



COUNCIL FOR MUSEUM ANTHROPOLOGY Secretary's Report to the Board & Business Meeting 2017

BOARD

CMA Board Members 2016-2017

President: Robert Leopold (2016-18)
President-elect: Carolyn Heitman (2016-18) to be followed by a term as President (2018-20)
Treasurer: Karl Hoerig (2016-18)
Secretary: Diana E. Marsh (2016-18)
Board Members: Joshua A. Bell (2014-17), Corinne A. Kratz (2015-18), Erica Lehrer (2014-17),
Gwendolyn Saul (2015-18), Jennifer Shannon (2014-17), W. Warner Wood (2015-2018)
Student Member: Cordelia Frewen (2015-2017)
Past President: Patricia Capone (2016-18)

CMA Board Committees for 2016-2017

CMA Awards Committee: Gwendolyn Saul (Chair), W. Warner Wood, Karl Hoerig
CMA Nominations Committee: Howard Morphy, Robert Leopold, Corinne Kratz
CMA Reception Committee for Washington DC: Robert Leopold, Joshua A. Bell, Diana E. Marsh, Karl Hoerig
CMA Communications Committee: Diana E. Marsh (Chair), Corinne Kratz, Cara Krmptich
CMA Committee on Journal: Patricia Capone (Chair), Gwendolyn Saul, Jennifer Shannon
CMA Committee on Conference: Joshua Bell, Erica Lehrer, John Lukavic, Jennifer Shannon

CMA 2017 Election Results & Board Transitions

Board Members: Erica Lehrer (2017-2020), Joshua A. Bell (2017-2020), Adrian Van Allen (2017-2020)

Student Member: Sowparnika Balaswaminathan (2017-2019)

Retiring Board Members: Patricia Capone, Jennifer Shannon

Proposed Change to CMA Bylaws: ADOPTED: add three standing committees and change the number of nominees allowed for President and officer positions.

Upcoming CMA Board Elections 2018

The CMA will be accepting nominations for the 2018 election cycle for the following board positions:

(3) **Board Members** (2017-2020)

(1) **Treasurer** (2018-2020)

(1) **Secretary** (2018-2020)

(1) **President Elect** (2018-2020) to be followed by a term as President (2020-22)

Interested parties should contact the members of the CMA Nominations Committee by January 30, 2018. CMA will announce candidates in February 2018. Balloting starts in April for a decision by June 2018.

EDITORS

Editor of *Museum Anthropology*

Lea McChesney, Maxwell Museum of Anthropology

Laura Steele, Editorial Assistant

Museum Anthropology Blog, maintained and updated this year by Lillia McEnaney for the editors of *Museum Anthropology*.

-See: <https://www.museumanthropologyblog.com>

CMA Website, maintained by CMA Secretary Diana E. Marsh.

-See: <http://museumanthropology.org/>

CMA Facebook page, maintained by Corinne Kratz.

-See: <https://www.facebook.com/CouncilForMuseumAnthropology>

CMA Twitter feed, maintained by Cara Krmopotich.

-See: <https://twitter.com/MuseumAnth> Follow: @MuseumAnth

Many thanks to Christine Weeber our longtime Editorial Manager for her work and dedication to the journal.

COMMUNICATIONS

Committee

In 2014, CMA formed a Communications Committee to improve communication with CMA members and outreach to students and the general public. The Committee coordinates communication via the CMA Email, Blog, Website, Facebook, and Twitter. These platforms allow us to reach out to members and to the general public immediately about current events, exhibits, awards, job calls, awards, conferences, and a wide variety of current news in the field.

Email

CMA used the AAA-maintained membership listserv to promote CMA news and events.

Website

The CMA Website includes updated addresses for CMA board members and officers, as well as content on membership, *Museum Anthropology*, and other general information about CMA. Pages have been added to highlight advocacy initiatives and our inaugural conference. Secretary Diana Marsh updated the look and feel of the site on Wordpress to make it mobile-friendly.

Blog

From Lillia McEnaney:

The blog has been increasingly successful with cross-posting from Facebook, Twitter, and our website. The blog is also now increasingly tied to the journal, and one of the new features is that it now solicits guest blog posts on a range of topics: <https://www.museumanthropologyblog.com/homepage/2017/10/22/welcome-to-our-new-blog-a-call-for-contributions>

This year Lillia McEnaney also worked with the journal to redesign the blog — for the first time since its launch in 2010 — to accompany this new call for contributions. She extends special thanks to Lea McChesney, Laura Steele, and Karl Hoerig for their assistance and input throughout the relaunch process.

The blog averages between 30-50 unique viewers each day, and has generated almost 600,00 total hits over its seven year history. The platform does not collect detailed demographic data about our visitors, but it is evident that the blog appeals an international audience. Visitors from the United States are the most common, but readers from France, Germany, Norway, Canada, and the United Kingdom also make up a large amount of our viewership.

Facebook Page

From Corinne Kratz:

As has been the case for the past couple of years, posts on the CMA Facebook page include announcements for jobs, fellowships, conferences, workshops, and CMA award competitions; news and reviews about museums and exhibitions; recognition of accomplishments of CMA members and others in the museum world (members should be encouraged to send their accomplishments to be posted); materials for teaching museum anthropology and related topics. I try to highlight work outside the US as well as in a range of US locations.

Facebook only provides analytics for the month prior, so I did some tracking over the year at different times so that more info would be available for the 2017 Board meeting and annual report.

We reached our former goal of 1000 followers in mid-December 2016, and have continued to attract more since then. As of 19 November 2017, we have a total of ~1225 followers (compared to a year ago, when we had 962). We should be able to reach 1500 followers by the next AAA, if we all help to spread the word.

So please encourage and remind people to like the FB page, to tell others to like the page, and to check "receive notifications." Please announce it at any sessions you are doing on museum anthropology at the AAAs or elsewhere

Our FB page continues to give us international reach. While most followers are from the US (687), we have followers located in 45 countries around the world (see attached screenshots – one stitches the 3 individual ones together). We have followers in North America, South America, Asia, Africa, Europe, Australia and Pacific region.

The age and gender profile for fans/followers of the CMA Facebook page show that the 18-34 year old demographic makes up 60% (a bit lower than for CMA's Twitter followers, but not by much). Women make up 65% of fans, 66% of followers, 72% of people reached, and 81% of people engaged (FB posts move beyond those who are fans/followers and the analytics track that). There is a slight shift in the age profile for people engaged, rather than just fans: a 5% increase for the 45-54 yr demographic.

Reach varies by the post, typically from less than 100 to 625+, and occasionally higher. A number of posts reached 1500-2000 (e.g. SAR's guidelines for community collaboration in Dec 2016, a video about the Yinka Shonibare sculpture outside NMAfA, a story about Angela Merkel going to an art museum, the statement from NMAAHC after Charlottesville, some job/fellowship announcements). Some figures for monthly reach (28 days): 8,395 (28 Dec-24 Jan), 6,096 (27 April-24 May - just before the CMA conference), 5,000 (30 Sept-27 Oct). In the last month (22 Oct-18 Nov), our total reach was 3,710; the total reach will rise again as the AAA meetings get under way.

CMA social media coordination across FB, Twitter and the CMA blog is ad hoc, generating a diversity of content that should encourage people to follow all of the platforms. We contact each other when there are jobs to post so that they get full coverage across all platforms; likewise for any CMA-specific announcements. I get the blog posts and often cross-post those on FB if I have not already posted on the topic.

I'm happy to continue managing the FB page, if the Board wants me to continue, but of course also happy to pass it on to someone else if the Board wants new input.

Twitter Feed

From Cara Krmpotich:

We currently have 747 followers, 40% of whom are in the US; 21% in Canada and 17% in the UK (according to Twitter Analytics). The others are from a handful of countries – largely European, but also Australia and South Africa.

I recommend a push to expand our geographic reach. We follow people in a much wider range of countries/continents, but I am limited in my capacity to tweet effectively in other languages. CMA's communication committee might be able to help diversify our followers; CMA members on Twitter could also help connect @MuseumAnth with colleagues in other locales.

Almost two-thirds of our followers are between the ages of 25-34. This suggests to me Twitter is an important tool for attracting, retaining and engaging new & younger members of the Council. Hopefully this can translate into council membership, activity, recognition, and commitment among the next generation of museum anthropologists. It may be time to re-visit the Communications Strategy and determine if we need a more specific strategy around cultivating membership and participation in the Council through social media.

For the first few years, my goal was to Tweet at least once a day for CMA, with an eye toward promoting CMA members and their activities, but also to be mindful of diversity in our posts: the countries/cultures featured; the voices re-tweeted; the institutions recognized. I also endeavoured to tweet in ways that acknowledged our relationship and interactions with larger organizations – the AAA namely, but also funding bodies and museum councils – in order to advocate for the work of museum anthropologists and raise our profile. This strategy aligns with the Social Media policy. There doesn't seem to be a need to change this necessarily, but I would welcome new ideas or directions from the next Tweeter.

Tweeting once a day is a reasonable expectation for the next Tweeter, though I anticipate if a younger CMA member took this on, they would be far more active than this. The Museum Twitterverse is fantastic! Tweeting for CMA helped me see just how valuable this communication sphere can be.

It's been a pleasure to help the CMA get its social media strategy and profile up and running. Thank you for entrusting this public presence to myself and the Communications Committee. While I need to step down from this role due to other work demands, I also do believe it's time for another perspective and lead for CMA's Twitter presence. I look forward to following @MuseumAnth from @MMSStCara!

Anthropology News Column

Anthropology News has gone to a magazine format, and Section News is now only published in print once a year in a special Sections issue. All other submissions are published online on a rolling basis. This is a major change from previous years of guaranteed print issues three times per year (Mar/Apr, Jul/Aug, Nov/Dec).

The Anthropology News website keeps web publications live for 4 months, and then archives them through *AnthroSource*, which is accessible only to AAA members. Links to recent columns are provided on the CMA website.

CMA columns 2016-2017:

<u>Publication</u>	<u>Title of Column</u>	<u>Author(s)</u>
<i>Published 11/29/16</i>	Material Evidence and Ephemeral Encounters	Margaret Bruchac
<i>Published 2/8/17</i>	Displayed, not Played	Zeke Leonard Emily Stokes-Rees
<i>Published 2/27/17</i>	Awkward Objects of Genocide: The Holocaust and Vernacular Arts in and beyond Polish Ethnographic Museums	Erica Lehrer Roma Sendyka Magdalena Zych Wojciech Wilczyk
<i>Published 4/16/17</i>	Spotlight: 2016 Student Award Winners	AK de Morais Sowparnika Balaswaminathan
<i>Published 5/3/17</i>	Museum Anthropology Futures Conference & Program	Jennifer Shannon Erica Lehrer John Lukavic Joshua A. Bell
<i>Published Jul/Aug (Print)</i>	Council for Museum Anthropology: New Initiatives 2016-2017	Diana E. Marsh
<i>Published 11/16/17</i>	The Council for Museum Anthropology Program and Reception at this year's AAA Meeting	Diana E. Marsh

It continues to be difficult to secure pieces despite outreach efforts. The Secretary invites CMA members to consider contributing columns and information on topics of interest to the CMA membership. Columns can be submitted at 500 or 1000 words each. Please send column ideas to Diana E. Marsh at marshd@si.edu. More information at: <https://museumanthropology.org/cma-anthropology-news-columns/>

CMA AWARDS

Council for Museum Anthropology Distinguished Service Award

The CMA Board offers a Distinguished Service Award to recognize CMA members whose careers demonstrate extraordinary achievements that have advanced museum anthropology. These achievements might include: collections work, community collaborations, exhibitions, publications, public programming and outreach, teaching, policy development, etc. While many anthropologists distinguish themselves through their works, this award is meant to single out those who, over the course of their careers, have truly helped to define and or reshape the field of anthropology in and of museums. Nominees are expected to have spent at least 20 years working in the field of museum anthropology.

Nomination packets must include: a two-page letter of recommendation in support of the nominee; and any additional supporting materials deemed relevant by the nominator (e.g., nominee's c.v., other supporting letters). The letter should provide a contextual summary of the nominee's signature accomplishments, and it should demonstrate the nominee's qualifications. The nomination packet should not exceed 5 pages.

Evaluation Criteria: 1) Impact: How has the nominee's work transformed and or contributed to the discipline of museum anthropology (e.g., theory, methodology, influence); 2) Service: How has the nominee provided service to specific museums (e.g., collections, exhibits, public outreach); 3) Mentoring: How has the nominee influenced and inspired the careers of students and colleagues (e.g., mentorship, curriculum development, innovative teaching)?

Lifetime Award recipients will be presented with a gift from CMA and a certificate of the award.

2017 Winner

Dr. Howard Morphy, Distinguished Professor of Anthropology Australian National University, and Honorary Curator, Pitt Rivers Museum Oxford.

A visionary of bringing cross-cultural methods and an interdisciplinary approach to museum studies, Dr. Howard Morphy's noteworthy contributions to the study of art and anthropology, and his fierce commitment to Aboriginal Australian artists and communities for well over 40 years, is recognized by the Council for Museum Anthropology for the 2017 Lifetime Achievement Award. As an emerging scholar, Dr. Morphy conducted fieldwork in northeast Arnhem Land of Australia, establishing working relationships and friendships with Yolgnu artists that continue to distinguish his pivotal arguments for inclusivity of non-European artists in the fields of art history, art criticism, and visual anthropology. His work with Arnhem Land communities on art, exhibitions, and critical legal cases is a stellar example of meaningful long-term collaboration, much also done in collaboration with Frances Morphy. Dr. Morphy's many years working with Yolgnu artists and friends has influenced a rich collection of scholarship and exhibitions that contextualize art as inseparable from social, political, and economic processes. As a scholar of social theory, he has also been a tireless advocate for recognizing the important role that museum anthropology has played in the history of anthropology and the tremendous potential it continues to hold.

Through his curatorial and academic work at the Pitt Rivers Museum and Oxford University, Dr. Morphy pioneered a model for graduate studies, bringing together an inter-disciplinary team of scholars and museum professionals. Recognizing the strength of creating a multifaceted approach to the study and presentation of material culture, Dr. Morphy returned to Australia and developed an interdisciplinary focused graduate degree program as founding Director of the Research School of Humanities at Australian National University. As a result of his openness to collaborate with colleagues, work with students, and create residencies for Aboriginal Australian artists to cultivate cross-cultural dialogue, Dr. Morphy's influence on museum studies, visual anthropology, and art history is far reaching.

He is the author of several seminal works on Australian Aboriginal art including *Ancestral Connections* (1991) and *Becoming Art: Exploring Cross Cultural Categories* (2007); he is co-editor of *The Anthropology of Art: A Reader* (2006), and *Rethinking Visual Anthropology* (2007). His exhibitions include *Yingapungapu*, one of the inaugural exhibitions for the National Museum of Australia, and the co-curated exhibition *Indigenous Australia: Enduring Civilisation* at the British Museum. Dr. Morphy has also directed, consulted on, and partnered with filmmakers, producing *Journey to the Crocodiles Nest* with Ian Dunlop and directing and editing *We Stand on the Footprints of the Old People* (2010) with Peter Eve and Ursula Frederick. In 2013 he was awarded the Huxley Memorial medal of the Royal Anthropological Institute.

Michael M. Ames Award for Innovative Museum Anthropology

The CMA Michael M. Ames Prize for Innovative Museum Anthropology is awarded to individuals for innovative work in museum anthropology. Examples include: outstanding single or multi-authored books or published catalogues; temporary or permanent exhibits; repatriation projects; collaborations with descendant communities; educational or outreach projects; multimedia works, and other endeavors. Individuals can be nominated by any member of CMA (self-nominations are not permitted).

Nomination packets must include a cover letter and evidence of the work under consideration (e.g., photographs, catalogues, links to websites, etc.), and supporting materials (e.g., letters of support, media coverage, etc.). All material must be submitted as digital data (Word documents, pdf files and/or jpg files). The nomination packet should not exceed 5 pages.

Evaluation Criteria: 1) Creativity: Is the project a unique and creative exploration of museum anthropology's central themes, tensions, and histories? 2) Timeliness: Does the project say something important about museum anthropology's current predicaments and unknown future? 3) Depth: In what ways does the project penetrate into the complexity of material culture and the study of it through novel methods and theories? 4) Impact: Does the project have the potential to make broad and lasting impacts in museum anthropology?

Ames Award recipients will be presented with a gift from CMA and a certificate of the award.

2017 Winner

Jisgang, Nika Collison, Curator, Haida Gwaii Museum

“Yahhudang.gang” Curation

Jisgang (Ts'aahl; eagle clan, Haida Nation), Nika Collison (Curator, Haida Gwaii Museum) was awarded for her innovative approach to indigenous curation and museum work more broadly. “Yahhadang.gang” describes an ethic of the Haida that places respect at the core of relationships. Collison has developed an approach to museum work that grows from this Haida concept creating a uniquely indigenous ethical museum practice. She first developed this approach while engaged in repatriation work as a senior negotiator for the Haida Repatriation Committee and has since brought it to her wider curatorial and museum advising work. Collison's exhibition work, for example, is exemplary for its grounding in collaborative and consultative processes, including “Art and Artist,” an exhibition that brought 80 pieces to the Haida from private and public collections. Her advisory work with museums also demonstrates her deep and abiding community-based knowledge and the unique way that her museum practice combines the international museum world and Haida cultural practices. Her recent work with the American Museum of Natural History to have an historic Skedans chest used in a potlatch before being exhibited at the Haida Gwaii Museum provides a fitting example. That project and her other museum work in Canada, the United States, and around the world, are a testament to her ability to create a space for respectful engagement. Her indigenous model of curatorial practice does not so much “bridge” two worlds of museum curation but innovatively produces a new one.

Council for Museum Anthropology Student Travel Awards

The CMA Student Travel Awards are designed to support graduate student travel to the annual AAA meeting to present papers and/or posters. Students and recent graduate degree recipients (those who have defended within the year of the award) are eligible to apply. Each year, CMA will award two prizes of \$500 each.

Application packets (maximum 5 pages) must include: a brief letter indicating the applicant's student status and explaining how this project reflects the student's graduate work; a copy of the abstract for the proposed paper or poster (and for the session in which they will be presenting, if known); and a letter of endorsement from an academic advisor at the student's most recent institution of study.

Evaluation Criteria: 1) Creativity: Is the paper or poster a unique and novel contribution to museum anthropology? 2) Commitment: Does the student demonstrate a commitment to the field of museum anthropology? 3) Impact: Does the paper or poster have the potential to develop into a work that could more broadly impact the field of museum anthropology?

Student Travel Award recipients will be presented with a check for \$500 and a certificate of the award.

2017 Winners

Halena Kapuni-Reynolds, University of Hawai'i, Mānoa

A doctoral student in the American Studies Department and the Museum Studies Graduate Certificate Program at the University of Hawai'i, Mānoa, Halena Kapuni-Reynolds is the recipient of a 2017 Student Travel Award. Halena's work analyzing the curation of Hawaiian monarchical collections at the Bishop Museum and the Lyman House Memorial Museum, have informed his current work on developing mo'okū'auhau (genealogy) as an Indigenous curatorial praxis. As part of the AAA panel session "Practice, Meaning, and Matter: Museum-Based Research and the Co-Production of Anthropological Knowledge," Halena will be presenting a paper on "Mo'okū'auhau (Genealogies) of People and Practice: Indigenous Curation and the Care of Kanaka 'Ōiwi Collections at the Bernice Pauahi Bishop Museum."

Emily Buhrow Rogers, Indiana University

Emily Buhrow Rogers is organizer of the panel session, "The Making of Value and Authenticity across Cultural Products." Her presentation, "Weaving the Commons in Mississippi Band of Choctaw Indians Basket Making" provides insight into Choctaw community solutions for challenges faced by basket-makers in collecting basket making materials, as social and environmental conditions impact the natural prevalence of plant materials for basket-making. Her paper draws upon ethnographic research, studies in material culture and museum work. A doctoral student in the Department of Anthropology at Indiana University and a Research Associate with the Mathers Museum of World Cultures, Emily is a 2017 recipient of a Student Travel Award.

2017 MEETING: CMA SESSIONS

Sessions sponsored by the Council of Museum Anthropology at this year's Meeting can be found:

On the blog at:

<https://www.museumanthropologyblog.com/homepage/2017/11/16/the-cma-program-and-reception-at-the-2017-annual-meeting>

On *Anthropology News* at:

<http://www.anthropology-news.org/index.php/2017/11/16/the-cma-program-and-reception-at-the-2017-annual-meeting/>

PREVIOUS REPORTS

Past CMA Reports are available at: <https://museumanthropology.org/cma-annual-meeting-reports/>

Highlights from 2016 CMA Annual Report to American Anthropological Association:

Report submitted by CMA President Patricia Capone, January 30, 2017

Membership

As of 9/30/2016, CMA's membership was at 289 (201 professional, 87 student, 1 life member), a decrease of 56, almost 20%, since the previous year. Decreases of 2016 include: 51 professional members and 6 students. In light of overall AAA membership decreases, CMA's membership decrease is higher (AAA membership is down 6.8% from last year, and individual section memberships are down an average of about 6%). The timing of the annual meeting in November has been noted as problematic.

CMA seeks to encourage student participation in the section through reduced membership rates and a student position on the Board since 2014.

Finances

From Karl Hoerig:

Net Assets as of 9/30/2016 were \$41,824.33, which is about \$400 higher than last year at the same time. The Ames/Distinguished Service quasi-endowment is worth \$10,773.74 and the Student Travel Award quasi-endowment is worth \$27,901.84. The Student Travel fund is now completely self-sufficient, with income adequate to pay the entire \$1,000 awarded each year, and the Ames/Distinguished Service income of \$400 will cover about half of the costs of commemorating these awards.

The Council has contributed \$2,000 toward planning and fund-raising for the planned CMA Spring Conference to be held next May in Montreal.

On the publishing side, royalties from Wiley are actually about \$1,200 more than what had been budgeted, so at least for now we're making up much of our lost membership dues revenue with publishing. With a little more than \$5,000 to be expended between now and the end of the year for publishing, annual meeting, and award expenses, we should end the year with Net Assets of about \$40,000.

New Museum Anthropology editor Lea McChesney and editorial manager Christine Weeber have been looking at current publishing expenses and have begun strategizing for maintaining the sustainability of the journal as we look ahead to potential changes in the Association's publishing contracts starting at the end of next year.

What issues would you like raised or recommendations would you like to make to the Section Assembly Executive Committee (SAEC), AAA Executive Board, AAA Staff? Please be specific.

CMA is exploring initiating a CMA-focused conference in addition to the annual AAA meeting.

CMA may have comments or questions in the future about the process of developing a venue to share ideas which is complimentary to CMA's goals within the annual AAA meeting venue. At this point CMA has sought grant funding (pending response) to hold an inaugural conference in 2017.

What Initiatives does your Section have underway or planned for the coming year: membership, publication annual meeting, mentorship, other?

Museums are increasing in relevance as settings of partnerships between scholarship and community engagement. A variety of themes include language preservation, digital access to collections, and intergenerational communication toward cultural revitalization. CMA is part of that movement and provides a framework for reflecting on these directions in light of anthropology's past.

Museum anthropology as a field is active and multifaceted as ever. Topics range from indigenous language, ancient continental migrations, disease at the molecular level, to reconfiguring heritage theory. Museum anthropology contributes thought frameworks and methodology for current and future stewardship of primary source materials of every scale and type.

Primary sources, particularly cultural items, archival or physical sites themselves, draw us together as a section. The scope highlights four-field anthropology. Meeting annually at AAA the rapid updating of interpretive potency of primary source cultural items and archives and learning about responsibilities of their stewardship is celebrated at this conference annually. Internationally as a field, the pace of widening access to museum primary sources has been expanding for some time. The emphasis and innovation of digital technology access platforms propels re-interpretation and revision of anthropology's relevance. For example, this year the Council highlighted sessions and a number of papers relating to digital and multimedia work in museum anthropology, and multidisciplinary work of anthropology and art theorization, and gender context. From traditional knowledge specialties to technologies, and their combined consideration in digital platforms, the interpretive potential of museum anthropology grows.

*Report Submitted by Diana E. Marsh
Secretary to the Council for Museum Anthropology
Annual Meeting, American Anthropological Association, Washington, DC*