

# USA Regional Report 2017

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The main tasks for the USA region are: To build awareness about ICOM and CECA activities globally and in the region; attract new members to ICOM-CECA; and develop a strong network of ICOM-CECA members and friends.

## Communication:

- Emails were sent to our regional members and friends about the September 2018 conference in Georgia, and other CECA-related activities;
- About one third of the emails included in the USA membership list received in 2017 were not functional;
- A new USA membership list was requested again, but what was sent was the same list;
- Non-functioning emails were purged from the USA membership list and the cleaned list is the one used for most communications in late 2017-2018;
- Gaining accurate and up-to-date membership contacts is still a priority for CECA US;
- Secondly, I explored social media, and there is already an ICOM-CECA presence (Twitter, Instagram), although these are not very active and there is nothing for USA in particular. Using social media would be a good and efficient way to build awareness of CECA activities and events.

## Next steps:

- Discuss ways to gain accurate membership contact information;
- Request from ICOM-CECA a yearly schedule for communications;
- Explore how to use social media (Twitter, Instagram) to build awareness of ICOM-CECA USA;
- Target social media use to extend awareness of ICOM-CECA in the USA, such as communicating with regional museum studies programs, and engaging museum worker groups.

## Topics for continued consideration:

- ICOM should develop more student and salary-scaled museum worker membership options and conference travel scholarship possibilities. Until we are able to build membership at student and emerging museum worker levels, regional participation will likely remain at low levels.
- How can CECA both reduce email quantities and help coordinators anticipate work flow? It would be very helpful top me to have a yearly CECA calendar (perhaps on

Google calendar, or using a Google document) with deadlines for tasks (for example, this report could be due annually on a specific date). I become overwhelmed with the volume of CECA email at times (as when many personal responses are sent as “Reply All”) and stop reading them, which at times means I actually miss important information.