2021 Annual Report

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 ● Valerie Walters, OK ● Ruth White, UT

Florida Association of Museums
Oklahoma Museums Association

36 total donors
34 individual
2 SMAs
$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

August 23-24, 2021

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
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

Financials

<table>
<thead>
<tr>
<th>Expense</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Public Support</td>
<td>$4,171.32</td>
</tr>
<tr>
<td>Program Income</td>
<td>$14,690.90</td>
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<tr>
<td>Business Expenses</td>
<td>$140.06</td>
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<tr>
<td>Contract Services</td>
<td>$14,000</td>
</tr>
<tr>
<td>Operations</td>
<td>$1,950.25</td>
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</tbody>
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Total Expense: $16,090.31
Total Income: $18,852.22

Net Income: $2,761.91

100% member renewal
$11,100 Membership Dues

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

NEH Grant

Membership

SMA Day

SMA Day is September 30, 2021

Presented by COSMA, the Coalition of State Museum Associations

30 of 45 (66%) SMAs are COSMA members
30 of 50 (60%) of states represented
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

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

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