## Which Excellence Program is Right for My Organization?

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<th>Program Purpose</th>
<th>Pledge of Excellence</th>
<th>SIePs</th>
<th>Museum Assessment Program (MAP)</th>
<th>Collections Assessment for Preservation Program (CAP)</th>
<th>Core Documents Verification</th>
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<th>Accreditation</th>
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<td>Show your commitment to ethics, national standards and best practices.</td>
<td>Starting point for small- and mid-sized history organizations that are not ready for other programs. Self-paced, self-study.</td>
<td>Consultative program helps museums to assess their strengths and weaknesses, meet museum standards, and build capacity by planning for the future.</td>
<td>Provides report from a conservator and building a tool for long-range planning and fundraising.</td>
<td>Receive recognition validating your museum's mission and core policies meet national standards for professional museums.</td>
<td>Accreditation readiness program for museums with five or fewer staff.</td>
<td>Provides recognition for meeting national museum standards and ethics, and commitment to continued institutional improvement.</td>
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### How do I participate?

**Send an email to pledge@aam-us.org or log in to the AAM website and check a box.**

**Sign up anytime.**

**Submit Dec. 1 or July 1 application or pay fee to participate anytime.**

**See http://www.conservation-us.org/CAP for deadlines.**

**Apply anytime.**

**Apply annually (application period – late summer)**

**Submit application anytime; reviewed Feb., June, Oct. 1.**

### How does this program relate to the others?

**Pledge to follow National Standards & Best Practices for Museums that are used in all the excellence programs.**

**Uses the same standards (National Standards & Best Practices for Museums). A good precursor to, or in conjunction with MAP/CAP.**

**Uses the same standards (National Standards & Best Practices for Museums). A good tool to prepare for reaccreditation.**

**Uses the same standards (National Standards & Best Practices for Museums). Museums can use CAP to prepare for reaccreditation.**

**A required step before Accreditation. An opportunity to receive recognition for the plans you’ve created in SIePs, MAP or CAP.**

**Curriculum prepares museums for Accreditation and Core Documents Verification.**

**Uses the same standards (National Standards & Best Practices for Museums).**

### What does this program cost?

**It's free.**

**$175 one-time payment + non-members purchase an institutional membership. Must maintain institutional membership to receive certificates.**

**Free for organizations with operating expenses of $125,000 or less: $350-$750 for others. Over $4000 worth of services provided.**

**Participants should budget $400 - $1,500 to cover potential additional costs. A budget-based allocation averaging $7,400 is provided.**

**Between $150-$500 depending on AAM membership status. (Membership not required)**

**Between $400-$750 d depending on membership level with the American Alliance of Museums. (Membership not required)**

**Review Fee due when Self-Study is submitted. $2500-$6000 (based member status) + Site Visit costs (est’d ~ $2000). (Membership not required)**

### How much time does it take?

**A few minutes.**

**Self-paced so time varies.**

**Completed within one year.**

**A few months.**

**One year.**

**12-18 months. Must undergo reaccreditation every 10 years.**

### How is this program structured?

**Discuss the pledge with staff and board and then take it.**

**Six separate sections can be undertaken in any order.**

**Four possible assessments offer a comprehensive self-study, peer site visit, report & implementation.**

**Two-day site visit followed by assessor's report.**

**A review of the required elements in the five core documents.**

**A guided online experience that combines live sessions, mentoring and collaborative activities for board and staff.**

**One comprehensive study of the entire institution via a Self-Study, a site visit, and review by the Accreditation Commission.**

### Why should my institution use this program?

- A public commitment to standards and best practices.
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- **Education and awareness of standards for paid and unpaid staff, governing authority and community.**
- **Understanding strengths and weaknesses.**
- **Get recommendations for improvement.**
- **Learn about conservation standards and best practices.**
- **Use report as a tool to guide strategic planning and fundraising.**

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- **Distinguishes the museum as a professional member of the field and an educational entity.**

- **Supportive and structured approach to completing your Core Documents.**
- **Build a stronger culture of excellence.**
- **Be well prepared to apply for Accreditation.**

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### What is the program outcome?

- **A public commitment to standards and best practices.**
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- **Self-completed workbook helps with planning; certificates for meeting performance indicators.**
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- **Report from assessors that helps museums prioritize conservation needs.**
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- **National recognition.**
- **Museums will: have their core documents poised to be verified; strengthen their institutional culture of excellence; feel ready to apply for accreditation.**
- **Award or denial of Accredited Museum status.**

### Where can I obtain more information?

- **American Alliance of Museums www.aam-us.org**
- **American Association for State and Local History www.aaslh.org**
- **American Alliance of Museums www.aam-us.org**
- **Foundation of the American Institute for Conservation of Historic and Artistic Works: http://www.conservation-us.org/**
- **American Alliance of Museums www.aam-us.org**
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The Continuum of Excellence
Supporting and celebrating your museum’s commitment to standards

**Membership**
- The *foundation* for excellence

**Pledge of Excellence**
- A *commitment* to the field

**Core Documents**
- A *demonstration* of professionalism

**Accreditation**
- A *mark of distinction* from the Alliance and AZA

MAP, StEPs, CAP, SMAA
Customized *roadmaps* for improvement