



**American
Alliance of
Museums**

About the Alliance

The American Alliance of Museums is the largest organization of its kind in the United States with the mission of championing museums and nurturing excellence with our members and allies. With over 35,000 members that represent museums of all kinds, from art and history museums to zoos and botanic gardens, the Alliance provides strong support, standards of excellence, thought leadership, and professional networks to the entire museum field. As an Alliance, we speak with one voice to advocate for museums and assert their value as critical educational institutions, economic engines, and community assets.

Nurturing Excellence

ACCREDITATION

The Alliance serves as the U.S. accrediting body for museums. As the museum field's mark of distinction, accreditation offers high-profile, peer-based validation of a museum's operations and impact.

CORE DOCUMENTS VERIFICATION

Through this program, the Alliance evaluates a museum's five core policy documents (mission statement, institutional code of ethics, strategic institutional plan, disaster preparedness/emergency response plan, and collections management policy) against a set of required elements.

MUSEUM ASSESSMENT PROGRAM

Supported through a cooperative agreement between the Institute of Museum and Library Services and the Alliance, the Museum Assessment Program (MAP) provides technical assistance to all types of museums to improve operations through self-study and a consultative site visit from a peer. Since 1981, this popular program has served more than 5,000 museums.

PEER REVIEW

The Alliance's volunteer peer review program is the lifeblood of accreditation and the Museum Assessment Program (MAP). Each year, hundreds of museum professionals conduct site visits to the participating institutions, lending their experience and expertise while enriching their own.

Championing Museums

ADVOCACY

Join the Alliance's year-round advocacy initiatives and help advance the cause of museums. The Alliance provides the tools and information you need to make the case for museums at the national, state, and local level.

MUSEUMS ADVOCACY DAY

Working with our partners at the national, regional, and state level, this unique annual event brings together museum professionals, trustees, students, and supporters. Get hands-on advocacy training, build your own leadership skills, and make visits to Capitol Hill.

"INVITE CONGRESS TO VISIT YOUR MUSEUM" WEEK

Show your elected officials what museums are and do in the community. The Alliance provides the tools and templates to invite your elected officials to visit your museum and plan and prepare for their visit.

CENTER FOR THE FUTURE OF MUSEUMS

An Alliance initiative, the Center for the Future of Museums (CFM) identifies trends and critical issues facing museums and society. CFM produces a weekly Dispatches from the Future newsletter and TrendsWatch, an annual forecasting report. On a selective basis, CFM staff are also available to provide workshops and training on strategic foresight and emerging issues, as speakers for public lectures or conferences, and as advisors on museum planning initiatives.



Resources

PROFESSIONAL DEVELOPMENT

The Alliance provides opportunities designed to help museum colleagues build professional skills, manage their careers, foster communities of practice, share expertise, and contribute to common standards and best practices.

PROFESSIONAL NETWORKS

Individual Professional members of the Alliance have access to nearly two dozen professional networks based on job responsibilities and areas of interest.

RESOURCE LIBRARY

The Alliance is proud to maintain an online library of over 2,000 guidelines, articles, and fact sheets for our members on all aspects of museum operations.

INFORMATION CENTER

The Alliance also provides our Tier 3 members customized reference services and sample documents.

ALLIANCE BLOG

The Alliance blog provides the museum community with a place to share stories and insights, reaching thousands of people across the global museum field each week. Field Notes is a weekly e-newsletter featuring fresh stories from the blog.

MUSEUM MAGAZINE

Museum magazine is AAM's bi-monthly, award-winning magazine that addresses the issues and challenges facing museums today.

MUSEUM JUNCTION

Join our free online community to connect with peers, pose questions, and share your expertise with colleagues.

AAM BOOKSTORE

The AAM Bookstore offers the best and most comprehensive professional literature in print and eBook formats, making it the go-to source for all titles critical to the work of museums—from accessibility, interpretation/education, and audience research to technology, mission/institutional planning, collections stewardship, financial sustainability, and more.

ANNUAL MEETING & MUSEUMEXPO

The annual meeting brings together 5,000 museum professionals from around the world, and is the museum field's premier professional development opportunity. The Annual Meeting & MuseumExpo showcases the latest in technology, exhibit design, lighting, security, and countless other innovations critical to the museum field. More than 250 exhibitors display and demonstrate cost- and time-saving solutions and cutting-edge technologies.

