, OR ● Debbie Shaw, TN

## Unanimous Election

Board Members represent 15 states ● Committee Members represent 19 states

Anne Ackerson, NY  
Rusty Baker, PA  
Lisa Craig Brisson, MI  
Ken Busby, OK  
Diana Call, UT  
Dixie Clough, AK  
Lauren Daughety, OK  
Celeste DeWald, CA  
Richard Ellwanger, OK  
Linda Endersby, MO  
Brenda Granger, OK  
Malinda Horton, FL  
Jane Jerry, NC  
Audrey Kauders, NE  
Janice Klein, AZ  
Steph McDougal, TX

Johnna McEntee, OH  
Stacy O'Daniel, OK  
Ruth Ann Rugg, AR  
Candace Sall, MO  
Erika Sanger, NY  
Jeanne Schultz Angel, IL  
Kathy Shannon, TX  
Cyndi Sweet, IA  
Jennifer Thomas, VA  
D'Lese Travis, OK  
Delaynna Trim, OK  
Casie Vance, IA  
Guy C. Vanderpool, TX  
Scott Warren, NC  
Valorie Walters, OK  
Ruth White, UT

Florida Association of Museums  
Oklahoma Museums Association



**\$4,995 raised**  
**more than double**  
**the previous year**



## By the Numbers

**1st** annual program  
**40** participants  
**23** states represented  
**10** scholarships donated  
**\$2,775** in registration fees

**COSMA Annual Meeting**  
**Held in conjunction with**  
**the Summit**

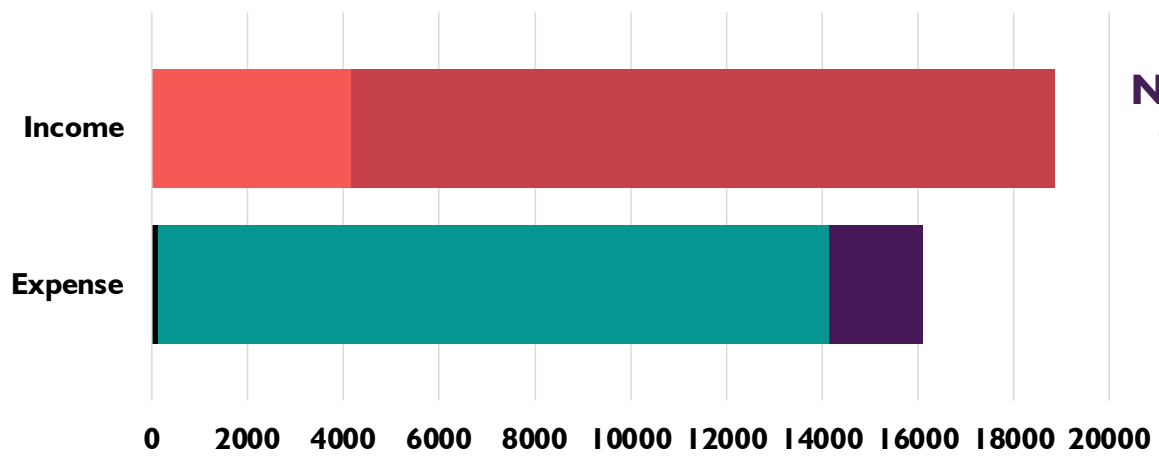
## 3 Case Studies

**New Mexico Association of Museums: EMPs and Mentorship** ● **Iowa Museum Association: Teaching Iowa History** ● **California Association of Museums: DEAI Position and Workplan**

## 2 Feature Speakers

**Susie Wilkening, WA - Helping State Museum Associations Navigate Shifting Perceptions of “Neutral”**  
● **Lauren Daughety, OK - Flex Your Success: Communicate the Vision and Strategic Advantages of Your SMA**

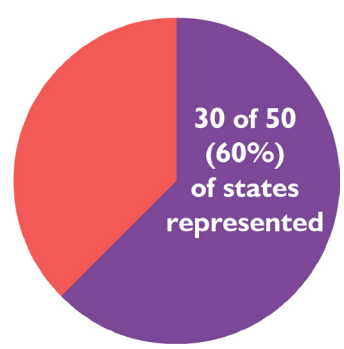
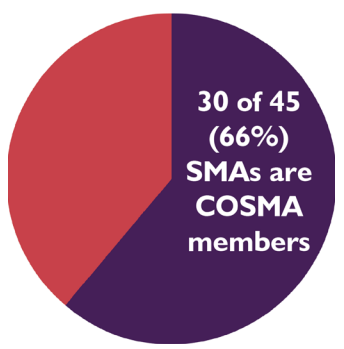
**Financials**



	Expense	Income
■ Direct Public Support \$4,171.32		\$4,171
■ Program Income \$14,690.90		\$14,690.90
■ Business Expenses \$140.06	\$140	
■ Contract Services \$14,000	\$14,000	
■ Operations \$1,950.25	\$1,950.25	

**Total Expense: \$16,090.31**      **Total Income: \$18,852.22**

**Membership**



**100% member renewal**  
**\$11,100 Membership Dues**

**NEH Grant**

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

NEH awarded COSMA a **\$50,000 grant** for the project "Strengthening State Museum Associations to Serve America's Museums."

**Goal:** to create a common service model, based on the Nine Characteristics of Successful SMAs, to help all SMAs operate more fully and inclusively in their state.

**Project Lead:** Jennifer Thomas, VA

**SMA Day**

**SMA Day is**  
**September 30, 2021**

Presented by: COSMA, the Coalition of State Museum Associations

**By the Numbers**  
2nd annual celebration  
9 participants in finale  
38 social media posts on 4 platforms  
8 SMAs participated

**Advocacy Survey**  
14 responses  
14 states represented  
6 of 6 regions represented

Communications

12 monthly newsletters

41 targeted e-news sent

44.5% average open rate

63 members  
8 avg posts per month  
95 total posts

Webinars

4 webinars  
76 attendees

February 9 - RESILIENCE for SMA Leaders ● April 20 - Mentor Programs: Why and How? ● June 8 - Digital Readiness for SMAs ● October 12 - Monthly Giving: Your Nonprofit Sustainability Plan

**Highest Attendance**  
February 9  
RESILIENCE for SMA Leaders  
Speaker: Anne Ackerson

Conversations

9 Zoom calls  
116 participants

Jan 12 - Self Care and the New Year ● Mar 9 - Tips, Tricks and Deep Dives on Digital Tools ● Mar 18 - COSMA Member Happy Hour ● May 11 - New IMLS Report Explores Opportunities for Capacity Building ● July 13 - Funding and Income Streams One Year Later ● Sep 14 - Articulating the Value of SMAs ● Sep 30 - SMA Day Finale ● Nov 9 - SMAs Confronting Difficult Issues ● Dec 14 - What Does 2022 Hold for Your SMA?

**Highest Attendance**  
December 14 - What Does 2022 Hold for Your SMA  
Facilitator: Ruth White, UT

Recognition

AAM presented the 2021 Advocacy Leadership Award to **Johnna McEntee, OH** (left) and **Celeste DeWald, CA** (right) at Museums Advocacy Day in February.

