

## Call for Proposals: Mission, Values, and the Politics of Pressure Case Studies

Has your museum found ways to stay true to your mission and values in the face of external pressure from politicians, funders, or the public? The American Alliance of Museums is inviting proposals for case studies on this topic. Successful submitters will be invited to present their 20 minute case study on October 15, the first day of AAM's virtual Museum Summit, and/or to develop their pitches into other content for digital publication by AAM. Please note, case studies will be a maximum of 20 minutes with no more than two presenters.

Successful proposals will address how the museum has navigated pressures that challenge the organization's mission and values, including: communicating across political and ideological spectrums, managing internal and external conflict over values, deciding whether and how to engage in social justice work, or assessing and managing risk.

## How to Submit

Please complete this Case Study Proposal Form and email it to [futureofmuseums@aam-us.org](mailto:futureofmuseums@aam-us.org) no later than **5pm ET on Friday, June 27**. Submitters will be informed of the selection committee's decision by Thursday, July 10.

## Proposal Form

### 1. Title of Case Study

### 2. Presenter 1/Contact

Name

Title

Organization

Email

Phone number

### 3. Presenter 2 (optional)

Name

Title

Organization

Email

Phone number

**4. Which challenge(s) does your case study address?**

Staying true to mission and values in the face of pressure from government, politicians, funders, or members of the public.

Communicating mission and values to audiences on different political or ideological spectrums.

Managing conflicts between values held by individual staff or board members and the museum's organizational values.

Assessing risk, and the museum's capacity to assume risk, arising from actions that support or conflict with the organization's mission and values.

Making decisions about accepting or not accepting funding from sources that may be seen as in conflict with the organization's mission and values.

The role of community members, funders, or other major stakeholders in challenging or influencing changes to the museum's mission and values.

Revisiting and revising mission, vision, and values statements to respond to emerging challenges.

Using the museum's mission and values to guide decisions on whether and when to engage in social justice work.

How coalitions and/or partnerships can help support a museum's chosen course of action.

Reconciling differences between museum values and those of a parent organization.

Damage control from blowback related to the positions or actions a museum does or does not take.

Other (specify):

**5. Description of the challenge addressed in this case study (word limit: 75 words)**

**6. How did your museum address this challenge: what did you try, what didn't work, what did work, what did you learn (word limit 150 words)**

**7. List up to three pieces of advice you would offer other museums on how to address this challenge.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**8. If this case study is selected by AAM's review panel:**

9a. Are you willing and able to present at AAM's virtual Museum Summit on October 15, 2025?

Yes

No

9b. Are you willing to work with AAM staff to develop your case study into content for digital publication by AAM?

Yes

No

**9. Supporting material (optional):** Attach to the email or this PDF a visual or resource (e.g., chart, slide, image, report, infographic) that supports your case study.

**10. Acknowledgement**

I understand that submitting a case study does not guarantee selection, and that selected submissions may be edited for clarity or length.