



**COUNCIL FOR MUSEUM ANTHROPOLOGY**  
**Secretary's Report to the Board & Business Meeting 2018**

**BOARD**

**CMA Board Members 2017-2018**

**President:** Robert Leopold (2016-2018)  
**President-elect:** Carolyn Heitman (2016-2018) to be followed by a term as President (2018-2020)  
**Treasurer:** Karl Hoerig (2016-2018)  
**Secretary:** Diana E. Marsh (2016-2018)  
**Board Members:** Joshua A. Bell (2017-2020), Corinne A. Kratz (2015-2018), Erica Lehrer (2017-2020), Gwendolyn Saul (2015-2018), Adrian Van Allen (2017-2020), W. Warner Wood (2015-2018)  
**Student Member:** Sowparnika Balaswaminathan (2017-2019)  
**Past President:** Patricia Capone (2016-2018)

**CMA Board Committees for 2017-2018**

**CMA Awards Committee:** W. Warner Wood (Chair), Adrian Van Allen, Joshua A. Bell, Karl Hoerig  
**CMA Book Award:** Joshua A. Bell (Chair), Adrian Van Allen, Hannah Turner, W. Warner Wood  
**CMA Nominations Committee:** Robert Leopold (Chair), Carolyn Heitman, Corinne Kratz  
**CMA San Jose Reception Committee:** Robert Leopold, Karl Hoerig, Adrian Van Allen, Carolyn Heitman  
**CMA Communications Committee:** Diana E. Marsh (Chair), Corinne Kratz, Lillia McEnaney  
**CMA Committee on Journal:** Gwendolyn Saul (Chair), Diana E. Marsh, Erica Lehrer, Lea McChesney  
**CMA Committee on Conference:** Joshua A. Bell, Erica Lehrer, Sowparnika Balaswaminathan, host members

**CMA 2018 Election Results & Board Transitions**

**President-elect:** Cara Krmpotich (2018-2020), followed by two-year term as President (2020-22)  
**Secretary:** Diana E. Marsh (2018-2020)  
**Treasurer:** Jennifer Kramer (2018-2020)  
**Board Members:** Christy DeLair (2018-2021), David Odo (2018-2021), Emily Stokes-Rees (2018-2021)  
**Retiring Board Members:** W. Warner Wood, Gwendolyn Saul, Corinne A. Kratz, Patricia Capone, Karl Hoerig

**Upcoming CMA Board Elections 2019**

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

**(1) Student Member (2019-2021)**

Interested parties should contact the members of the CMA Nominations Committee by January 30, 2019. CMA will announce candidates in February 2019. Balloting starts in April for a decision by June 2019.

## EDITORS

### **Editor of *Museum Anthropology***

Lea McChesney, Maxwell Museum of Anthropology

Laura Steele, Editorial Manager

*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, **volunteer needed!**

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

## COMMUNICATIONS

### **Committee**

The Communications Committee coordinates communication via the CMA Email, Blog, Website, and social media presence. 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:***

This year, the *Museum Anthropology* blog expanded its broad reach, and averaged between 40-60 unique visitors each day. Over the past year, we attracted over 7,000 readers, and our most popular content revolved around calls for papers and job announcements. These numbers are steadily increasing, and though the majority of our readers are from the United States and Canada, we also have garner steady viewership from the United Kingdom, Australia, South Africa, Germany, Mexico, and Brazil.

The blog is still accepting submissions for exhibition or book reviews, current events, commentaries, interviews, or articles (<https://www.museumanthropologyblog.com/homepage/2017/10/22/welcome-to-our-new-blog-a-call-for-contributions>). This is a fantastic resource for emerging scholars looking to begin publishing their work. Lillia would also like to welcome all CMA members to send her news from the field, job postings, or calls for papers that would be a good fit for the blog.

Lillia extends thanks to Lea McChesney, Cory Kratz, Diana Marsh, and Laura Steele for their support of the blog.

### **Facebook**

#### ***From Corinne Kratz:***

As is now standard practice for the CMA Facebook page, this year's posts included announcements for jobs, fellowships, conferences, workshops, and CMA award competitions; news and reviews about museums and exhibitions; recognition of accomplishments by CMA members and others in the museum world (we should all encourage members 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 a range of US locations.

Facebook only provides analytics for the month prior, so I did some tracking over the year at different times to have more extended information available for the 2018 Board meeting and annual report. That's the basis of the following analytics.

In mid-November 2017, we had a total of ~1,225 followers and set a goal to reach 1500 by the 2018 AAAs. We have indeed continued to attract more followers and surpassed that goal. As of 10 November 2018, we have a total of 2,426 followers. It's possible we may be seeing a sort of snowball effect: with more followers our posts are more widely seen and shared, which then attracts more followers. If we all help to spread the word, share posts, and encourage colleagues, friends, and students to like and follow the page, our reach will continue to expand. Please announce it at any sessions you are doing on museum anthropology at the AAAs or elsewhere and encourage students, friends, and colleagues to like and follow the CMA page.

Our FB page continues to give us international reach. Our fans/followers are located in 45 countries around the world (same as last year; see attached screenshots). While most followers are from the US (1,147 cf. to 687 a year ago), we have 1,275 fans elsewhere. We have fans/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 shows that the 18-34 year old demographic makes up 43% (down from 60% last year). This decline may be related to a general reduction in FB use by the younger demographic (<https://www.marketingcharts.com/digital/social-media-82512>, accessed 10 November 2018). Women make up 66% of our fans, 67% of followers. This is virtually the same as last year.

Of course, FB posts move beyond those who are fans/followers and FB analytics track that as well. In the last year, women were 62% of people reached (2017 report was at 72%, so we are reaching more men this year), and 69% of people engaged (cf. 81% last year, so engaging more men this year too). Like last year, there is a slight shift in the age profile for people engaged. This year the 45-54 demographic for fans/ followers constitutes 16%, while for those engaged it is 24%; last year there was a 5% increase for engagement. This year there is also an increase in engagement for older people: 6% fans/followers vs 12% engaged for the 65+ demographic.

Reach varies by the post, typically from less than 100 to 625+, and occasionally higher. Some posts reach 1,500-2,000. In the first part of the year, monthly reach was generally down: e.g. 4,946 (25 Dec 2017 - 21 Jan 2018), 2,003 (12 March - 8 April), 3,834 (28 March - 24 April), 3,968 (13 April -10 May), 2,980 (29 June - 26 July). In later summer and fall, the reach of our posts rose and a couple of posts had a big jump, including one that went viral. We reached 8,154 during a period (28 July - 24 Aug) when the Ames and Lifetime Achievement Awards had been announced but not yet Student awards, as well as several postings about jobs and fellowships. This was roughly the top of our reach per month for posts during 2017. We reached a considerably larger number in relation to ongoing posts concerning the tragic fire at the National Museum in Brazil: 13,294 (8 August- 4 Sept) and 23,193 (12 Aug - 8 Sept).

The enormous reach of one particular post made soon after that was a surprise: our monthly reach for 9 Sept- 6 Oct – which includes the first week of that post – was 277,172, with nearly 34,859 engagements. On 26 Sept I posted this New Yorker cartoon (from 27 August issue, p 53):



*"Now we're leaving the hall of stuff we stole from other cultures and entering the hall of stuff we paid too much for."*

By 30 Sept this post on its own had reached 216,708 people, with roughly 17,000 engagements. By 10 November that post had reached 276,700 people, with 33,421 engagements. This too has helped increase our number of fans/followers because FB provides me notice of some people who see a post who could be invited to like the page. In the last month (13 Oct - 9 Nov), our total reach has come back down to 26,011, but that remains significantly higher than our usual monthly reach. With the AAA meetings getting under way, we have a lot of posts planned, but our monthly reach will soon likely revert to something closer to our norm, rising again when the next CMA conference takes place or other events draw attention.

CMA social media coordination across FB and the CMA blog is ad hoc but good, 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.

For the past year, however, we have been without anyone managing the CMA Twitter feed. This is a significant loss for our communications and for our cross-platform synergies. I urge the Board to make identifying a new CMA Twitter person a priority. Last year we discussed developing a transition plan for people who take over managing one of the CMA social media outlets, but since we did not get someone to take over our Twitter account, we have not yet done that.

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

### Twitter Feed

***We are currently lacking an active Twitter presence. We welcome any interested CMA members to contact Communications Committee Chair, Diana Marsh at [marshd@si.edu](mailto:marshd@si.edu)***

### Anthropology News Column

Anthropology News is in its second year as 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 year we received fewer submissions than in previous years. We also received a number of excellent submissions that did not fit the Anthropology News length guidelines, which limits articles to 1400 words

including all titles, notes, photo captions, and a two-sentence author bio. Authors were asked to rework their pieces, and we never received resubmissions.

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 2017-2018:***

<b><u>Publication</u></b>	<b><u>Title of Column</u></b>	<b><u>Author(s)</u></b>
<i>Published Jul/Aug (Print) 2018</i>	On Monuments and Confederate Heritage: Why museum and heritage professionals might not agree about “preserving” Confederate heritage	Diana E. Marsh and Gwendolyn Saul
<i>Published 10/19/18</i>	Brazil’s National Museum Fire	Manuel Ferreira Lima Filho
<i>Published 11/13/18</i>	The Council for Museum Anthropology Program in San Jose	Diana E. Marsh

Please send column ideas to Diana E. Marsh at [marshd@si.edu](mailto:marshd@si.edu). More information at: <https://museumanthropology.org/cma-anthropology-news-columns/>

**CMA AWARDS**

Nomination instructions for 2019 are available at: <https://museumanthropology.org/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.

**2018 Winner**

**Dr. Candace Greene**

Dr. Greene is this year’s recipient of the CMA Distinguished Service Award. Greene has been engaged with museums, collections, students and communities for 40 years. She is widely regarded for her ground-breaking work in museum anthropology within the United States and Europe, and increasingly for her ability to forge new strategies of pedagogy within museums through programs such as the Summer Institute of Museum Anthropology (SIMA) (2008- 2017). This fall, Dr. Greene retired from the National Museum of Natural History (NMNH) after 32 years of service at the Smithsonian. In addition to her Smithsonian work as Ethnologist in the Collections and Archives Program, Greene has mentored interns for over 20 years and taught graduate students at the George Washington University and through SIMA for over 12 years. Dr. Greene has an impressive scholarly record with three books on different aspects of 19th and 20th century North American Plains material and visual culture, as well as some 43 articles and chapters.

### **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.

#### **2018 Winner**

##### **Dr. Suzanne Seriff and Dr. Marsha Bol**

Dr. Suzanne Seriff and Dr. Marsha Bol are the 2018 recipients of the Michael M. Ames Award for Innovative Museum Anthropology. They are receiving the Ames Award for their work from 2010-2017 in founding and developing the Gallery of Conscience at the Museum of International Folk Art in Santa Fe, and for collaborative projects, exhibitions, and documentation created through the Gallery of Conscience. Seriff first guest-curated, then directed the Gallery of Conscience during this time. As the museum's director from 2009-2015, Bol's vision was instrumental in creating the Gallery of Conscience and supporting its projects and evolution until her retirement. Their work with the Gallery of Conscience embodies the kind of creative, timely, deeply engaged, and significant projects and interventions that the Michael M. Ames Award was created to recognize.

### **Council for Museum Anthropology Book Award**

The Council for Museum Anthropology Book Award was created to recognize and promote excellence in museum anthropology. The award is awarded biennially to a scholar within the field of museum anthropology for a solo, co- or multi-authored book published up to two years prior to the award date. The CMA Book award will be given to the author(s) whose work is judged to be a significant and influential contribution to museum anthropology.

#### ***From Joshua A. Bell:***

On behalf of the Council for Museum Anthropology 2018 Book Awards Committee I am pleased to announce that we awarded the inaugural CMA Book Award to Marge Bruchac for her book *Savage Kin* (University of Arizona Press). *Visiting with the Ancestors: Blackfoot Shirts in Museum Spaces* by Laura Peers and Alison Brown has received honorable mention for the inaugural CMA Book Award. Here are blurbs about the books:

“*Savage Kin* is an insightful examination of the previously hidden histories of Native interlocutors who helped to facilitate and make anthropological knowledge about Native North American communities possible. Using ‘restorative methodologies’ to examine a vast array of archival and museum collections, Bruchac raises important issues about the history of bicultural relationships that inform anthropology, the possibilities and value of archives and museum collections for research, and the sociology of knowledge production. This book will we feel not only push the discipline to rethink our received disciplinary histories but will also encourage other scholars to take more seriously the complicated legacies within archival and museum collections.”

“*Visiting with the Ancestors* (2016) is the result of long-term collaboration between Peers and Brown and the many communities that compose the Blackfoot Nation of Canada. The book tells the story of their collective work to bring and exhibit five Blackfoot shirts held in the Pitt Rivers Museum to the Glenbow Museum and the Galt Museum in Alberta, Canada. Their display in 2010 was the first time the shirts had been in Canada since being collected in 1841 by agents of the Hudson Bay Company. The book discusses the handling sessions facilitated by the project through which Blackfoot people could engage with these objects and through multiple voices examines what these encounters meant for all involved. The book is an important example of museology practice, the power of objects and the need for more engagements with Native communities”

### **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.

## 2018 Winners

**Elizabeth Derderian**

**PhD Candidate, Northwestern University**

AAA Presentation: “Playing with the Rules: Ideologies of Critique and Freedom of Artistic Expression in the UAE”, to be presented in the session entitled “Beyond Resistance and Complicity: New Approaches to Middle Eastern Art Production and Circulation.”

**Amanda Guzmán**

**PhD Candidate, University of California, Berkeley**

AAA Presentation: “Teaching Museum Anthropology and Cultural Equity by Design”, to be presented in the session entitled “Pragmatic Imagination, University Collections, and the New Museum Anthropology.”

## Call for Proposals: Whiting Public Engagement Fellowship

The Whiting Foundation has invited the Council for Museum Anthropology to nominate 1-2 individuals for their Public Engagement Programs in the 2020-21 award. This is a wonderful opportunity for CMA to help further the work of public-facing museum anthropology.

The Whiting Public Engagement Fellowship (\$50,000) and Seed Grant (\$10,000) are designed to celebrate and empower faculty who embrace public engagement as part of the scholarly vocation. They fund ambitious, often collaborative projects to infuse into public life the richness, profundity, and nuance that give the humanities their lasting value. Over time, we hope the two programs together will also build a community of faculty dedicated to this form of service; underscore just how essential history, philosophy, culture, and the arts are in helping us absorb the news of the day, participate as citizens, and live meaningful lives; and ultimately help to broaden understanding of the value of advanced work in the humanities. For both programs, nominees must have been full-time faculty at their institutions for at least two years (as of the end of this academic year), and must be early career, defined for this purpose as pre-tenure, untenured, or tenured within the last five years.

Details on application procedures will be emailed to CMA members soon!

## TREASURER’S REPORT

*From Karl Hoerig*

At the end of June, 2018 (the most recent count available), CMA’s membership totaled 241 (173 professional, 66 student, 2 life members), a decrease 17% from June of the previous year. Like the year before most sections lost members (29 of 40), but CMA experienced the third worst decline of all of the sections. The Council needs to identify ways that membership adds value to its members’ AAA membership, and advocate for more people to participate in CMA.

### **CMA Membership**

10/2011 374

9/2012 347

9/2013 337

9/2014 296

9/2015 345

9/2016 289

9/2017 282

6/2018 241

Financially, the Council is faring better than it is in membership numbers. As of 6/30 Net Assets were

\$75,055.31, an increase of more than \$11,600 from the end of 2017. This was largely due to the Wiley publishing contract payments being made early in the year, and does not account for the whole year's publishing budget or for funds spent later in the year (primarily for the Annual Meeting activities). Mid-year the Ames/Distinguished Service quasi-endowment was worth \$11,423.12 and the Student Travel Award quasi-endowment totaled \$27,839.49. These two quasi-endowments provide income of 4% annually, which mostly meets current needs. I encourage the Council to consider adding to the funds when possible and appropriate to maintain their real value and to allow the opportunity to increase the value of the awards over time to keep up with inflation.

The editorial budget for Museum Anthropology continues to be modest; with the increase in payments that we are enjoying under the new Wiley publishing contract, we were able to greatly decrease our dues subsidy, freeing up those funds for other uses. The University of New Mexico is providing fantastic institutional support for the journal (budgeted to be worth \$38,730 in 2019), which makes this easier. We owe much gratitude to UNM for this support and thanks to CMA editor Lea McChesney for her advocacy that brings this support.

The Board has authorized the expenditure of up to \$10,000 in support of the second CMA Spring Meeting. This expenditure is offset by the extra income we received last year from the new Wiley contract and a refund from savings of the publication feasibility study from the year before.

It's been a pleasure to serve as your treasurer for the last seven years. All best wishes!

--Respectfully submitted by Karl Hoerig, outgoing CMA Treasurer

### **2018 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/2018/11/1/the-council-for-museum-anthropology-program-and-reception-at-this-years-aaa-meeting>

On *Anthropology News* at: <http://www.anthropology-news.org/index.php/2018/11/08/the-council-for-museum-anthropology-program-in-san-jose/>

### **PREVIOUS REPORTS**

Past CMA Reports, including last year's Secretary's, Treasurer's and President's Report are available at: <https://museumanthropology.org/cma-annual-meeting-reports/>

*Report Submitted by Diana E. Marsh  
Secretary to the Council for Museum Anthropology  
Annual Meeting, American Anthropological Association, San Jose, CA, November 14, 2018*