

NEWSLETTER
GREATER KANSAS CITY AREA COMMITTEE
NATIONAL MUSEUM of WOMEN in the ARTS
June 2020

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Jeanne Levy, Editor

A WORD FROM THE EDITOR

So far, this has been a much different year than any of us could have envisioned or planned, and I am sure none of us was quite prepared for all the changes. We have missed opportunities to visit the historic Kansas City Central Library, the University of St. Mary Art Collection, and a visit to the Kansas City Artists' Coalition Galleries, among others. But the thing we have missed most (at least, I have!) is the opportunity to view and discuss art with a group of interested and interesting women. As of now, it isn't clear when gatherings such as our Art Outings will resume, so stay safe, stay well, and stay tuned! Art Outings Shall Return!

This issue of the NEWSLETTER is composed of an informative report by Chris LeBeau, Chair of our local NMWA Committee, who attended a national video conference focused on the future needs and directions of the National Museum in Washington.

UPDATE FROM THE NATIONAL MUSEUM
VIDEO CONFERENCE – NMWA – MAY 7, 2020

The goals of the video conference were three:

- 1) to reassure NMWA leaders that the museum is moving forward during the Covid-19 crisis implementing new marketing strategies for the future,
- 2) to share plans for the major renovations to the Museum, and
- 3) to communicate the need for member support with the new capital campaign.

We have chosen slides to share with our members which we think will be of interest. The slides are interspersed with commentary.

NMWA FROM 2015-2019: AN UPWARD TRAJECTORY

KEY FINDINGS PRE-COVID 19

1. Our brand idea of “champion women through the arts” was resonating with visitors both on site and online.
2. Effective advertising was getting the word out. We saw an increase of 100% in on-site visits over 5 years. Attendance spikes were even higher for some special exhibitions.
3. Since 2015, media attention was up more than 75%, locally and nationally, even internationally.
4. Our digital presence and award-winning #5WomenArtists social media campaign significantly raised the museum’s profile.
5. New program offerings like Women, Arts and Social Change, and Artists-in-Conversation and Weekly Gallery Talks brought in new, diverse, and consistent audiences.
6. We were reaching more than just members in our emails.
7. We were engaging many more people online—even if they have never been to the museum--through Instagram, Facebook, Twitter, and the NMWA blog.

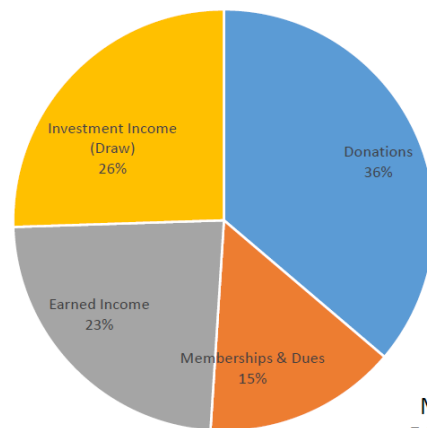
NMWA FY20 FINANCIALS

PRE - COVID 19

THEN

1. NMWA received a 4-Star Charity Navigator rating. We were anticipating the same in FY20.
2. Over the past five years, NMWA had been able to increase its operating revenue from \$10M to \$11.7M.
3. Board contributions and NAB giving increased. Committee and individual memberships were gaining ground. Foundation and government grants were on the rise.
4. NMWA began a \$55 million capital campaign...which brought in \$39,000,000 (verbal & written pledges) in first 12 months.

\$11.7M Operating Revenue FY20



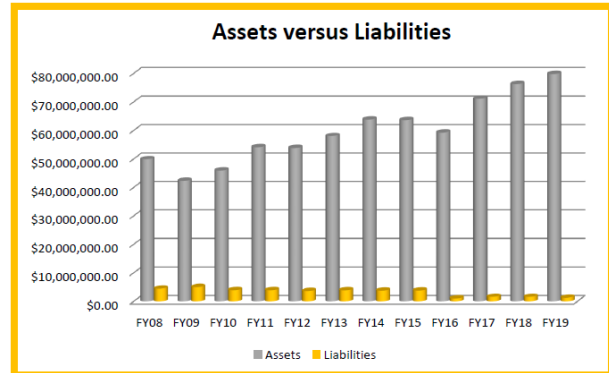
Donations +
Membership =
51 % of revenue

NMWA FY20 FINANCIALS

POST - COVID 19

NOW

1. NMWA's Assets to Liabilities ratio is still excellent.
2. Endowment is \$60,400,000 as of April 24, 2020. NMWA has \$5.4 million or 2 years of draw in cash equivalents in the endowment accounts.
3. All \$39 million of capital campaign pledges are being honored to date. Contributions to NMWA on pledges total \$14 million and are held in cash equivalents.
4. Current anticipate budget shortfall for FY20 is \$460,000.
5. Not sure what future giving will look like, but we will get back to development and capital campaign "business as usual" as soon as it makes sense.



5 STAGES ON THE ROAD TO RECOVERY FROM COVID-19

FROM MCKINSEY & COMPANY

RESOLVE



Address immediate challenges to workforce, customers and partners

RESILIENCE



Address near-term cash management challenges, resiliency issues

RETURN



Plan to return the business back to scale quickly

REIMAGINE



Come up with "next normal" and how the institution should reinvent

REFORM



Be clear about how environment in your industry could evolve



The Capital Campaign will support the renovation of the building and the reconfiguration of technology to create maximum opportunities. The museum is enhancing its “digital readiness” aiming for a digitally sophisticated museum. NMWA is following the “7 Tips” (see below) for building the engaging digital museum, and creating a museum website that is more relevant to users.

NMWA plans to showcase its refreshed [website](#) by June 15. The museum will continue to display online exhibits. One recent online show displayed book art, seen below. Staff also used their own pets to help reinterpret parts of the collection, a particularly fun exercise. Expect to find more articles that feature digital initiatives.

The museum will make more effort to acknowledge the concerns of society, for example NMWA worked to address health care workers through art during the pandemic. Museum staff will offer chats at 5:00 pm for small groups about art in the collection.

The museum will invest more in its presence on social media. NMWA recently won the Webby People’s Award, “the Internet’s highest honor” for best social media account in the arts and culture category.

NMWA’S NEW ONLINE PRESENCE

Staying true to our mission not only determines what content we should post, but it also lends our social media a unique perspective”

artnetnews Market Art World Exhibitions Opinion Partner Content Intelligence Report

Art World

7 Practical Tips for Engaging Art Lovers Through Social Media That We Learned From an Internet Cowboy and the Meme King of London

The experts weigh in on how to build a quality museum presence online.

Naomi Ren, April 21, 2020

Do women have to be naked to get into the Met. Museum?

Less than 3% of the artists in the Modern Art sections are women, but 83% of the nudes are female.

womeninhearts @womeninhearts • Following

womeninhearts @womeninhearts • While #NMWA remains a #MuseumFromHome until May, many of our human staff members are working from home with new colleagues. Stay tuned over the next few weeks as we introduce these new staff members and share their favorite #WomenArtists.

#WomenArtists from 5 NMWA facts

1. This is Vally. She's a huge fan of @genemilgriff—the message: the fur, the awkward, the best.
2. This is Toby. His favorite work is #DorisLee's 'Siens' because his favorite thing to do is nap. That's it—he's mouthfully not very bright, yet.

Liked by amanaino and 2,227 others

MARCH 25

Add a comment...

HYPERALLERGIC

NEWS

Museums Thank Healthcare Workers by Sharing Medical-themed Art

Using the hashtag #MuseumsThankHealthHeroes, institutions are sharing artworks related to medical workers.

Hsini Bishara April 2, 2020 2.6k Shares

Support Independent Arts Reporting

BECOME A MEMBER

POPULAR

- 1 The 'Dancing Pallbearers' Meme Is a Dottie MacBrew for the Time of COVID
- 2 The Brooklyn Historical Society Will Remember 9/11 With an Artist's Live-Stream of the Attacks
- 3 Spiritualist Drawings that Open Portals to Other Dimensions
- 4 Paul Klee, When the World Went Dark
- 5 Furloughed SFMOMA Staff Ask Director to Draw Salary of Zero to Reclaim Workers

NMWA@HOME: ONLINE EXHIBITIONS



Other engaging activities for students are shared below. One activity is a conversation based on one photograph. Another activity is the Women Artists scavenger hunt. (Notice our Hung Liu print is used to promote this activity!)

NMWA@HOME: FOR STUDENTS


THE LEARNING NETWORK

What's Going On in This Picture?

Intriguing Times images stripped of their captions -- and an invitation to students to discuss them live.


What's Going On in This Picture? | April 20, 2020

Look closely at this image, stripped of its caption, and join the moderated conversation about what you and other students see.



Sh ago • By THE LEARNING NETWORK

SCAVENGER HUNT: #5WOMENARTISTS



Take part in this virtual scavenger hunt to learn more about #5WomenArtists.

Instructions
Can you name #5WomenArtists? Use these prompts to enjoy NMWA@Home and discover five artists in the museum's collection and online exhibitions.

Make it Social

- Save or screenshot your answers and share with the artist's name and the artwork's title on Facebook, Instagram or Twitter
- Tag @WomenInTheArts, #5WomenArtists, and @NMWA@Home

GET INVOLVED
SUPPORT US

[SIGN UP FOR NEWS](#)

BECOME A MEMBER
JOIN NOW

SUPPORT THE CAUSE
GIVE NOW

Watch for NMWA's is new marketing campaign.

NEW NMWA INSTITUTIONAL MARKETING CAMPAIGN



THE RENOVATION

The landmark building in Washington, DC that serves as home to the NMWA collections will be undergoing extensive renovations which will begin a little later than planned and will involve closing the museum. Below are some key improvements members will see in the future. The architect is Sandra Vicchio of Sandra Vicchio & Associates, LLC.

KEY IMPROVEMENTS

- Enhanced visitor experience
- Improved entry sequence
- Accessible passenger elevators
- ...that go to the 6th floor
- Flexible galleries (without mechanical grilles)
- 2,800 square feet of NEW gallery space
- Multipurpose Room / Education Studio
- Enhanced collections storage
- Smaller but more efficient offices
- Modern, flexible A/V & IT
- Mechanical redundancy & efficiency
- Secure building envelope

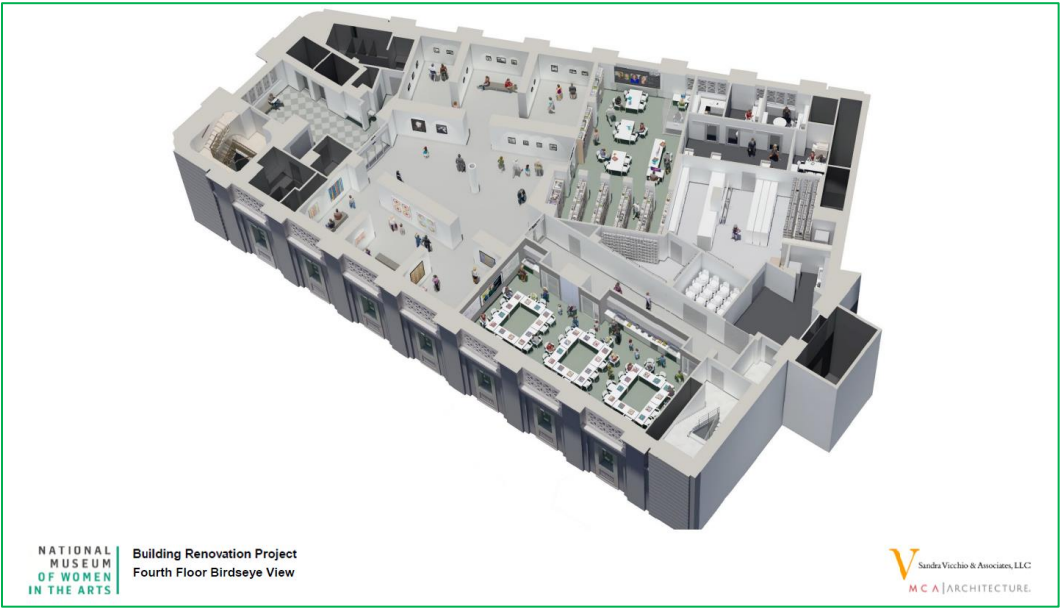


Modular Pull-Out Art Rack (Spacesaver Corp)

Visitors will be greeted by redesigned, well-lit gallery space.



The new design will add a learning commons and offer facilities for distance learning.



The museum will develop a beautiful theater that will offer live streaming capability.



To make this possible, NMWA seeks your support. If you wish to support this incredible effort to modernize the museum for the nation, you may do so here.

<https://nmwa.org/support>



“I have long believed that the arts reflect our shared humanity and that women are central to that story. Our museum’s building symbolizes—and houses—women’s great contributions to the history of art, past and present. We have a responsibility to future generations to ensure it is restored and renewed.”

WILHELMINA COLE HOLLADAY Founder

HEAVY METAL ARTISTS WOMEN TO WATCH

NMWA EXHIBITION OPENING



NMWA thanks you!