Collaborations:

2013 New England Museum Association annual conference in Newport, Rhode Island

Adriene Katz, Visitor Guide and School Program Guide, the Shelburne Museum
Deborah Douglas, Director of Collections, MIT Museum
Jennifer Brundage, National Outreach Manager for New England, the Smithsonian Institution
Lee Wright, Founder, The History List and trustee, the Marlborough Historical Society

November 14, 2013
Panel

• Adriene Katz
  – Visitor Guide and School Program Guide, the Shelburne Museum

• Deborah Douglas
  – Director of Collections, MIT Museum

• Jennifer Brundage
  – National Outreach Manager for New England, the Smithsonian Institution

• Lee Wright
  – Founder, The History List and trustee, the Marlborough Historical Society
Lee Wright
Founder, The History List (www.TheHistoryList.com)
Trustee, The Marlborough Historical Society (Marlborough, MA)

2013 New England Museum Association annual conference in Newport, Rhode Island

#nema2013
The Marlborough Historical Society

- Marlborough, Massachusetts
- Town: 1660
- Society: 1964
- All-volunteer

Marlborough, Massachusetts and The Marlborough Historical Society

Marlborough, Massachusetts was incorporated as a town in 1660. Histories of Marlborough are here.

The Marlborough Historical Society, founded in 1964, is an all-volunteer, non-profit organization dedicated to historic preservation, education, and celebration in Marlborough. (The Society's by-laws and officers are here.)

Free monthly programs are held in and around Marlborough, including at the Peter Rice Homestead and Museum, which also houses Marlborough’s historical archives. The Homestead and Museum is a great place to bring student groups and out-of-town visitors. Send a message at least ten days in advance to arrange a tour.

377 Elm Street
Marlborough, MA 01752

Mailing address: Box 523
Marlborough, MA 01752-0523

www.HistoricMarlborough.org
The History List

- Largest list of history-related events in the nation
- There is no cost to add your organization and events
- Raise awareness of your organization and events
- Manage the list of events on your site

→ “Make this holiday historic!”
→ Guide to Summer Camps and Programs at Historic Sites and Institutions

www.TheHistoryList.com
Overview

- Observations
- Examples
  - Learning
  - Programs
  - Awareness
  - Events
  - Website
- Contact information
Observations on collaboration

• Why? → To make a bigger impact
• Why not? → An endless number of reasons
  – Staff time? Funding? Legal? → Just do it
• How? → Focus on shared goals and generating results
  – When it stops making sense, stop
Observations on collaboration

• This is not a zero-sum game
• Our “competition” is not the other historic site or cultural institution in town
Who is the competition?

Last December, did you and your family do something special outside of the house to celebrate the holidays?

- Went to a movie
- Went to the mall
- Attended a sporting event
- Attended a concert
- Attended an event: attended an event at a historic site or in a historic building
- Went to an art museum
- Went to a children's museum
- Went to a religious service
- Another family activity
- We didn't do anything

<table>
<thead>
<tr>
<th>Answer</th>
<th>Resp. (50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1: Went to a movie</td>
<td>24.0% (12)</td>
</tr>
<tr>
<td>A2: Went to the mall</td>
<td>28.0% (14)</td>
</tr>
<tr>
<td>A3: Attended a sporting event</td>
<td>6.0% (3)</td>
</tr>
<tr>
<td>A4: Attended a concert or other live performance</td>
<td>8.0% (4)</td>
</tr>
<tr>
<td>A5: Attended an event at a historic site or in a historic building</td>
<td>10.0% (5)</td>
</tr>
<tr>
<td>A6: Went to an art museum</td>
<td>0.0% (0)</td>
</tr>
<tr>
<td>A7: Went to a children's museum or science museum</td>
<td>6.0% (3)</td>
</tr>
<tr>
<td>A8: Went to a religious service</td>
<td>28.0% (14)</td>
</tr>
<tr>
<td>A9: Another family activity not listed here</td>
<td>16.0% (8)</td>
</tr>
<tr>
<td>A10: We didn't do anything outside the house</td>
<td>28.0% (14)</td>
</tr>
</tbody>
</table>

From “Attracting visitors to holiday events at historic sites and buildings” (October 25, 2013). The 35 page report is available as part of a free download of holiday materials: [http://www.thehistorylist.com/the-holiday-campaign-for-history](http://www.thehistorylist.com/the-holiday-campaign-for-history)
24% Went to a movie
28% Went to the mall
28% Didn’t do anything
Observations on collaboration

Collaborate to grow
Learning

- Historical Sharing Group
- Blackstone Valley
- 2006
- 24 societies in the Blackstone Valley
- Quarterly meetings to share ideas, including programming
Pioneer Valley History Network

- 43 sites in Western Massachusetts
- Organized originally by Historic Deerfield in 2006
- Now a 501(c)3
- Exhibits and events around an annual theme
- Mailing list of 250 individuals

→ Case study

http://pvhn.wordpress.com/
Event

- Museum Stores of Richmond Holiday Shoppers Fair
- Formed in 1995
- Meet six times per year
- Each pays a fee
- Money goes to the host museum, who handles PR
- Each does their own advertising
- Friday night: Members only
  – 10% off at all shops
- 500 – 1,000 shoppers over the weekend
Program

- “Our Shared History”
- The Brick Store Museum and the Kennebunk Free Library, across the street from each other
- “Maritime Heritage”
- Book discussions, films, field trips to Portsmouth Naval Shipyard and Bath Iron Works, a chowder festival, a sea shanty concert

http://www.brickstoremuseum.org/oursharedhistory.shtml
Event

• Vermont History Expo
• Held every other year
• 150 historical societies
• 4,000- 6,000 guests over a two-day weekend

→ Case study—Includes more than 400 photos
Website

“Newportal”—In development
- Presenting the collections of The Preservation Society of Newport County, Newport Art Museum, Redwood Library and Athenaeum, The Newport Restoration Foundation, and The Newport Historical Society
- Being driven by mid-level staff, not executive directors
- Formed two years ago
- Currently formalizing agreement between organizations

Website with information about the project:
http://newportal.weebly.com/
Lee Wright

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469-233-7712

www.TheHistoryList.com
@TheHistoryList
@SeeingHistory