Rapid Response:
Exhibits for Current (and contentious) Social Issues
New England Museum Association Conference 2016

Kate McBrien, Chief Curator, Maine Historical Society
kmcbrien@mainehistory.org

Tilly Laskey, Outreach Curator, Maine Historical Society
tlaskey@mainehistory.org

Rainey Tisdale, Independent Curator
raineytisdale@gmail.com

Empathetic Museums Maturity Model:
www.empatheticmuseum.com/maturity-model

“What Breaking News Reveals about your Newsroom Culture,” Jill Geisler,
Poynter Institute August 16, 2014:

Lighter Quicker Cheaper process, Project for Public Spaces:
http://www.pps.org/reference/lighter-quicker-cheaper/

Centers for Disease Control Phases of Disaster:
http://emergency.cdc.gov/mentalhealth/primer.asp
Maine Historical Society DRAFT Project Prospectus template:

**MHS Project Prospectus**

*To be completed and approved for all major MHS projects, including special initiatives, exhibits, and events*

**Working Title:**

What’s the Big Idea?

**Concept and Themes:** Explain the concept and key themes (contemporary AND historical) behind the project.

**Audience:** Describe the audiences the project will target. How will MHS reach, engage, and develop relationships with them?

**Project need and rationale:** Why should MHS undertake this project?

**Partners:** What individuals and/or organizations will MHS work with? What role(s) will they play? How will MHS’s activities help our partners achieve their own goals?

**Impact:**

- **Audience.** Describe the impact the project will have on intended audiences.
- **MHS.** Describe the impact the project will have on MHS. (E.g. How will we maintain a relationship with new audience? How will a temporary exhibit help shape the development of a core exhibit?)

**Funders:** Which individuals, foundations, businesses, and/or others might provide financial support for this project?

**Core Activities:** Briefly describe the project’s key components and activities below. How will the project draw on strengths, skills, knowledge, and platforms across MHS to maximize the project's reach and impact?

**Research.** What research is needed for or can be promoted through development of the project?

- **Collections/Collecting.** How will the project draw on or create opportunities to build the following collections?
  - MHS Collections:
  - Collections of other organizations/community partners:
  - Maine Memory Network’s digital collection:
  - Collections owned by individuals:

- **Maine Memory Network:** How will the project utilize and contribute to Maine Memory? How will it use Maine Memory to expand its reach, depth, and lasting impact?

- **My Maine Stories:** What opportunities does the project provide to capture the experiences of Maine people?

- **Exhibit (at MHS):** Describe the project’s physical presence on the MHS campus, including all spaces it might utilize.

- **Exhibit (in community):** Describe the project’s physical presence in other locations and/or communities.

- **Programs/Events:** Describe the nature of programs and/or fundraising events MHS will undertake.

- **Publications.** Describe publications related to the project (e.g. catalog, book, content in the Journal, etc.).

- **Marketing/Publicity.** What special marketing opportunities does the project create?

- **What resources will the project require?** Describe the funding, staff, and/or other resources needed.

- **How will MHS measure success?** What data will be captured, evaluated, and used to plan subsequent work?

**Submitted by:**

* We strongly encourage staff to develop and submit project concepts, initial plans, and prospectus collaboratively.

**Management Team Approval:**