

President's Report

Period: UMAC 2016 Milan to UMAC 2017 Finland

To be presented at the 17th UMAC Annual General Assembly, 6 September 2017, Helsinki

Although I am delighted and honoured to present my first President's Report, every initiative mentioned was the result of intensive team work. I will detail the acknowledgements later, but at this point I would like to say that I am very grateful to the UMAC Board for their commitment during our first year's mandate.

The first Board initiative was to develop a Strategic Plan to guide action between 2016 and 2019. It was adopted (19 July 2016) and made public (9 August 2017) in four languages (English, French, Spanish and Farsi), through our mailing list, website and social media.

Three goals guided the Strategic Plan:

Goal 1 – Improve UMAC's governance and efficiency;

Goal 2 – Consolidate UMAC's role as a reference for university museums and collections worldwide

Goal 3 – Expand UMAC and improve its inclusiveness

UMAC Members

On July 31, 2017, UMAC had 383 Active Members in 58 countries and territories:

Category	Active	Inactive
Institutional Members	79	20
Individual Members	304	112
Regular	259	107
Retired	35	2
Student	10	3

This represents 72 new members in the past 12 months. Two notes to this table:

- 1) First, the uncertainty of the numbers. Memberships are managed by the ICOM Secretariat in Paris, the database is outdated and does not reflect members in real time. An upgrade of the database is under way (UMAC is involved in the pilot) and hopefully next year we will have more accurate and reliable numbers to present.
- 2) In any case, these are considerably low numbers considering the years UMAC has been in activity and, especially, considering the number of university museums and collections that exist.

Goal 1 – Improve UMAC's governance and efficiency

Creation of Board Committees

Two external Committees were proposed to supervise matters of real or potential conflict of interest:

- the Auditors' (Accounts) Committee: Kai Zhang (China) and Sébastien Soubiran (France)
- the Elections' Committee, for the upcoming 2019 Board Elections: Karin Weil (Chile) and Steph Scholten (The Netherlands)

These two external committees will be proposed to the UMAC 2017 Annual General Assembly.

Moreover, the following Board committees were created to implement the Strategic Plan:

- UMAC Award Committee: Akiko Fukuno (Japan), Barbara Rothermel (USA), Graciela Weisinger Cordero (Argentina), Hugues Dreyssé (France), Ing-Marie Munktel, Chair (Sweden), Isidro Abaño (Philippines), Peter Stanbury (Australia).
- UMACJ Upgrade Committee: Andrew Simpson, Chair (Australia), Barbara Rothermel (USA), Peter Stanbury (Australia), Marcus Granato (Brazil), Yves Winkin (France), John Wetenhall (USA).
- UMAC Website Upgrade: Akiko Fukuno (Japan), Fatemeh Ahmadi (Iran), Graciela Weisinger (Argentina), Isabel Garcia Fernandez (Spain), Lyndel King, Chair (USA), Marcus Granato (Brazil), Maria Carmen Maza (Argentina), Marine Mkrtchyan (Armenia).

Internal documents

Apart from a consensus around basic operational rules (e.g. number of Board meetings, authorization of expenses) there was a need to create or update rules that were dispersed, in oral form, or inexistent. The following documents were created and made public, in different moments throughout the year (content will be detailed below):

- Rules for Travel Grants, including eligibility, a clear calendar, selection criteria and priority countries.
- Rules for the UMAC Award, including selection criteria, the nomination form, and an external panel.
- Rules for the use of UMAC logo.
- MoU template for host of annual meetings.
- Terms of Reference for Working Groups, included in the Bylaws Amendment.
- Update of UMAC Constitution (Bylaws Amendment).

Mailing-list

Two former mailing lists were updated and merged into one, hosted by the University of Strasbourg (UMAC-ML). UMAC-ML includes all institutional and individual members, both active and inactive. It also includes non-members interested in university museums, collections and heritage. Subscription is free and messages are moderated. The total of subscribers is presently 2,048. UMAC-ML is regularly used to circulate news, communicate with members and consulting.

Centralisation of UMAC digital data

One year ago, UMAC digital data was dispersed between Paris (UMAC membership database), Strasbourg (mailing list UMAC-ML) and Berlin (UMAC website, UMAC Worldwide Database of University Museums and Collections, UMACJ, and UMAC archives, in the form of a wiki). This fragmentation happens not only with UMAC but with all ICOM ICs.

Initially, the plan was to migrate data to a ICOM server in Paris. The migration of the mailing list was off the table after a bit of research (university servers are among the best mass mail distribution servers that exist in terms of security and robustness).

After several months of discussion, involving IT staff at the ICOM Secretariat in Paris, Cornelia Weber, Martin Stricker and myself, we reached the conclusion that ICOM could not easily offer server and staff requirements to host and maintain the UMAC Worldwide Database. So ultimately, and after guaranteeing that the URL umac.icom.museum could continue to be used, a decision was made to transfer the two UMAC websites to a commercial server. The migration will happen before the end of 2017, with the possible exception of UMACJ.

Upgrades of UMAC World Database of University Museums and Collections

Upgrade of UMAC website

The two platforms were outdated, needed software update and were not much used. Design and software refreshment were done by the same team at Humboldt University Berlin that developed the two websites in the early 2000s. Technical coordination was done by Martin Stricker.

The UMAC WD was the first platform to be renovated; the task was already in the plans of the former Board. Development was done by Marius Gawrisch between August 2016 and March 2017.

The website renovation was coordinated by a Board Committee, chaired by Lyndel King. An online survey was conducted in September and October 2016 and work on content was initiated this year. Development was done by Jesse Masche (Berlin) during June and July and the new website went online 28 August 2017.

URL UMAC website: <http://umac.icom.museum/>

URL UMAC Worldwide Database of University Museums and Collections: <http://university-museums-and-collections.net/>

Social Media Presence

Adding to UMAC's presence in Facebook, during the past year accounts were created for UMAC on Twitter, Instagram and WeChat.

Facebook (created 2012)	Twitter (created 2016)	Instagram (created 2016)	WeChat (created 2017)
Total 105 posts Followers: 1124 Post reach: 55,300 Highest individual post reach: 3,000 Editor: Andrew Simpson	Total 114 tweets Followers: 360 Tweet impressions: 38,734 Editor: Andrew Simpson	Total 90 posts Followers: 175 Likes: 1,593 Editor Marta C. Lourenço	Total: 3 posts Followers: 115 Editor: Andrew Simpson

UMAC responsibilities with ICOM

UMAC President met with former ICOM Director-General Anne-Catherine Haugustlaine in October 2016 and with ICOM President Suay Aksoy in June 2017. UMAC was also present at the ICOM June meetings 2017 (32nd Annual General Assembly, Extraordinary General Assembly and 83rd Advisory Council).

Through Secretary Marcus Granato and myself, UMAC is fully engaged in the ICOM's Pilot Committee for the upgrade of the Memberships Database, participating in meetings and revising documents.

In the next couple of years, the ICOM's museum definition will be under revision. UMAC wants to actively participate. In due time, members will be asked for their contributions.

SOME HIGHLIGHTS FOR NEXT YEAR, UNDER THIS STRATEGIC GOAL:

- Update the members' data (coordination of Secretary Marcus Granato)
- Deliver a significant selection of web content in French and Spanish (coordination of Board Member Lyndel King)
- Compile documents associated with UMAC's history and memory and organise UMAC archives for future access (coordination of UMAC Secretary Marcus Granato)
- Updating the Rules for Annual Conferences and create Guidelines for National Networks. Guidelines for surveys at university and national level has also been in great demand.

Goal 2 – Consolidate UMAC's role as a reference for university museums and collections worldwide

Working Groups

One year ago, there was widespread consensus that UMAC Working Groups (WGs) needed evaluation. The situation was heterogeneous, with most WGs having been *de facto* discontinued but still existing on paper and online. Given the importance of WGs, I have conducted the evaluation myself, which included consulting the UMAC archives, interviewing chairs and conducting a brief survey through our mailing list. The result was a report to the UMAC Board¹, where two recommendations were made.

First, the termination of the existing five WGs and the creation of three new WGs:

- a) WGs to discontinue:
 - WG Advocacy
 - WG Directories
 - WG Publications
 - WG Strategic Planning
 - WG Research and Development
- b) WGs to create:
 - WG TEACHING TOOLS – pending for years; to be chaired by Dominick Vershelde.
 - WG STANDARDS & BEST PRACTICES – resulting from a demand from members associated with professional development and training; to be chaired by Barbara Rothermel.
 - WG ETHICS – resuscitated following some interest last year in Milan; to be chaired by Steph Scholten (withdrawn from proposal in 2017 due to lack of interest from members, after public consultation).

¹ Document available to members upon request.

Second, the creation of clear terms of reference for WGs, which were transposed to the revised UMAC Bylaws:

Article 9 – UMAC Working Groups

9.1 UMAC may create working groups to address specific theoretical or applied issues that require global or regional in-depth reflection and innovation by the university museums and collections community at a given moment. Ordinary activities such as the website, newsletter, the organization of annual conferences, and others, should not be the subject of working groups.

9.2 Working groups are open to UMAC members and non-members. The Chair of the working group should be a UMAC member in good standing.

9.3 Working groups are proposed by a minimum of five members (including the Working Group Chair) to the UMAC General Assembly. The working group should be aligned with UMAC's goals and the proposal should include: i) clear aims; ii) calendar, including expected duration (1-5 years); and iii) expected feasible outcomes. Working groups meet at least once a year during the UMAC Annual Conference and report annually to the UMAC General Assembly.

UMACJ Upgrade

UMACJ (*University Museums and Collections Journal*) was created in 2008 as an open access and peer-reviewed journal to publish UMAC's conference proceedings. Although this objective should continue, in terms to be defined, we believe the global community is consolidated and mature enough to think about a more ambitious role for UMACJ, especially considering that our field has no dedicated journal.

As mentioned earlier, a Board Committee was created this year to address the issue of the UMACJ upgrade and present results at the 2019 UMAC Conference in Kyoto. The Committee is chaired by Board Member Andrew Simpson and has the following objectives.

- Expand UMACJ beyond a proceedings' journal
- Reformulate editorial policy and submission criteria
- Reformulate editorial board
- Index UMACJ

UMACJ 9, comprising a selection of eight papers from the Milan conference plus two *hors de série* articles by Panu Nykänen and Dominique Ferriot will come out hopefully before the end of the year.

UMAC Award

The UMAC Award was upgraded internally to increase visibility and transparency, under the coordination of Vice President Graciela Weisinger, and the support of Peter Stanbury.

The nomination process is now clear and independent, with its own Board Committee presently chaired by Ing-Marie Munktel, homogeneous nominations, clear rules and deadlines, and an external evaluation panel. Perhaps the most significant change is that the UMAC Award is no longer a prize from UMAC members to UMAC members but a truly global prize, from UMAC members to any university museum and collection that fit the criteria, whether they are members or non-members.

Nominations occurred between October and December 2016 for the UMAC Award 2017. There were few nominations, but we hope the number will grow significantly in coming years. The top three nominees were, in alphabetical order:

- Oklahoma Native American Youth Language Fair (ONAYLF), Sam Noble Museum of Natural History, University of Oklahoma.
- The Replication of the Curie Experiment on Radioactivity, University of Rennes.
- The 'IC Taiwan Exhibition', by National Cheng Kung University Museum.

External evaluation panel of the UMAC Award 2017: Barbara Rothermel, Vice-Chair UMAC, USA; Graciela Weisinger Cordero, Vice-Chair UMAC, Argentina; Laishun An, Vice-President of ICOM, China; Pierre de Maret, Université Libre de Bruxelles, Belgium; Terry Simioti Nyambe, ICOM Executive Council Member, Zambia and Ing-Marie Munktel, Sweden (Chair, in a non-voting capacity).

The UMAC Award 2017 will be announced during the UMAC 2017 Annual General Assembly in Helsinki.

Professional Development Programme

If there was a keyword to define our priorities this past year, after getting ourselves organised, that word would be training. This focus will not only continue but intensify in the next two years. The UMAC Professional Development Programme, coordinated by Vice-President Barbara Rothermel, has two dimensions: a) increase offer, both of training opportunities and resources, with a focus on UMAC's priority geopolitical regions (Africa, Asia, the Americas and the Middle East); and b) identify and study the distinct training needs of university museums and collections professionals.

A) UMTWS

Following contacts established during the previous UMAC Board, the First University Museums Training Week Shanghai happened between 10 and 14 April 2017 at the Qian Xuesen Library and Museum, Shanghai Jiao Tong University (QLM-SJTU). A total of 23 university museum professionals from all over China – mostly university museum directors – participated. From UMAC, Hugues Dreyssé, Andrew Simpson and Marta Lourenço participated².

A partnership established between UMAC and QLM-SJTU will enable the development of more UMTWS in coming years. The program is coordinated by a Joint Committee, which includes: Andrew Simpson (UMAC), Barbara Rothermel (UMAC), Shanshan Zhang (QLM-SJTU) and Yankun Gao (QLM-SJTU), with the support of Wenjia Qiu (QLM-SJTU).

B) Professional Development Workshops

UMAC has initiated a series of Professional Development Workshops. The first happens in Helsinki, during UMAC 2017. It is entitled 'Museum Boot Camp: Surviving and Thriving within a University' and hosted by Jill Hartz, from the University of Oregon, USA. At the time of writing this report, 25 participants were registered.

C) ICOM Special Projects

UMAC has successfully applied to ICOM Special Projects (4,000 EUR subsidy). The project will be developed in partnership with ICOM's International Committee for the Training of Personnel (ICTOP), the Association of Academic Museums and Galleries (AAMG, USA) and Universeum, the European Academic Heritage Network. It is entitled *Professionalising museum work in higher education: A global approach (P-MUS)* and has four goals:

- i) to promote museological training among university museums and collections professionals worldwide;
- ii) to increase the use of university museums and collections as museum training resources;
- iii) to compile and analyse literature and information about professional profiles, positions and standards in university museums and collections;
- iv) to identify and discuss museum training content and issues specific to university museums and collections.

P-MUS will deliver, among others, the first ever global systematic survey profiling professionals of higher education museums and collections, a technical report, the compilation of university museum specific training materials, and training workshops (Shanghai, Helsinki and Windhoek).

At this point, the P-MUS Management Team includes (more people will join):

UMAC: Marta C. Lourenço, PI (Portugal), Andrew Simpson (Australia), Barbara Rothermel (USA), Nathalie Nyst (Belgium).

ICTOP: Darko Babic (Croatia), George Jacob (Canada), Phaedra Livingston (Canada), Ruth Linton (Barbados).

AAMG: Jill Hartz (USA), Lana Burgess (USA), Nicolette Meister (USA), Pat Villeneuve (USA).

UNIVERSEUM: Esther Boeles (Netherlands), Sébastien Soubiran (France).

Project Research and Evaluation (grant September-December): Jay Boda (USA)

National Networks

UMAC is formally supporting university museums, collections and heritage networks in Mexico, Chile, Peru, and Greece. This support varies (e.g. permission to use UMAC's logo, participation in conferences, dissemination through UMAC communication channels). The President and Secretary have been also engaged in the revival of the Brazilian Network of University Museums (*Forum Brasileiro para os Museus Universitários*), which has been dormant. UMAC wants to support the creation and activities of more networks worldwide.

² An report done by the QLM-SJTU, including evaluation, is available for consultation.

Advocacy

UMAC has written one letter in support of the Museu Dinâmico de Ciência e Tecnologia, Federal University of Juiz de Fora, Brazil.

Two UMAC members – Catherine Giltrap and Steph Scholten – integrate the US-based Task Force for the Protection of University Collections, created in 2013 and co-chaired by UMAC Board Member Lyndel King.

SOME HIGHLIGHTS FOR NEXT YEAR, UNDER THIS STRATEGIC GOAL:

- upgrade and produce UMAC leaflets in at least three languages (English, French and Spanish) (coordination Vice-President Graciela Weisinger)
- publish a series of best practices bulletins, entitled *Communiqués* (coordination Vice-President Barbara Rothermel)

Goal 3 EXPANSION AND INCLUSIVENESS

UMAC Expansion

UMAC approved its 3-step expansion plan in October 2016³. First, priority geopolitical regions were defined (the Americas, Asia, the Middle East and Africa). Then, countries and territories in priority regions with largest university-affiliated ICOM membership per capita were identified, with the help of ICOM's Secretariat: Bahrain, Burkina Faso, China, Emirates, Georgia, Indonesia, Jordan, Malaysia, Nepal, Pakistan, Paraguay, Philippines, Saudi Arabia, Thailand, USA, Canada. Finally, an action plan with concrete targets was designed, involving all Board Members.

UMAC membership is growing but results should be visible in coming years, particularly after data becomes more reliable and can be monitored in real time.

Measures to increase inclusiveness and participation

As a global organisation, UMAC will always be expensive to its members (as is ICOM). Several measures were taken this past year to mitigate this problem and increase interest and active participation in UMAC.

A) Travel Grant Programme

A Travel Grant Programme was created for UMAC members to attend annual conferences, regardless of age (as long as they have an abstract submitted and approved by the Programme Committee). PhD students developing studies on university museums and collections are also eligible.

This year, 2,250 EUR were allocated to the Travel Grant Programme for UMAC 2017 in Finland. There were seven candidates from all over the world.

Five grants of 450 EUR were awarded: Hakim Abdul Rahim (AUSTRALIA), Karin Weil Gonzalez (CHILE), Michelle Kuek (SINGAPORE), Suratissa Dissanayake Mudiyansele (SRI LANKA), and Ying HU (CHINA).

The sustainability of this programme is a challenge for UMAC, and the value of the grants should probably be reduced, but travel grants are key to inclusiveness and therefore a priority for us.

The UMAC Travel Grant Programme should not be confused with the ICOM Travel Grant Programme, which is only for young professionals (under 35). For UMAC 2017 in Finland, two ICOM Grants were supported by UMAC: Dorina Xheraj Subashi (ALBANIA), Elena Cheung (CHINA).

B) More benefits to UMAC Members

Apart from Travel Grants and the nominations for the UMAC Award (both exclusive to UMAC members), we are getting organized to offer more benefits to members, from access to more resources to reduced fees in activities. We welcome suggestions about benefits to members.

C) Lower Conference fees

Keeping conference fees low is a challenge for UMAC for multiple reasons, particularly a certain conference format that UMAC members (and ICOM's) have become used to expect. However, as an international community, we should keep in mind that this format is a factor of exclusion for members and non-members in many countries – both for participating and hosting.

³ Document available to members upon request.

This is an open issue and the Board is looking forward to your suggestions on how to make our conferences more accessible.

UPCOMING CONFERENCES

UMAC 2018 conference will be co-organised with the Association of Academic Museums and Galleries (USA) at the University of Miami.

Theme: **Audacious Ideas: University Museums and Collections as Change-Agents for a Better World**

Date: 21-24 June 2017

UMAC 2019 will be integrated in the ICOM Triennial General Conference in Kyoto, Japan. Board Member Akiko Fukuno is the UMAC Contact Person in the ICOM Kyoto 2019 Steering Committee and preparations are under way.

The host of UMAC 2020 will be decided at the 17th UMAC Annual General Assembly in Helsinki. The University of Sydney has made a formal proposal to the UMAC Board.

Acknowledgements

During this past year UMAC is grateful to:

- the past Chair Hugues Dreysée for a smooth transition between the two Boards;
- our external committees' members: Kai Zhang, Sébastien Soubiran, Karin Weil and Steph Scholten.
- the UMAC Award Committee, particularly Ing-Marie Munktel, and the Evaluation Committee for the UMAC Award 2017, particularly the three external members: Laishun An, Pierre de Maret and Terry Simioti Nyambe.
- Chairs and members of the Board Committees and Working Groups.
- the evaluators of the Travel Grants
- the editors and referees of UMACJ 9.
- our partners ICTOP, AAMG and Universeum.
- the University of Strasbourg for hosting the UMAC mailing list.
- Now that we will be moving our digital data to a commercial server, special gratitude is due to Cornelia Weber and the Humboldt University of Berlin for developing and hosting our website and UMACJ for so many years.
- Martin Stricker, Jesse Masche and Marius Gawrisch.
- Peter Stanbury and Steven de Clercq.
- the ICOM Secretariat in Paris, particularly Florian Courty, Margarida Ascenso, Marina Larioui, Sonia Agudo and Tito Chan; special thanks to Sophie Delepierre for her attentive revision of the UMAC Bylaws;
- the enlarged UMAC community of members and non-members who replied to questionnaires, responded to surveys, and made general suggestions by email.

Finally:

- Jill Hartz, for her engagement and generosity in the organisation of the First Professional Development Workshop.
- the UMAC 2017 LOC: Panu Nykänen, Sten Björkman, Ari Muhonen, Katariina Pehkonen, and the whole team, as well as the two organising universities – the University of Helsinki and the University of Jyväskylä – and the museums and collections involved. I am grateful to the Programme Committee for their work in selecting and revising the abstracts. I am also grateful to all UMAC 2017 authors, session moderators and participants.

Marta C. Lourenço
Lisbon, 29 August 2017
Minor changes and typos corrected 31 August 2017