



January 2013

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Happy New Year from MAC



Junkanoo – Seeing in the New Year in the Turks and Caicos Islands, 2003
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MAC would like to wish all of its members and museum professionals a happy new year and hope that 2013 is a prosperous and successful one for all of us.

2013 is already shaping up to a busy year especially with the MAC AGM being planned for Belize and the ICOM triennial meeting being held in Rio, Brazil.

If you wish not to receive the newsletter or wish other email addresses to receive the newsletter, please email the Secretariat.

One of the main aims of the Secretariat has been to increase access to MAC and to keep members and museum professionals informed of what is happening in the region or what we feel is relevant to the Caribbean museum sector. Below are the present links.

Links to MAC websites

- www.caribbeanmuseums.com
- <http://www.facebook.com/caribbeanmuseums>
- <http://www.flickr.com/photos/caribbeanmuseums/>

To contact MAC email:

secretariat@caribbeanmuseums.com

MAC is an organization to help Museums and Museum professionals in the Caribbean. It relies on the membership to direct and help the elected Board who do all the work voluntarily. This is YOUR organization and the more the membership help, the more active MAC can be.



As we archer in a new year I wish all Caribbean museum's and affiliated organizations a prosperous 2013.

For many, this is a time to reflect on the previous year and to plan for the year ahead. Each of our organizations can look forward to different opportunities, and anticipate different institutional challenges. But for MAC, our shared commitment is to strive for the highest professional standards in the way we preserve, protect, interpret and display our rich Caribbean heritage for generations to come.

MAC will continue to create opportunities by playing a leading role in developing and enforcing the professional standards for Caribbean museums as the demand for heritage tourism continues to grow in our region.

Success in 2013 will depend on our ability to work collaboratively. Our Secretariat must seek strengthen our leadership role in the region, by promoting the sharing of best practices, training and advocacy, all aimed at raising the status of MAC. MAC's status directly benefits all members, and through our individual contributions this reality will be achieved.

In the year ahead, the Board of Directors will work tirelessly on your behalf to enhance MAC's status, so that we create opportunities, increase membership, while helping members to manage the challenges that they face.

Thanks to the Museum of Belize & Houses of Culture, National Institute of Culture & History for accepting to host the 2013 Annual General Meeting. We are pleased to announce that the tentative dates for this year's AGM and conference is 27th to 31st October 2013, embraced with the theme: "Pooling our Caribbean Resources: Collaborations, Partnerships and Connections".

2012 just became an artefact, let's set out on a new expedition to continue discovering the secrets of the Caribbean in 2013

Cyril J Saltibus
President - MAC

What do you want from MAC in 2013, 2014 and 2015?

All organisations need a developing forward plan. In 2004 MAC produced a very detailed forward plan and in practice it has been this that has been worked towards since 2004. The plan included some elements of what makes up MAC today, like the website and newsletter, which have both undergone degrees of success and failures since 2004, and has been at the centre of the development of the Secretariat.

However, it is time to take a long and hard look at what MAC should be doing to support its present members and attract new members, to increase its presence throughout the Caribbean and to find its role in the international arena.

As a membership organization, it is led by an elected Board whose job it is to guide MAC. However, as a membership organization, it is also the role of its members to identify the paths that they wish to see MAC take or explore as well.

Please contact the Secretariat or a member of the Board and give them your ideas!

MAC Secretariat: secretariat@caribbeanmuseums.com

- MAC Executive Board
- President, Cyril Saltibus: cyrilsaltibus@gmail.com
- Vice President, Kevin Farmer: dd@barbmuse.org.bb
- Treasurer, David Hayes: david_hayes_stx@yahoo.com
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- Brenda Lettsome-Tye: gbrendatye@gmail.com
- Nimah Muwakil-Zakuri: nationalmuseum117@gmail.com
- Kenneth Wong A Tsoi: mdors@cbvs.sr

MAC Members

MAC is a membership organization and is therefore here to serve its members' needs. Please inform MAC of anything you want to see MAC doing for the museums in the region. Also, the members cover a wide range of skills, specialist knowledge and experiences. MAC members are here to support each other. If you need help or advice, you can use MAC resources such as the newsletter or the Facebook page to promote your needs. The Secretariat might also be able to put you into contact with museums or Caribbean professionals that we think can help you.

Catherine C. Cole appointed to Lead Commonwealth Association of Museums



Catherine C. Cole

Canadian consultant, museum curator and historian Catherine C. Cole has been appointed to lead the Commonwealth Association of Museums (CAM) as of January 1, 2013.

Ms. Cole has managed her own national consulting firm since 1993, specializing in cultural planning and policy development, strategic research and planning, and exhibition and web development. Previously she was Head of the Division of Culture, Environment and Tourism for the Western Province, Solomon Islands. She is a former Curator at the Royal Alberta Museum and Alberta's Historic Sites Service and worked for Parks Canada in Ottawa. Her book *GWG: Piece by Piece* was published in March 2012. Ms. Cole is also on the board of the International Council of Museums' CAMOC committee (Collections and Activities of Museums of Cities). She attended Trent University (BA), the University of Alberta (MA), and Leicester University in the UK.

President Rooksana Omar, of South Africa, welcomes Ms. Cole who will "bring new energy and creativity to the position as the Association looks forward to celebrating its 40th anniversary in 2014."

For further information, contact:
Catherine C. Cole
1-780-424-2229
CatherineC.Cole@telus.net

Commonwealth nations and their museums share a common history and perspective on the role of museums in post-colonial societies. The Commonwealth Association of Museums works in collaboration with other international and national museum organisations and other agencies to foster and strengthen links between museums and museologists and promote a high standard of museum activity in the Commonwealth.

The Association operates a distance learning program in basic museum studies, symposia, workshops, internships, exhibitions, and publications and deals with the role of museums in society and themes such as: peace, democracy and governance; national identity; sustainability; climate change; and indigenous curatorship.

Ms. Cole, who has been a frequent conference speaker, participant and organiser of CAM events, took on the Secretary-General post January 1, 2013 while continuing to work as a consultant. Retiring after more than 20 years as Secretary-General, Lois Irvine has demonstrated exemplary dedication and commitment to CAM.

The Cam website is: www.maltwood.uvic.ca/cam/about/index.html

ICOM-Rio, 10-17 August 2013



Museums (memory + creativity) = social change

Even though we have only just started 2013 and August seems a long way off, plans are well under way for the International Council of Museums triennial conference in Rio, Brazil, 10-17th August 2013. It is important that museum professionals in the Caribbean who may wish to attend start to plan now as there are many opportunities that might be time sensitive.

Carlos Roberto F. Brandão, Chairperson of the 23rd ICOM General Conference, is very keen to see a strong presence from the Caribbean but is aware that they have few tools to help include colleagues from the region. However one of the clear ways that they can help is through their bursary programme.

The bursary programme is already open to receive projects, but this has to be done by ICOM National committees. According to the agreement ICOM Brazil signed with ICOM, they will provide 60 grants for young professionals to attend the Conference, and they are extending the program, offering to receive them for 2 weeks either before or after the Conference in Brazilian museums.

Of course these grants are open to museum professionals throughout the world not just the Caribbean, but the hosts would like see the largest geographical spread of grants possible.

It is therefore essential that if you wish to attend ICOM-Rio you must join ICOM, which is done through your national committee. If there is no National Committee, you can join ICOM directly but this will not permit you to apply for the bursaries.

If you are in an island governed by another country, you will need to apply to the National Committee of that country. For example if you are in Anguilla, Bermuda, British Virgin Islands, Cayman Islands, Montserrat or Turks and Caicos Islands you must join through ICOM-UK; if you are in Puerto Rico or US Virgin Islands, through ICOM-USA; or in Guadeloupe or Martinique, through ICOM-France.

These bursaries are separate from the ICOM grants for which inscriptions open in February and, in some cases, National Committees also have grants or bursaries to help members attend ICOM meetings.

The ICOM-Rio is at its early stages of development and can be found at:

www.icomrio2013.org.br/

Time to Start Planning for 2014

2014 sees the 100th anniversary of the start of the First World War and the 75 anniversary of the start of the Second World War. Between 2014 and 2020 there will be numerous other commemorations, like the centenary end of the First World War in 2018 and 75th anniversary of the end of the Second World War in 2020.

Museums and heritage organisations should be planning now to commemorate these events with research projects, oral history collections, developing museum collections and of course exhibitions.

MAC would like to hear from anyone that is considering or has already planned to do something between 2014 and 2020 to commemorate events in the First and Second World Wars and the importance played by the Caribbean nations in the success of the Allied Forces.



Castries Harbour, St Lucia
© Sands of Time Consultancy



British Fleet at Basseterre Harbour, St Kitts
© Sands of Time Consultancy



Flag and Bunting Decorations of D. Hope Ross, Ltd. Store at the time of Armistice Celebration.
Montserrat, B. W. I.

Armistice Celebrations in Montserrat
© Sands of Time Consultancy

Museum and Private Collectors

By Nigel Sadler

Museums collect and preserve those collections for present and future generations, holding their collections in trust for the benefit of all. On the other hand, many private collectors do so for self-gratification. However, museums and private collectors, often seen at opposing ends of the collecting spectrum, have more in common than first appears. Both want what is best for the collection when it comes to sustainability and, in fact, collectors in many cases will provide better or equal collection care, often investing large sums of their own funds to research their collection and to store or display it in the best environment. Museums are limited by the funds they receive and therefore collection care is not often prioritized, nor is research into those collections.

It is clear private collectors can create competition for museums and can remove important artifacts from the public domain. However, with the internet there are now more ways for people to learn about when items are for sale and, more importantly, many more ways to encourage people to sell their artifacts. For example, in the past house clearers would be brought in to clear a house out after someone died and many items were deemed to have no value and were disposed of. Now with online auction houses it is easier to find a buyer for items. Today, postcards for instance that would have ended up in the bin as there was no local interest, are advertised for sale on line to the whole world rather than just in the catchment area of a small second hand shop.

The online auction houses have also made it possible for small museums in far flung places, like the Caribbean, to understand what is being offered in the markets as well as what is the expected price. For example, the Turks and Caicos National Museum originally had a small incomplete collection of postage stamps but built up quite an extensive stamp collection through purchases from an online auction site for a very small sum of money.

Historically museums have benefitted from private collectors. Some museums only exist because a private collector donated their collections for the public good. The Smithsonian in the USA was developed through the accumulation of donated private collections. Private collectors exist throughout the Caribbean; the Kura Hulanda museum in Curaçao is in effect a museum to display the private collection of the man who set up the resort in which it is housed. In Barbados there is a large privately-owned Pacific island collection occasionally displayed and private businesses like St Nicholas Abbey are building up their own collections to develop exhibitions for the public.



Kura Hulanda, Curaçao in 2008
© Sands of Time Consultancy



Nicholas Abbey, Barbados in c1910
© Sands of Time Consultancy

Often people feel there is a problem with private collectors. To be honest there isn't one, maybe with the exception that items are being taken out of the public domain, but in the case of postage stamps and postcards they are mass produced and are often already held in public collections. However, how many museums make the best use of these private collectors? In the case of postcard collectors many will have carried out research on the subject matter, the postcard manufacturer, the photographer, etc. and will be knowledgeable of postcard sellers and other postcard collectors.

Museum and Private Collectors (continued)

Postcard Collectors

There will be a range of reasons why people hold private collections. In the case of postcards, these may be personal ranging from it was their ancestor who was the photographer, they have lived in the area represented in the image, they are collecting for a specific use of the image such as inclusion in a publication or maybe a combination of all these reasons and more. There are of course those that have their own private archives for commercial purposes. Whatever the reason though, many collectors have their collections posted on websites and museums can make the most of these private archives by identifying images their museum does not hold and by providing a contact to the collectors who might provide a digital image of the postcard or photograph for the museum to have in their collection. Of course museums might argue that they should hold the original in their collection, but what is the most important? That the museum holds the original image or a copy image as long as they hold the image and have rights to use in their exhibitions and publications?

Should private collectors be feared? No!

Private collectors can support museums through the following ways:

- 1) They have a lot of expert knowledge and if a museum can tap into this knowledge it will benefit the museum's own research.
- 2) They may be willing to lend the museum parts of their collections to supplement existing long-term galleries or to develop a specific short-term temporary exhibition.
- 3) They can be nurtured so that when they die or decide to part with their collection, the museum is seen as a natural place for depositing it. This can be tied in with various benefits in death duties for the family.

MAC would like to create a list of these private collections that have an online presence so that museums could contact them.

Here are a few postcard collectors already identified:

<http://www.oldbahamas.com/id67.html> - covers the Bahamas and the Turks and Caicos Islands

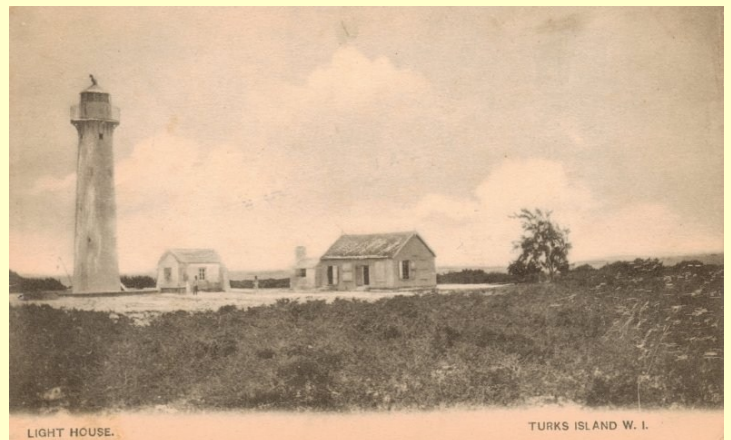
<http://www.flickr.com/photos/sandsoftimeconsultancy/sets/72157632481534198/> - mostly covers the British West Indies prior to 1940

Please remember that even though we have put links to these sites here, the images on these sites are copyright-protected and permission of the owner must be gained before downloading or using any of them.



Women cricketers on Victor Park cricket ground, St. Lucia

Women's Cricket Team in St Lucia, c1910
© Sands of Time Consultancy



LIGHT HOUSE.

TURKS ISLAND W. I.

Lighthouse on Grand Turk, Turks and Caicos Islands, c1902
© Sands of Time Consultancy

Making the Most of Social Media

By Sonja Arias

Gone are the days when a museum had to print a newsletter and snail mail it to its few subscribers. Today more than ever, museums have a myriad of inexpensive ways to communicate with their current and potential visitors: from text messages to web pages and blogs, and from Facebook and Twitter posts to YouTube and Flickr uploads.

The Internet has made it possible for people everywhere to search for and receive the information they are interested in. In the Caribbean, the number of people using the Internet from any device (including mobile phones) ranges from 88% of the population in Bermuda to 8% in Haiti (see table). Around the world the use of social networks is intense: at the end of 2012, Facebook had 1 billion members (approximately 14% of the world population) and Twitter had 250 million active users.

Some museums in our region have an Internet presence through a website, in varying degrees of sophistication, depending on their budget availability for website design and webhosting, as well as the technological capabilities of museum staff to update the published information. For others, their internet presence is mainly achieved through social media, which allows them the possibility of easily posting updated information, opening a channel of two-way communication with the community and the possibility of receiving their immediate reactions, increased accessibility and ample reach, for free.

Whether your museum is already on the Internet or you are thinking of establishing your online presence now, it is useful to reflect on the following questions, as different platforms serve different purposes:

- What are your main objectives? Information? Interaction?
- What kind of content do you want to share? Photos? Videos? Event information? Collections information? User-generated content?
- Who are you trying to reach? What are they interested in?
- How much time do you have to regularly update your chosen platform?
- Is there a staff member or volunteer with the technical capability to perform updates and the knowledge or authority to speak on behalf on your museum?

So what social media platforms are available? Let's take a look!

Blogging

Websites like [Blogger](#) and [Wordpress](#) make it simple to create and update a blog featuring your museum. Blogs are a great way to show visitors what your museum is all about. You can highlight artifacts, promote an event, add photos and videos, upload pdfs of invitations, programs and schedules... Click [here](#) to read the National Gallery of Jamaica's blog.

Rank	Country	Internet users	Percentage of population	Year
71	Dominican Republic	3,534,610	35.50	2011
79	Cuba	2,575,567	23.23	2011
86	Costa Rica	1,927,648	42.12	2011
-	Puerto Rico	1,779,211	48.00	2011
91	Guatemala	1,621,250	11.75	2011
98	Panama	1,477,617	42.70	2011
102	Honduras	1,294,827	15.90	2011
105	El Salvador	1,074,012	17.69	2011
113	Jamaica	903,540	31.50	2
115	Haiti	807,615	8.37	2010
117	Trinidad and Tobago	677,583	55.20	2011
145	Barbados	205,756	71.77	2011
148	Bahamas, The	203,653	65.00	2011
164	Antigua and Barbuda	72,065	82.00	2011
166	Saint Lucia	67,854	42.00	2011
-	Bermuda	60,668	88.34	2011
-	Aruba	60,557	57.07	2011
168	Saint Vincent and the Grenadines	44,674	43.01	2011
169	Belize	44,098	14.00	2010
174	Saint Kitts and Nevis	37,922	76.00	2010
175	Dominica	37,448	51.31	2011
177	Greenland	36,076	33.46	2010
-	Cayman Islands	35,694	69.47	2011
-	Virgin Islands, U.S.	29,234	27.40	2009
-	Anguilla	7,176	48.60	2010
-	Montserrat	1,383	26.90	2011

Source: Wikipedia



Facebook

It seems like everyone is on [Facebook](#) these days! You can easily create a Facebook fan page for your museum. Use the *About* section to present your organisation and give basic information, such as location, opening hours and contact details (phone, email, website). Facebook is a great place to share photos of events, exhibitions and new acquisitions. You can also use it to disseminate information quickly if you must close due to bad weather, for example.

When visitors like your page, they help promote your museums among their friends and receive your updates in their walls. After you build a fan base, you will have a self-selected group of people to market your events, programs and exhibits.

While people do comment on blogs, they are much more likely to interact with you on Facebook, either sending you messages or posting on your wall. A sense of community can be created as people interact with you and among themselves everytime you post something on your wall.

Click [here](#) to take a look at the Cayman Islands National Museum's Facebook fan page.



Twitter

[Twitter](#), often described as “micro-blogging”, is a great way to provide instant information to your followers, such as closings, changes in your hours or last minute invitations. You can customise your avatar with a simple but easily recognisable image, as well as your background to make your profile page more attractive.

Twitter is a very dynamic platform and users are expected to post regularly. However, avoid overloading your followers. If you don't have anything worthwhile to say, then don't.

The Museo Memorial de la Resistencia Dominicana keeps an active Twitter presence. Find them [here](#).

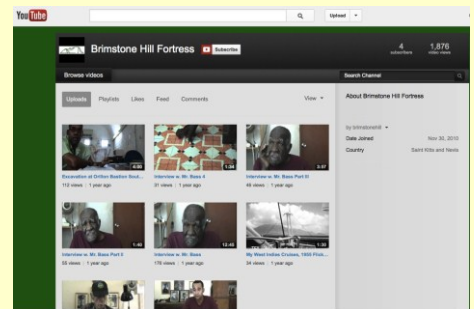


YouTube

A simple video camera is all you need to start producing videos to post on [YouTube](#). You may record programs, lectures and events for broadcast. Or you may want to promote your museum with a short gallery tour or a brief interview of a curator to spark the interest of the public in a new exhibition.

YouTube allows you to have your own channel to which visitors can subscribe. However, don't be discouraged if they don't, as the majority will opt for just viewing the content. You can also link videos you have uploaded to YouTube to your website, blog, Facebook page, etc.

Brimstone Hill Fortress National Park Society's channel has been viewed 1,876 times. Find it [here](#).

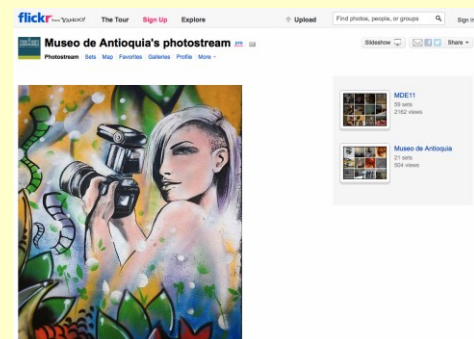


Flickr

[Flickr](#) is an image and video hosting website that is very popular among users, particularly bloggers, who want to share and embed photographs. Photos and videos can be viewed without the need to register, but if you want to upload content onto the website you will need an account. Photo submitters are asked to identify images using tags, making them come up in searches by particular topics.

As with other social media, it is advised to post new pictures regularly. What can you post? Pictures of objects, events, behind the scenes, etc., being careful of copyright and model release.

The Museo de Antioquia in Colombia is quite active on Flickr. Visit them [here](#).



Choose carefully which platforms are better suited for your museum and your visitors. Make sure that your main messages are coherent across media and that the content to be published has been reviewed. The best way to build your social media presence is to provide interesting content that people want to receive and are willing to share with their friends.

**MEMBERSHIP & RENEWAL FORM
MUSEUMS ASSOCIATION OF THE CARIBBEAN (MAC)
2012 - 2013**

Please check the appropriate categories in both columns:

- New member
- Institutional membership (US\$100 annual dues)
- Renewal
- Associate membership (US\$50 annual dues)

Last name: _____

Name: _____

Address: _____

Phone: _____ Fax: _____

Email: _____

If applying for institutional membership, please give a short description of your organization:

Organization: _____

Address: _____

Phone: _____ Fax: _____

Website: _____

By signing this form, I agree to abide by the ICOM Code of Ethics.

Signature _____

Annual dues are payable at the Annual General Meeting & Conference. If you are not attending, you may send this form along with payment (check drawn to US Bank) to:

David Hayes
Treasurer
PO Box 2672
Kingshill
St. Croix VI 00851-2762
USA

Latest News Upcoming Events

If you have information or are organising an event, please send details for inclusion in the next newsletter.

To be confirmed

Museum Emergency Planning Training Course run by ICOM in the Caribbean

2013

MAC AGM to be confirmed – Belize.

Provisional dates are that it will be held during the second half of October

International Museum Day (IMD) Themes

IMD is held on or around May 18th

2013 Museums (memory + creativity = Social Change), also the theme for the conference in Rio de Janeiro

2014 Museum Connections Make Connections

2015 Museums for Sustainable Society

Contributing Articles to the Newsletter

Would you like to write an article for the newsletter? We are looking for articles on the work being carried out by museums in the Caribbean, requests for help, or on any information that you think your colleagues would find of use. For articles please submit no more than 400 words, and if possible three or four images.

Please send your articles to:

secretariat@caribbeanmuseums.com

The deadline for receipt of articles is a full month before the publication date. The 2013 provisional publication dates are:

April 31st July 31st October 31st

However, publication dates might change to fit in the need to release information to the members.

Latest Publications

If you know of any publications coming out that will be of interest to museum professionals in the Caribbean, please send details for inclusion in the newsletter.

If you want further information about MAC, want to become a member of the Association, want to receive this newsletter, know someone who would be interested in receiving this newsletter or have information that you would like to share through this newsletter, please contact the Secretariat.

ICOM Conference in Brazil

ICOM will be holding their conference in Rio, Brazil, 10-17th August 2013. Even though this is 8 months away, MAC would like to start planning for it. Several MAC members will be attending and MAC would like to know of other Caribbean museums planning to attend. If possible, MAC may host a Caribbean meeting whilst in Rio.

Association of Caribbean Historians

The 45th Annual Conference of the Association of Caribbean Historians will be held in Ambergris Caye, Belize, from Sunday, May 12th to Friday, May 17th, 2013. Information about the conference can be found at the ACH website www.associationofcaribbeanhistorians.org (look under "Annual Meeting").

Can You Help?

Beverly Adams-Baptiste is completing her Masters in Library and Information Studies at UWI Mona Campus in Jamaica and is currently doing research on Museum and Library collaboration. She is seeking information regarding museum and library collaboration in the Caribbean. If there are any articles or papers published advocating collaboration, or ongoing collaborations which museums or libraries think she should know about, she would appreciate being contacted.

If you can help please email her directly at:

uniquebab.smada@gmail.com

Display Cases Conservation Material **Exhibition Design** Policy Production
Insurance Collection Care Emergency Recovery Fundraising
Publications **LIGHTING** **Project Management** Research Image
Archives **SHIPPING STORAGE**

Would you like to Advertise your Products and Services?

THIS SPACE COULD BE YOURS

Does your company supply products to museums in the Caribbean or carry out services for the heritage sector? Would you like to promote your products or services to the many hundreds of museums and heritage organisations in the Caribbean region?

During 2012 the Museums Association of the Caribbean's newsletters will be distributed to over 200 museums in the region and will be placed on the MAC website.

If you would like to discuss promoting your company in the newsletter please contact secretariat@caribbeanmuseums.com for rates.

Alternatively, if you would like to discuss how your business can support MAC and help museums in the region develop, please contact us.

Display Cases Conservation Material **Exhibition Design** Policy Production
Insurance Collection Care Emergency Recovery Fundraising
Publications **LIGHTING** **Project Management** Research Image
Archives **SHIPPING STORAGE**