



The Public Series

The Public Series, a popular component of TAM's initiative ***Finding Alternative Futures: Sustainability Through Coaching***, will continue on Wednesday, March 27, 2019, 12:00 - 3:00 pm, at George Ranch Historical Park. Admission is free to all members of the museum and cultural community.



“Key Insights About Community Engagement”

By Candace Matelic Ph.D.
Principal, CTM Professional Services, Fort Worth

Wednesday, March 27, 2019
12:00 - 3:00 pm
George Ranch Historical Park
10215 FM 762, Richmond, TX
Admission is FREE

Does your community have a strong sense of ownership of your museum? Is your organization working with others to address what matters in your community? Are your board members, staff and volunteers building meaningful relationships with other community organizations? Community engagement goes beyond offering programs and bringing people into your exhibits. It goes beyond audiences, marketing, membership and stakeholders. It goes beyond expecting the community to support your museum.

Finding a sustainable future means paying it forward, demonstrating your public value and relevance to the community you are trying to serve. You can't claim this on your own—the community decides. Sustainability and relevance are dependent on engagement, and this often means fundamental change in how your organization operates.

This session offers key insights and tools to begin and nurture your museum's engagement journey.

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