

## ICOM-US Museum Definition Task Force Report

October 7, 2021

Task Force Members: Kathy Dwyer Sothern (co-chair), Diana Pardue (co-chair), Bill Eiland, Lyndel King, Alejandra Pena, Kate Quinn, Elizabeth Varner.

### Consultation 3 Process:

The task force reviewed the global feedback from the previous phase, Consultation 2. Based on those results, our task force created a survey for ICOM-US and all US museum professionals to participate. We based the survey off the ICOM Define submission form for Consultation 3 to receive feedback on the most important key words in each museum category. Distribution of the ICOM-US survey was sent to the total membership, partner organizations, social media etc. (over 5,000 contacts).

Reference documents:

- [Global Consultation 2 Report](#)
- [ICOM Define Submission Form example for Consultation 3](#)
- [Launch of ICOM-US Survey](#)

### Survey Response:

- 211 Total submissions (compared to 77 submissions for consultation 2)
  - Of the total responses, 110 were non-members and 101 were ICOM-US members.
  - 36 participating in international committees
- 41 out of 51 U.S. States represented in survey feedback
- Diverse responses from affiliations within the U.S. museum community. High responses from: Anthropology, Conservation, History House, Independent, Natural History, University/Academic Museums.

**(+) Final ICOM-US Consultation 3 Submission Attached**

Form Name: ICOM Define Consultation 3 - EN  
Submission Time: September 28, 2021 8:15 pm  
Browser: Chrome 93.0.4577.63 / Windows  
IP Address: 68.84.55.134  
Unique ID: 866820139  
Location:

## Identification

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**Name of the National or International Committee, Regional Alliance or Affiliated Organisation to which the answers to the following form correspond (only one form can be submitted by each NC, IC, RA, AO)** ICOM-US

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**Name of person answering the form on behalf of the NC, IC, RA or AO (please fill out the form only if you are the person who is authorized to do so by your NC, IC, RA or AO)** Molly Shevlin

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**ICOM membership number** 71679

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**Email address** mshevlin@hauck.com

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**I have been authorized by the board of my NC, IC, RA or AO to submit this form** Yes

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## I- ENTITY: A museum is ...

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**1. SELECTION OF PREFERRED KEY CONCEPTS: As you can see in the report from the data analysis results of Consultation 2, the top keywords or concepts referring to the definition of the entity of the museum are the following ones. Please select the ONE that your committee finds most appropriate to fill in the follow: A MUSEUM IS ...** Institution

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## II- ENTITY QUALIFIER: What qualifies a museum

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**1. SELECTION OF PREFERRED KEY CONCEPTS:** Among the keywords and concepts presented by committees, some of them are used to qualify the museum entity. Among these words, please select UP TO FIVE words/concepts that according to your committee can best state WHAT QUALIFIES A MUSEUM (please rank them from 1 to 5, being 1 the most important key concept):

Inclusive\*\* = Ranking 2  
 Open to the public\*\* = Ranking 1  
 Sustainable\*\* = Ranking 3  
 Accountable\*\* = Ranking 4  
 Authentic\*\* = Ranking 5

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**Keyword / Concept**

Stimulate

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**Description**

To activate or encourage interest and inquiry, intellectually, visually, or using any other senses or faculties.

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### III- OBJECT/SUBJECT: What are the museums' objects/subjects

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**1. SELECTION OF PREFERRED KEY CONCEPTS:** Some keywords or concepts in the responses refer to the object/subject upon which museums act. In this sense, please select up to FIVE words/concepts that your committee finds most appropriate to DESCRIBE THE MUSEUMS' OBJECT/SUBJECT. (please rank them from 1 to 5, being 1 the most important key concept):

Heritage = Ranking 2  
 Collection\*\* = Ranking 1  
 Tangible & Intangible = Ranking 3  
 Culture / cultural = Ranking 4  
 Knowledge\*\* = Ranking 5

### IV- ACTION / FUNCTION: What a museum does

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**1. SELECTION OF PREFERRED KEY CONCEPTS:** Keywords referring to the definition of the museum's core actions or functions according to committees are the following ones. Please select UP TO SIX words that your committee finds most appropriate to define WHAT A MUSEUM DOES (please rank them from 1 to 6, being 1 the most important key concept):

Researches = Ranking 2  
 Conserves = Ranking 3  
 Educates\*\* = Ranking 1  
 Collects\*\* = Ranking 4  
 Displays / Exhibits = Ranking 5  
 Interprets = Ranking 6

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**Keyword / Concept**

Responsibility

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<b>Description</b>	Responsibility for their collections by providing: preventative and interventive conservation; curatorial and scientific research; access to the public, researchers, scholars; knowledge gained through research and studies.
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## V- EXPERIENCE: What do people experience at the museum

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<b>1. SELECTION OF PREFERRED KEY CONCEPTS: Some of the keywords and concepts serve to define museum experiences. From the list below, please select UP TO FIVE words that your committee finds most appropriate to define WHAT DO PEOPLE EXPERIENCE AT THE MUSEUM (please rank them from 1 to 5, being 1 the most important key concept):</b>	Dialogue = Ranking 2 Experience / experiential = Ranking 1 Empathy / understanding = Ranking 5 Inspiration = Ranking 4 Discovery / curiosity = Ranking 3
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<b>Keyword / Concept</b>	Transformative
<b>Description</b>	Transformative describes a life-changing, substantive change.

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## VI- SOCIAL VALUES: What values shape museums

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<b>1. SELECTION OF PREFERRED KEY CONCEPTS: Some keywords refer to the social values of museums. From the list below, please select UP TP SIX words that your committee finds most appropriate to define WHAT ARE THE SOCIAL VALUES THAT SHAPE MUSEUMS (please rank them from 1 to 6, being 1 the most important key concept):</b>	Inclusivity** = Ranking 1 Sustainability** = Ranking 2 Accessibility** = Ranking 3 Equity / Equality / equal access = Ranking 4 Ethical** = Ranking 5 Authenticity** = Ranking 6
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## VII- TARGETS: Who museums work for and the nature of their relationship

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<b>1. SELECTION OF PREFERRED KEY CONCEPTS: Some of the keywords in the responses refer to with or for whom the museum acts (targets) and their relationship. From the list below, please select UP TO FOUR words that your committee finds most appropriate to define WHO MUSEUMS WORK FOR AND THE NATURE OF THEIR RELATIONSHIP (please rank them from 1 to 4, being 1 the most important key concept):</b>	Public / open to the public** = Ranking 1 Community / Society** = Ranking 2 Humanity = Ranking 3 Partnership / network = Ranking 4
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**Keyword / Concept**

Non-Participants

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**Description**

Those people who are not yet able to access its advantages or been able to participate.

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**Information regarding the General Data Protection Regulation (GDPR)**

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**By submitting my online form, I  
acknowledge that I have read and  
understood the information provided in  
this form and in the ICOM Privacy Policy**

I agree

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