AAM Content Advisory Committee Role and Responsibilities

AAM’s volunteer Content Advisory Committee (CAC) is a diverse group of subject matter experts with extensive knowledge and understanding of the museum field and the professional development needs of museum professionals. The CAC’s primary goal is to evaluate and recommend content for the AAM Annual Meeting. Each year, the selected group of CAC volunteers thoroughly reviews content and program offerings to ensure they are relevant, current, and accurate. The CAC is charged with maintaining the integral structure of content and learning initiatives by confirming the suggested content clearly outlines learning objectives, features appropriate expertise, and that the program covers a range of topics, perspectives, and formats of interest to AAM’s broad audience.

The committee is lead by a Chair, Vice Chair, and each thematic track sub review team has a Team Leader.

CAC Member Role

A CAC member is invited to serve a 1-year or 2-year term reviewing annual meeting proposals or a 1-year term reviewing other AAM content. At this time, committee members are recommended following a biennial open call for applications by an internal and external stakeholder review team. Recommendations are based on the applicant’s expertise or knowledge in a topic area and/or ability to offer diverse perspectives.

Requirements and abilities for this position include:

- A knowledgeable early career, mid or senior level museum professional employed by a museum, or museum industry organization.
- Hold an active AAM membership.
- Has attended recent past annual meetings.
- Has an understanding of museums and museum professionals.
- Is committed to ensuring the integrity of content reviews and selections.
- Able to discuss and provide feedback on proposals during committee selection meetings.
- Able to use the proposal review platform following a detailed tutorial and demonstration.
- Engaging with presenters and attendees at the annual meeting. This includes promoting other AAM programming, resources, membership, publications, proposal submission, and other AAM activities.

Standard Agreement for CAC Members

- I agree to serve as a Content Advisory Committee member for the term length I agreed upon. My service includes the review, evaluation and recommendation of annual meeting session proposals.
- I agree to review proposals submitted to the thematic track that I have been assigned.
- I understand that to serve on the Content Advisory Committee my institution or I must have an active AAM membership.
- I will complete my proposal reviews by the instructed deadlines.
- I will follow the scoring system in the guidelines and instructions.
- I understand that I must abstain from reviewing a proposal or content that may be a conflict of interest.
• As a member of the CAC, I understand that discretion is priority and agree to refrain from publicly disclosing selections, scoring, comments, or discussions as it relates to proposal or content reviews.

• The review and scoring of proposals is a blind review process. Presenter names, and institutions will not be visible to reviewers until final selections are made. Submitters have been asked to describe the presenters without any identifying markers. (e.g., Presenter is a senior level curator at a large art institution with 10+ years of experience in curatorial services)

I agree to a blind review and scoring process.

• I agree that if I am unable to complete my duties as a CAC member, I will notify AAM staff.

• I understand that I am expected to attend virtual CAC meetings. If I am unable to participate, I will notify AAM staff in advance.

• I understand that CAC members attending the AAM Annual Meeting & MuseumExpo will receive a full conference registration fee waiver for their participation. And, that this waiver cannot be transferred to future AAM events or to attendees that are not members of the CAC.

• I understand that it is my responsibility to cover any travel, lodging, meal expenses, and add-on ticketed events unless otherwise discussed with AAM.

**Standard Review Guidelines for Annual Meeting**

The Content Advisory Committee will identify proposals and content that:

- Dive deep into and directly align with the program’s themes or content.
- Showcase varied perspectives on events, issues, and topics.
- Are relevant to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size.
- Clearly state the relevance of the topic to the audience’s professional and personal development needs.
- Offer practical and relevant examples and how to apply them and should include resources and/or take-aways.

Include audience discussion and participation. In some formats, heavy audience engagement and interaction.

Proposals may not be accepted based on the following criteria:

- Narrow – Topic is too narrowly focused to have broad appeal.
- Underdeveloped – Topic did not offer any new insights or innovation in the area.
- Unclear – Proposal description lacks clarity and/or specificity.
- Lacking Diversity – Proposal content lacks applicability to a diverse range of disciplines, cultural perspectives, geographic locations and/or museum size.

**2023 timeline for Annual Meeting & MuseumExpo CAC (dates will vary between planning years)**

- September 28 – October 28 – Open Call for Proposals
- October 25 – November 18 – Rolling review of proposals prior to Open Call deadline.
- November 18 – Finalized reviews in reviewing system
- Week of November 28 and/or week of December 5 – Sub review team selection meetings.
• December 16 – Final selections made from the CAC recommendations
• December 19 - 23 - Notifications sent to submitters
• March - April – Content Advisory Committee Annual Meeting update meeting.
• At annual meeting - Debrief and feedback discussion meeting with current active CAC members.
• June – Content Advisory Committee post planning meeting with current active CAC members. Discuss data and evaluations to determine needs for the next planning cycle.