



---

## Committee on Audience Research and Evaluation

---

Updated March 8, 2021

### **ABOUT CARE**

The Committee on Audience Research and Evaluation (CARE) provides professional development opportunities, spaces for discussion, and advisory capacity for museum professionals thinking about, engaging in, and practicing systematic research and evaluation pertaining to museum audiences. As one of many communities of practice for evaluators and researchers in museum and other informal learning settings, CARE seeks to provide AAM members basic training, support, and expert advice on how to engage in or improve their studies or use data.

### ***CARE's Leadership Team***

CARE is led by a group of volunteer leaders who oversee the creation and production of networking events, programs, blogs, social media, communications, and all other forms of activity for the Professional Network. The Chair, Incoming Chair, and Secretary are voted upon by CARE's membership and other positions are filled, as needed, by CARE members who are geographically located (e.g., Annual Meeting Event Planner) or have expressed interest in supporting CARE's activities through volunteering.

### ***Leadership Team Responsibilities***

All leadership team members work together to provide leadership and guidance for CARE and its programs through annual planning and monthly team meetings.

Leadership Team members commit to CARE that they will:

- Attend monthly virtual team meetings
- Contribute an average of 4-8 hours a month, depending on role.
- Fulfill their position assignments
- Support actions identified by the Leadership Team
- Complete a two-year term (renewable for one additional term)

All volunteer leaders for CARE are required to be current members of AAM.

## ***Position Descriptions***

### **Leadership Team Members – Member-Elected Positions**

#### *Chair*

The CARE Chair is the principal leader of the Professional Network. The Chair schedules and leads all meetings of the Leadership Team and any meetings or major gatherings of the membership. The Chair represents CARE and is the liaison and primary communicator with the American Alliance of Museums and the Professional Network Council. The Chair attends all meetings of the AAM Professional Network Council and leads the Leadership Team's annual in-person gathering at the AAM Annual Meeting. This is a six-year position elected by the membership (serving first as Chair Elect, advancing to Chair, and completing the term as Past Chair).

#### *Chair Elect*

The CARE Chair Elect acts in the absence or disability of the Chair. The Chair Elect assists the Chair in leading meetings, responding to requests and needs of AAM, and supporting the work of the PN as needed. The Chair Elect is also responsible for maintaining the social media channels of CARE, Facebook and Twitter, coordinating with all other Leadership Team members to distribute information about events, efforts, and other activity to CARE members. This is a six-year position elected by the membership (serving first as Chair Elect, advancing to Chair, and completing the term as Past Chair).

#### *Secretary*

The Secretary of CARE is responsible for recording the proceedings of Leadership Team meetings. The Secretary keeps and distributes the minutes of all meetings to the Leadership Team. This is a two-year position elected by the membership. The Secretary can renew their role up to two times for a total of a six-year term.

#### *Past Chair*

The CARE Past Chair will remain on the Leadership Team to provide continuity, advice, and support to the current Chair and other Leadership Team members. The Past Chair oversees outreach efforts to new and prospective members and chairs the Nominations Team, coordinating the nominations process. This is a six-year position elected by the membership (serving first as Chair Elect, advancing to Chair, and completing the term as Past Chair).

## **Other CARE Leadership Positions – Not Member-Elected Positions**

### *National Program Chair*

The National Program Chair works to lead CARE's representation at the AAM annual meeting through participating in the National Program Committee, reviewing conference session proposals, and helping CARE submit one or more sessions for conference consideration. The National Program Chair also oversees the session review process, finding and guiding volunteers to read all submitted sessions to identify what may be relevant to CARE members. This is a two-year position that may be renewed up to two times for a total of a six-year term.

### *Annual Meeting Event Planner*

The Annual Meeting Event Planner is responsible for overseeing the planning and coordination efforts for various in-person meetings of CARE members during the AAM Annual Meeting. This includes: ticketed breakfast, lunch or evening events arranged as part of the official AAM Annual Meeting program, and informal lunch, happy hour or dinner gatherings of interested CARE members at locations near the annual meeting location, but not part of the official AAM program. The Annual Meeting Event Planner may coordinate with other PNs on the ticketed programs, working with PNs such as EdCom and PRAM, if CARE Leadership determines that these collaborations would lead to more meaningful events. Additionally, the Annual Meeting Event Planner may research and coordinate presentations by relevant speakers at CARE-related ticketed events. This is a one-year position that may be renewed up to three times for a total of a four-year term.

### *Excellence in Exhibitions Judge*

The Excellence in Exhibitions Judge sits on the Excellence in Exhibitions team, representing CARE and overseeing the application, review, and selection process for Excellence in Exhibitions winners. This is two-year position.

### *Webinar Chair*

The Webinar Chair oversees CARE's virtual presentations, networking, and other programming throughout the year. Aiming for one online gathering every other month, the Webinar Chair is responsible for identifying relevant topics, speakers or panelists, and facilitating the registration and production process for each webinar, communicating with the Chair Elect and AAM staff to distribute the event information on social media channels and to AAM members. This is two-year position.

## **CARE Leadership Application Form**

Please review the Committee on Audience Research and Evaluation Application Form below. To complete your submission, please and submit your responses via the online application, found at <https://bit.ly/2N4bMMw>

**DEADLINE FOR SUBMISSION: Friday, April 9**

Name:

Title:

Institution:

Daytime Telephone:

Email:

---

**Please provide succinct but thorough responses to the following questions:**

1. What interests you about volunteering with CARE?
2. Please describe which CARE leadership position(s) you are interested in and why you are interested in that position. Current open positions are Chair-Elect and Secretary. If you are interested in all of these positions, please let us know that, too.
3. Please describe your evaluation experience or experience in using data to make decisions, including how you think about evaluation's role in museums.
4. Serving as a volunteer leader for CARE is a win-win relationship. We are grateful for the time and energy you have to offer in doing work for the Leadership Team. What do you hope to gain from this experience?
5. What kinds of skills, perspectives, or expertise can you offer? How might the leadership team benefit from your participation? How do you think we could best apply your expertise for CARE members and AAM?
6. What can we do to support you and help you become an effective leader for CARE?

7. Can you commit to monthly team meetings? They are generally held on Monday's between 12pm and 5pm Eastern.
  
8. CARE, as a part of AAM and the fields of evaluation, research, and museums, is working to develop a leadership team and Professional Network environment that center equity and inclusion as central to its culture. What identities, cultural values and beliefs, or other personal characteristics or lived experiences would you bring to the group that might help us more fully center equity, inclusion, and anti-racist practices?

**Next Steps: A member of the Nominations Committee will contact you for a phone interview to discuss your application and answer any questions you may have in the next few weeks.**

If you have any questions about the nominations process or Leadership Team commitments, please contact a member of the Nominations Committee:

Past Chair: Sarah Cohn (scohn@auroraconsult.com)

Chair: Liz Kollmann (ekollmann@mos.org)

Chair Elect: Michelle Mileham (mamileham@gmail.com)