



COUNCIL FOR MUSEUM ANTHROPOLOGY
Secretary's Report to the Board & Business Meeting 2020

BOARD

CMA Board Members 2019-2020

President: Carolyn Heitman (2018-2020)
President-elect: Cara Krmpotich (2018-2020) to be followed by a term as President (2020-2022)
Treasurer: Jennifer Kramer (2018-2020)
Secretary: Diana E. Marsh (2018-2020)
Board Members: Joshua A. Bell (2017-2020), Emily Stokes-Rees (2018-2021), Erica Lehrer (2017-2020), David Odo (2018-2021), Adrian Van Allen (2017-2020), Christy DeLair (2018-2021)
Student Member: Kristin Otto (2020-2022)
Past President: Robert Leopold (2018-2020)

CMA Board Committees for 2019-2020

CMA Awards Committee: Adrian Van Allen (Chair), Jennifer Kramer, Emily Stokes-Rees
CMA Book Award: Joshua A. Bell (Chair), Adrian Van Allen, Christy DeLair, Hannah Turner
CMA Nominations Committee: Carolyn Heitman (Chair), Cara Krmpotich, David Odo, Robert Leopold
CMA St. Louis Reception Committee: Christy DeLair (Chair), Cara Krmpotich, Carolyn Heitman, Diana Marsh
CMA Communications Committee: Diana Marsh (Chair, General Communications, Website, Anthropology News), Corinne Kratz (Facebook), Lillia McEnaney (Blog), Christy DeLair (Anthropology News)
CMA Committee on Journal: David Odo (Chair), Lea McChesney, Kristin Otto, Emily Stokes-Rees
CMA Committee on Conference (postponed): Robert Leopold (Chair), Kristin Otto, Jennifer Kramer, Joshua A. Bell, Bruce Bernstein (Past Host)

CMA 2020 Election Results & Board Transitions

President-Elect/Program Chair: W. Warner (Bill) Wood (2020-2022) to be followed by a term as President (2022-2024)
Treasurer: Jennifer Kramer (2020-2022)
Secretary: Catherine Nichols (2020-2022)
Board Member At-Large Seats: Laura Peers (2020-2023), Adrian Van Allen (2020-2023), Elysia Poon (2020-2023)

Retiring Board Members: Robert Leopold (Past President, 2018-2020); Diana E. Marsh (Secretary, 2018-2020); Joshua A. Bell (2017-2020); Erica Lehrer (2017-2020)

Upcoming CMA Board Elections 2021

The CMA will be holding elections this year for the following positions:

(3) At-Large Board Members (2021-2024)

This year, Robert Leopold also lead an effort to revise CMA bylaws. A revision of the CMA Bylaws was approved by members in June 2020. The revision clarifies the position of the CMA journal editor (appointment, term of office, editorial independence, budget, and editorial board), the process for hosting the CMA Biennial Meeting, and the roles of the Book Awards Committee and the Conference Committee.

EDITORS

Editors of *Museum Anthropology*

Emily Stokes-Rees, Syracuse University

Phaedra Livingstone, Centennial College

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

-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. We also continued to add to our Advocacy page to highlight advocacy initiatives and resources. This year, a major initiative undertaken by the board and our Communications Committee was to re-write our mission statement with additional assistance from CMA member Jennifer Shannon, and to incorporate that new language into our web homepage. The board approved the new language in February 2020.

The previous text read:

The Council for Museum Anthropology is an all-volunteer membership organization that serves anthropologists and museum professionals. The Council for Museum Anthropology is a section of the [American Anthropological Association](#).

CMA's mission is to foster the development of anthropology in the context of museums and related institutions.

The new text reads:

The mission of the Council for Museum Anthropology (CMA) is to foster the development of anthropology in the context of museums and related institutions.

We are an all-volunteer membership section of the American Anthropological Association that serves scholars, practitioners, and students across the fields of anthropology, museology, cultural heritage, folklore, social studies of science, art history, history, and many more.

What we do:

We engage with anthropological collections, diverse institutions and communities, and museum-related issues on multiple platforms, including CMA's journal, *Museum Anthropology*, a regular column in *Anthropology News*, social media platforms, a biennial conference, mentorship programming, as well as seminars and special publications. CMA and the journal also maintain the *Museum Anthropology Blog*, which highlights breaking news in museum anthropology. The CMA supports and maintains a community dedicated to the advancement of the field.

Exploring museums as sites for fieldwork, anthropological research and representation, we:

- Support the development of closer links between museum scholars and museum practitioners;
- Promote the importance of collections, archives, and cultural heritage sites;
- Work to enhance anthropology student training to integrate museum research and practice;
- Draw attention to museums' historical and present-day roles as key sites for anthropology as a discipline.

We recognize that museums are often contested spaces for communities who have been represented in and by them. We support and advocate for:

- Increased diversity in disciplinary training and institutional hiring;
- Community partnerships;
- Environmental sustainability;
- The use of curatorial practices of collection and display to pursue and disseminate anthropological research beyond museum walls.

Blog

From Lillia McEnaney:

This year, the *Museum Anthropology* blog continued to serve as a resource for scholars and practitioners to learn news from the field and be alerted of job, fellowship, and internship opportunities.

With five to nine new posts per week, the blog attracted ~6,000 page views and ~3,600 unique visitors. This is a 17% increase in visits from the previous year, and as expected, 2020's most popular posts were those that addressed COVID-19-related news from the field. Dr. Urmila Mohan's course syllabus and my interview with Dr. Emily Stokes-Rees also received over 100 individual hits. And as usual, almost 60% of visits came from the United States, with significant visitation also coming in from the UK, Canada, Japan, and Germany.

In May, we released a call for submissions (attached), with the hope that emerging scholars and practitioners would submit short essays addressing their thoughts on the state of the field in the wake of COVID-19. So far, we have published one piece ([here](#)), which was written by an undergraduate student, and we have another post in the queue that should be submitted before the end of the year. The call is still open, and we are hoping for more submissions—please encourage your students and colleagues to consider getting in touch.

In April, we also re-published Dr. Jen Shannon's essay, "Museum Anthropology has a lot to offer Public Anthropology!" ([here](#)), which was originally published on the *American Anthropologist Blog*.

Overall, the blog—and CMA's digital communications as a whole—are more important than ever, as scholars and practitioners are looking for additional ways to virtually connect in the wake of COVID-19.

Facebook

From Corinne Kratz:

As usual, this year's posts on the CMA Facebook page 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 highlight work outside the US as well as a range of US locations. Apart from analytics insights on the FB page (see below), there are three other items to report specific to this year: creation of a sub-discussion group, an *Anthropology News* column based on that group, and the closing down of a FB page connected with the 2017 CMA Conference.

In the face of the strangeness of 2020 and the arrival of the global COVID-19 pandemic, on 31 March 2020 I created a Facebook Group under our page to allow conversation about the [Effects of COVID19 Pandemic on Museum and Heritage Sites](#). The suggestion came initially from Laura Peers. Within a few hours, there were 45 members, which rose overnight to 240, with 415 invitations pending as people added others in. Activity was lively for several months, but has settled down more in the last two months or so. The discussion group continues to grow more gradually now. Current membership stands at 623. The steep growth over the group's first month is clear in this graph, suggesting keen interest and need for such a forum:



Based on the high level of activity in the early months, I solicited Laura Peers to write a “Pandemic Insights” column for *Anthropology News* which presented an overview of the topics and issues covered in the conversation group. At the same time I solicited a second column from someone who had been active in the group, but that author declined. Laura Peers’ column appeared on 10 Sept 2020: <https://www.anthropology-news.org/index.php/2020/09/10/ensuring-museums-remain-relevant/>

The Museum Anthropology Futures conference in 2017 had created their own FB page, rather than coordinating with the regular CMA Facebook page to appoint temporary editors as the 2019 CMA conference did most effectively. This left an orphaned FB page with little activity that could potentially split attention from the main page. After email discussion in February with the 2017 organizers, they made me an administrator on that page as well and we agreed to shut it down after posting several warnings and invitations for people to go to main CMA page for news and announcements. On 15 April 2020, it was taken down. It had been reaching about 160 people/month, and had a total of 1,022 followers when it came down.

Analytics. Facebook only provides analytics for the prior month, so I did tracking over the year at different times to have more extended information available for the 2020 Board meeting and annual report. That is the basis of the following analytics.

Our total number of followers nearly doubled from mid-November 2017 to mid-November 2018 (~1,225 to 2,426) and increased a further 25% in the following year (to 3,031 on 13 November 2019). We continue to attract more followers but in the past year that rate of growth slowed to about 6%. We now have 3,214 total followers. 2020 has been an unusual year, but we may be reaching a plateau that will now rise only more gradually. If we all spread the word, share posts, and encourage colleagues, friends, and students to like and follow the page, our reach will continue to expand. It would be great to reach 4,000 by next year, though that might be a stretch. **Please announce the CMA Facebook page at any**

sessions you are doing on museum anthropology at the Raising Our Voices events 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 47 countries around the world (a little higher than in the past three years, as shown in screenshots in previous reports). While most followers are from the US (1,398 cf. 1,324 a year ago), we have 1,816 fans elsewhere (cf. 1,102 last year). We have fans/followers in North America, South America, Asia, Africa, Europe, Australia and the Pacific region.

The age and gender profile for fans/followers of the CMA Facebook page shows the 18-34 year old demographic making up 37% (down again from 41% last year, after a steeper drop from 60% in 2017). Decline related to general FB use reduction by the younger demographic, seems to continue gradually. (<https://www.marketingcharts.com/digital/social-media-82512>, accessed 15 November 2019). Women make up 66% of our fans, 67% of followers, the same as the last two years.

FB posts often move far beyond those who are fans/followers and FB analytics track that as well. In the last year, women were 69% of people reached (cf. 71% last year, cf. 62% in 2018 and 72% in 2017), and 71% of people engaged (cf. 72% last year, 69% in 2018, and 81% in 2017). As in the past two years, there are shifts in the age profile for people engaged vs fans/followers. The youngest group has a lower engagement compared to percent following, while those in the 55-64 demographic are more engaged compared to their rate of following. Other demographics are roughly comparable for both. This pattern is consistent with past years.

	Fans/Followers	People Engaged
25-34	32%	26%
35-44	28%	27%
45-54	16%	18%
55-64	8%	13%
65+	7%	9%

Reach varies by the post, typically from around 100 to 600, with a number falling in the 700-1000 range, and a smaller number reaching 1,500-2,000. Our aggregate monthly reach has been quite a bit lower this year. Two years ago, our reach had increased significantly, with 10,000 monthly reach from roughly November through July. The year before our monthly figures were often in the 3-5000 range, with increases when CMA Awards were announced and very high reach in periods of high engagement after the tragic fire at the National Museum in Brazil. This year, like last year, monthly reach remained in that 3-5000 range for the most part (most recently at 2,017 for the period 7 Oct- 3 Nov). However, in the early part of the COVID pandemic our monthly post reach jumped to over 10,000 and our post engagement in the same period increased 244%. This corresponds to the period when I established the new FB discussion group and its meteoric initial growth. Periodic analytics tracking from December 2019 -Nov 2020 included 3,187 (17 Jan-13 Feb); 5,600 (3 Feb-1 March); 4,478 (24 Feb-22 March); 10,250 (22 March-18 April - N.B. post engagement in this period also increased 244%); 4,991 (15 April-12 May); 3,350 (5 July-1 Aug); 4,315 (2-29 Aug); 5,428 (2-29 Sept); 2,017 (7 Oct-3 Nov).

Our high reach posts (over 2000 reach) in the past covered a range of topics, with common themes involving award announcements; decolonization, repatriation, and social justice issues; and professional resources (collections etc.). This year we had very few that reached that level of circulation, just three high impact posts (cf. two dozen last year). Posts about CMA Awards are sometimes among our high reach posts, but with this year's COVID disruption it was very difficult to get information from the Board and Award Committees about how awards were being handled, the deadlines, or the outcomes. No information about CMA awards has been posted on FB this year because no information was received. At the end of this report, I list all our posts with 2000+ reach over the year through 3 November 2020. I don't know how to explain the difference, but it's hard to explain a lot about 2020's changed patterns in general.

Such broad reach can help increase our total fans/followers because FB sometimes sends me notice of people who see a post who could be invited to like the page. It can also help boost our usual monthly reach. With the Raising Our Voices events meetings getting under way, we want to post our usual information about sessions and opportunities, but have not been able to get information from the Board or AAA in a timely way to do so as yet. Without a CMA reception, I will not be able to post photos from the event, which usually garner a lot of attention. This will likely affect the analytics in the

coming year. News and ideas for CMA FB posts are welcome. Please encourage students, friends, colleagues, and others to follow and like the CMA Facebook page.

CMA social media coordination across FB and the CMA blog (and Twitter) is ad hoc but good, generating a diversity of content that should encourage people to follow all of the platforms. Diana has been active as chair of the Communications Committee in keeping us all in touch. The social media managers contact each other when there are jobs to post so they get full coverage across all platforms; likewise for any CMA-specific announcements. I often cross-post blog posts if I have not already posted on the topic. We continue to have trouble with maintaining a Twitter presence and have not successfully recruited a Twitter manager. We should return our Twitter profile to the same level of prominence and regular posting that it had several years ago to enhance these cross-media synergies. Making sure we have someone committed to being a lively CMA-Tweeter is essential.

I'm happy to continue managing the FB page, if the Board wants me to continue, but will readily pass it on to someone else if the Board prefers new input and approach.

High reach posts (seen by >2000 people) 2020:

*New Yorker cartoon (23 Sept) (posted 20 Feb) 2,400

*Diagram about social isolation (posted 22 March) 7,500

*Announcement of Hannah Turner's book *Cataloguing Culture* (posted 6 Aug) 3,500

*We also had two posts that reached over 1000: 1 April, 4 May

Twitter Feed

We could use additional volunteers to increase our Twitter presence. We welcome any interested CMA members to contact Communications Committee Chair, Catherine Nichols at cnichols@luc.edu.

Anthropology News Column

Anthropology News is in its third year as a magazine format, and Section News is published in print once a year in a special Sections issue. All other submissions are accepted on a rolling basis (in up to 1400-word pieces, all inclusive). It's a great way to get out short, timely pieces about current work.

CMA columns 2019-2020:

<u>Publication</u>	<u>Title of Column</u>	<u>Author(s)</u>
<i>Pandemic Insights</i> 09/10/20	Ensuring Museums Remain Relevant	Laura Peers

Please send column ideas to Christy DeLair at cdelair@niu.edu. More information at: <https://museumanthropology.org/cma-anthropology-news-columns/>

CMA AWARDS

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.

The 2020 CMA book award committee (Chair – Joshua A. Bell; Members - Christy DeLair, Hannah Turner and Adrian Van Allen) have the pleasure to award the 2020 CMA book award to Daniel Swan and Jim Cooley for their 2019 book, *Wedding Clothes and the Osage Community* (Indiana University Press), and give an honorable mention to Solen Roth for her 2018 book *Incorporating Culture* (UBC Press). Both books exemplify the range of work that the Council of Museum Anthropology promotes.

Swan, D. and Cooley, J. 2019. *Wedding Clothes and the Osage Community: A Giving Heritage*. Bloomington: Indiana University Press.

It is with great pleasure that we award the CMA book award to Daniel Swan and Jim Cooley. *Wedding Clothes and the Osage Community* is an exemplar of what museum anthropology can and should be. The book is the result of long-term collaborative work with the Osage Nation, and uses archival, ethnographic and ethnohistorical methods to reanimate museum collections of Osage heritage. Doing so the book is a highly accessible multi-media examination of change and continuity in Osage wedding traditions and clothing. Through its attention to material culture the book demonstrates not only the rich vibrancy of the Osage wedding traditions but demonstrates the sort of work that can only be done through what Ray Silverman termed “slow museology” which is work that is built on mutual respect, collaboration, and trust. This is a book that transcends its subject matter and helps us all see the possibilities of museum anthropology.

Roth, S. 2018. *Incorporating Culture: How Indigenous People are Reshaping the Northwest Coast Art Industry*. Vancouver: UBC Press.

We are delighted to award honorable mention for the CMA book award to Solen Roth. *Incorporating Culture* is a unique ethnography of the “artware” industry. Solen coins the term artware to describe commodities decorated with Pacific Northwest coast images that circulate inside and outside of Indigenous and non-Indigenous communities. The book examines the array of values these objects accumulate as they transition between these sites, and is a sophisticated historical and multi-sited ethnographic look at the intercultural phenomena of the artware industry, which is an example of what she terms ‘culturally modified capitalism.’ Doing so the book helps shed light on a compelling and important feature and dynamic of the intercultural object-world and economy in the North West Coast.

Whiting Public Engagement Fellowship

The Whiting Public Engagement Programs, including the Public Engagement Fellowship and the Public Engagement Seed Grant, provide funding for humanities faculty to pursue ambitious projects that engage the public in new ways. Within the context of museums, this can include public programs and within exhibitions and collections, and outreach programs that move beyond the museum. Proposals are submitted to the CMA Board for nomination annually. Due to the circumstances of the pandemic this year, 2020 nominations were postponed until next year’s cycle.

Other Awards

This year’s main awards were postponed until 2021. Nomination instructions for next year will be available at: <https://museumanthropology.org/cma-awards/>

COVID Emergency Grants Fund

The CMA was also proud this year to donate \$2000 to the AAA COVID Emergency Grants Fund. Money donated to that fund will be granted to vulnerable AAA members who are self-employed, sole proprietors, or teaching part-time. From this fund AAA has created \$500 emergency grants awarded to cover unexpected expenses related to the pandemic and its professional or personal consequences.

2020 MEETING: CMA SESSIONS

Sessions sponsored by the Council of Museum Anthropology at this year's Fall Event Series can be found:

On the *Museum Anthropology* blog: <https://www.museumanthropologyblog.com/homepage/2020/11/4/cma-at-raising-our-voices-2020>

On the Communities page: <https://communities.americananthro.org/communities/community-home/digestviewer/viewthread?MessageKey=469e1b6e-e209-4e18-84be-569de2690a01&CommunityKey=52cd0392-783a-4b7f-9965-647156348292&tab=digestviewer#bm469e1b6e-e209-4e18-84be-569de2690a01>

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
November 6, 2020*