



MUSEUM ASSOCIATION OF NEW YORK

Museum Education Act Tool-Kit

The Museum Education Act is...

The MEA is a new bill proposed by the Museum Association of New York (MANY) and the NYS Education Department (NYSED) and introduced by Senator Betty Little, Chair of the Senate Committee on Cultural Affairs, Tourism, Parks and Recreation. The new bill—Senate Bill 5001—builds on a piece of legislation advanced as a Regent’s Budget Priority in 2006/2007 and creates a grant program to be administered by the Commissioner of Education acting on behalf of the Board of Regents. The MEA launches a major partnership between eligible chartered museums, historical societies, zoos, botanical gardens and aquariums and schools, bringing the resources and expertise of New York museum community fully in line with statewide efforts to improve student performance and access to knowledge. It recognizes that museums and other eligible institutions are centers of learning and allows access to much-needed-funding at a time when many of our museums and eligible institutions are struggling to keep their doors open and our schools are struggling to find the funding to transport students to these world-class destination sites.

How it would work...

Museums and other eligible institutions would have access to grant funding to conduct curriculum-based educational programs for students and teachers in grades pre-kindergarten through twelve and adults enrolled in continuing education programs. The grants are competitive in nature and can be used for the production of curricula, acquisition of specialized educational or interpretive skills, the acquisition of specialized educational technology, the preparation of specialized educational exhibition or public programming, the development and delivery of continuing education programs, the transportation of students to a museum, historical society, zoo, botanical garden or aquarium, and other programs that support the development and delivery of curriculum-based programs in museums and other eligible institutions with collections. The funding is broken down by the budget size of the applying institution so that institutions of the same size and capacity would be competing against each other.

What is the financial impact of the program...

The MEA could allocate up to \$25 million annually for the grant program based on the discretion of the Commissioner of Education on behalf of the Board of Regents.

Why is it needed...

New York State has more museums, historical societies, zoos, botanical gardens and aquariums than any other state, many of which are among the leading art, history, science, and natural history institutions in the world. As many as 50 million visitors, including over 6 million school children, visit New York’s museums and institutions each year, the economic impact of which is

well into the billions of dollars statewide. However, many of these major tourist and educational destinations are struggling financially to keep their doors open and provide the services students and adult learners need. Since 2008, school districts statewide have been forced to cut their budgets and many have unfortunately cut transportation budgets once used to transport students to their local and regional museums and institutions. This unfortunate reality has effectively cut-off many of New York's students from learning field trips and, in turn, harmed the museums and institutions they once visited. The MEA will help end this practice and get our students and adult learners back to the museums and institutions eager to serve them, all at no cost to local school districts. And in doing so, it will strengthen the educational competitiveness of New York's students and adult learners while strengthening the economy in the process.

For More Information...

Please contact:

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MEA Elevator Speech:

The Museum Education Act, Senate bill 5001, is a new bill introduced by Senator Betty Little that would place chartered NYS Museums, historical societies, zoos, botanical gardens and aquariums on par with other entities chartered by the NYS Board of Regents by establishing a competitive grant program that would provide funding for museums that deliver curriculum based P-12 and Adult Education opportunities. Currently, museums are the only chartered entities that receive no direct funding from the Education Department that charters them. This bill would help museums continue and expand their curriculum-based educational programming and also help school districts and teachers by providing funding opportunities for transportation. It is the bill that brings back the school museum field trip.

REMEMBER, WE WANT THE SENATOR/ASSEMBLYMEMBER TO SIGN-ON TO THE BILL AS A CO-PRIME SPONSOR. THIS PUBLICLY PUTS THEIR NAME ON THE BILL ALONG WITH THE MAIN SPONSOR'S. A "WIN" FOR ADVOCATING FOR THE MEA IS FOR YOUR LOCAL MEMBERS TO AGREE TO SIGN ON TO THE BILL. IF THEY NEED TIME TO LOOK AT IT, PLEASE FOLLOW UP! KEEP ASKING!!!

About Your Museum

Where are you located (helps the elected official understand that you are of local importance to him/her)_____

Annual Budget_____

Number of Employees_____

Number of Volunteers _____

Number of members/supporters _____

Number of visitors annually _____

Percentage of out of state visitors/international visitors _____

Admission fee (if any) _____

Percentage of local/out of town visitors _____

Does your organization have a teacher training program? _____

If yes, how many teachers take part annually? _____

Estimated number of school children attending education programs annually _____

List of schools participating in class trips _____

Curriculum topics taught in collaboration with local schools _____

Funding Sources Government% _____ Members/admissions% _____
Other% _____

Types of Government grant Support (ie: NYSCA, REDC, etc.) _____

List of Special Community Groups Served (ie: veterans, seniors, at-risk-youth, people with different abilities, etc.) _____

Community Events Hosted/Sponsored _____

Your Museum’s Elected Officials

Mayor/Town Supervisor_____

Village/Town/City Board/Council
Members_____

County
Legislators_____

Members of Tribal Council (if
applicable)_____

Governor_____

Lt. Governor_____

Assemblymember_____

State Senator_____

Congressperson_____

U.S. Senators_____

Commissioner of Education_____

Regent_____

Director of NYSCA_____

Local School(s) Superintendent_____

Local School Board
Members_____

ARE ALL OF THESE OFFICIALS ON YOUR REGULAR MAILING LIST??!!

DO YOU INVITE THEM (AND/OR STAFF) TO ALL EVENTS AT YOUR ORGANIZATION?

DO YOU FOLLOW THEM ON SOCIAL MEDIA? DO THEY FOLLOW YOU?

HAS ANY LOCAL OFFICIAL DONE ANYTHING FOR YOUR ORGANIZATION IN THE PAST? DID YOU THANK THEM PUBLICLY? GIVE THEM AN AWARD?

Elected Official Baseball Card

PICTURE HERE!

Name _____

Title _____

Areas Represented (District) _____

Length of Time in Office _____

Political Party _____

Previous Positions Held _____

Hometown _____

Education Background _____

Family Connections _____

Top Policy Interests _____

Have you met them? If so, when/how? Did the meeting include any advocacy for your museum? _____

Do you have a direct or staff contact? _____

Does anyone on your board have direct contact? _____

Museum Education Act Draft Letter to the Editor

Dear Editor

I am writing to urge the elected officials in the _____ area to support the Museum Education Act (MEA) introduced by Senator Betty Little (Senate Bill 5001) and Assemblymember XXXXXXXX (Assembly Bill XXXX). **WE WILL KNOW VERY SOON WHO WILL INTRODUCE THE BILL IN THE ASSEMBLY.**

New York State has more museums, historical societies, zoos, botanical gardens and aquariums than any other state, many of which are among the leading art, history, science, and natural history institutions in the world. As many as 60 million visitors, including over 6 million school children, visit New York's museums and institutions each year, the economic impact of which is well into the billions of dollars statewide. However, many of these major tourist and educational destinations are struggling financially to keep their doors open and provide the services students and adult learners need. Since 2008, school districts statewide have been forced to cut their budgets and many have unfortunately cut transportation budgets once used to transport students to their local and regional museums and institutions. This unfortunate reality has effectively cut-off many of New York's students from learning field trips and, in turn, harmed the museums and institutions they once visited. The MEA will help end this practice and get our students and adult learners back to the museums and institutions eager to serve them, all at no cost to local school districts. And in doing so, it will strengthen the educational competitiveness of New York's students and adult learners while strengthening the economy in the process.

The MEA is fully supported by the New York State Board of Regents and the State Education Department, as well as the Museum Association of New York (MANY). The bill would provide funding for museums in the form of competitive grants for curriculum-based educational programming, exhibits, staffing, and field trips.

I urge your readers to contact their local Senator and Assemblymember to urge their full support for Senate Bill 5001/Assembly Bill XXXX. By doing so, they are supporting the education of New Yorkers and the museums that serve them.

Sincerely,

Your Name

Your Institution's Name