

## Museums+more e-Newsletter

Fall 2003

Helping you create competitive advantage and develop recreational learning experiences.

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1. CREATING THE DIGITAL FUTURE. Did you know that the most visited .org site in the world is pbs.org? It's part of the public broadcasting strategy to become "public service media." To stimulate thinking about how best to position your institution in light of this transformation, read the presentation from the Web-Wise conference earlier this year by Robert Coonrod of the Corporation for Public Broadcasting: [http://www.firstmonday.org/issues/issue8\\_5/coonrod/index.html](http://www.firstmonday.org/issues/issue8_5/coonrod/index.html). For an overview, see my article "Museums in a Digital World" at [http://www.museumsplusmore.com/pdf\\_files/Web-Wise-2003.pdf](http://www.museumsplusmore.com/pdf_files/Web-Wise-2003.pdf).

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2. HARNESSING THE GRAY TIDE. Those of you who missed my session at the AAM Meeting in Portland can find the handout at: [http://www.museumsplusmore.com/pdf\\_files/AAM-2003.pdf](http://www.museumsplusmore.com/pdf_files/AAM-2003.pdf). It identifies resources related to the massive baby boomer generation now approaching retirement and the potential of this major new civic resource to transform our society.

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3. PROJECT PLANNING. Although IMLS put up this web tutorial to help applicants plan submissions for its National Leadership Grants, you may find it helpful for project planning in general: [http://e-services.ims.gov/project\\_planning/](http://e-services.ims.gov/project_planning/).

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4. COPING STRATEGIES. The Wilder Foundation has published "Coping with Cutbacks: The Nonprofit Guide to Success When Times Are Tight." You can find (for free!) a checklist of 185 strategies that are very general but could serve as a jumping off point for your own more customized brainstorming efforts: <http://www.nsf.gov/bfa/dacs/oversite/indirect.htm>.

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5. MUSEUMS FOR AMERICA. Now's your chance to review draft guidelines for this successor to GOS, which will provide \$15 million to museums for sustaining cultural heritage, supporting lifelong learning, and serving as centers of community engagement; comments are due September 9. You'll find them at [http://www.ims.gov/grants/museum/mus\\_mfa.htm](http://www.ims.gov/grants/museum/mus_mfa.htm). Note that institutional strategic planning will be a grant requirement.

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6. D-U-N-S. If you haven't gotten the word yet, your institution will need a Dun & Bradstreet D-U-N-S Number to apply for funding from IMLS and a growing number of agencies. Here's the site: <https://eupdate.dnb.com/requestoptions.html>.

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7. PERSONAL NOTE. As you may know, I have been assisting NSF in the capacity of Program Officer for Informal Science Education. In addition to and separate from that assignment, I have been working with a wide range of clients, including The National Health Museum, U.S. Department of Energy, and East Texas Oil Museum. I'd be glad to discuss ways in which I can assist you.

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