



President's Letter

February 23, 2020



I was so honored to take the helm of COSMA last fall. I have been involved with some iteration of our state museum associations gathering together since I began working at the Virginia Association of Museums almost 20 years ago. I am amazed and heartened by how far we have come, which is entirely thanks to you, our state associations, their staff and volunteers. We might be all different sizes, and are spread all over this country, but we have always looked to each other to share resources, overcome challenges, and better serve the museums we love.

This past year, COSMA has grown and solidified into an organization we can all be proud of. Our members make up almost 60% of the state museum associations in the US, and COSMA has a 100% renewal rate! We have more work to do to determine the best way to serve our museum associations and to find the best way to engage our allies at the regional and national level, but we are on our way. As we enter the new year, I encourage you to engage with COSMA by attending a webinar, joining one of our Conversations, inviting your board members to sign up for our newsletter, or giving a donation to help with our work. Together, we truly can change the world for each other.

Sincerely,

Jennifer Thomas
President 2019-2021
COSMA

2019 Annual Report

2019 Membership



- 100% renewal rate
- \$13,600 membership dues
- \$2,145 donations
- 100% board giving

The COSMA Board

2019 Outgoing Board Members

- Adrienne Boggs, New Mexico
- Sara Wilson, Missouri

2019 Incoming Board Members COSMA

- Candace Sall, Missouri
- Timothy Hecox, Oregon
- Erika Sanger, New York

COSMA Foundation

- Brenda Granger, Oklahoma
- Jeanne Schultz Angel, Illinois

Continuing Board Members COSMA

- Jennifer Thomas, Virginia
- Lisa Craig Brisson, Michigan
- Malinda Horton, Florida
- Linda Endersby, Missouri
- Della Hall, Alaska
- Debbie Shaw, Tennessee
- Cynthia Sweet, Iowa

Continuing Board Members COSMA Foundation

- Johnna McEntee, Ohio
- Malinda Horton, Florida
- Della Hall, Alaska
- Celeste DeWald, California

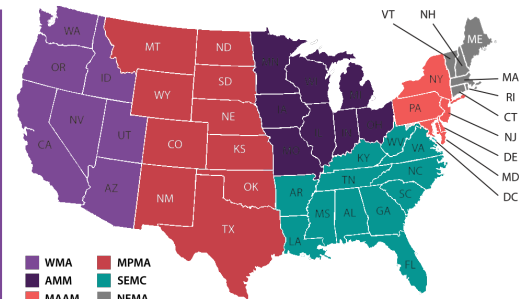
2019 saw the continuation of popular COSMA benefits, like:

- monthly e-newsletter 
- resources & information available through the COSMA website

47 number of members of COSMA's private Facebook group for SMA leaders



Used for: polls, advice, news, questions, collaborations



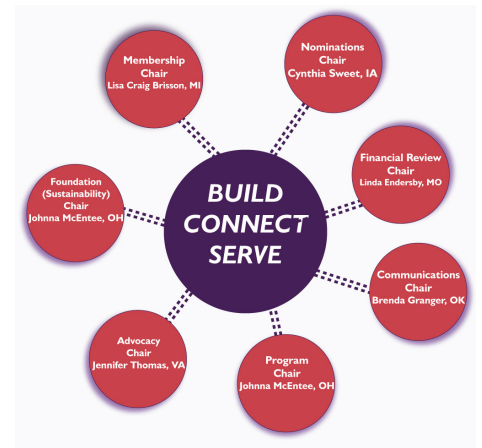
COSMA Boards represent 13 states and 5 of 6 regions



10 Average participants per conversation

6 Conversations in 2019

Topics included: January 2019 - What Kind of Programming Works for YOUR SMA | March 2019 - Managing Museum Databases | May 2019 - Round-up of Annual Meeting Roundtable Topics | July 2019 - When the Big Kids Come to Town: SMAs Partnering with National and Regional Museum Association Conferences | September 2019 - #metoo and Handling Disruptions at Events | November 2019 - Advocacy in YOUR State



COSMA Committees include representatives from 18 states



2019 COSMA Annual Meeting

23 SMA Leaders **15** States
3 Remote Participants

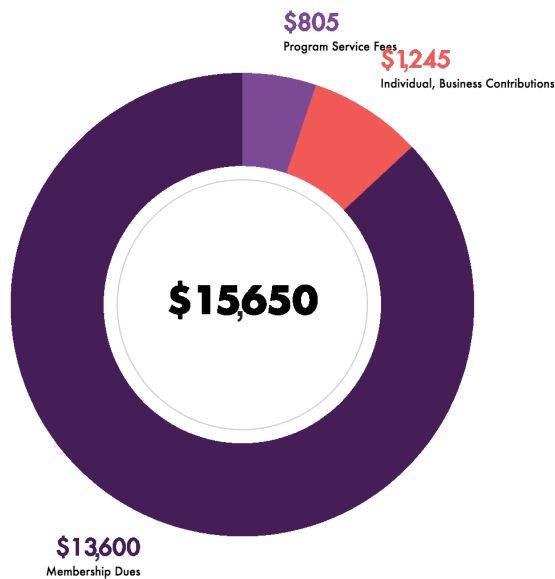
Keynote: Tom Osina | "Tips of the Trade"

\$805 in registration fees

165 Participants served in direct programming

44 SMAs served with monthly newsletter and e-communications

2019 Income



Direct Public Support **\$1,245.00**
 Program Income **\$14,405.00**

TOTAL INCOME: \$15,650.00

**2019 NET INCOME:
\$4,667.07**

6 webinars in 2019 77 participants

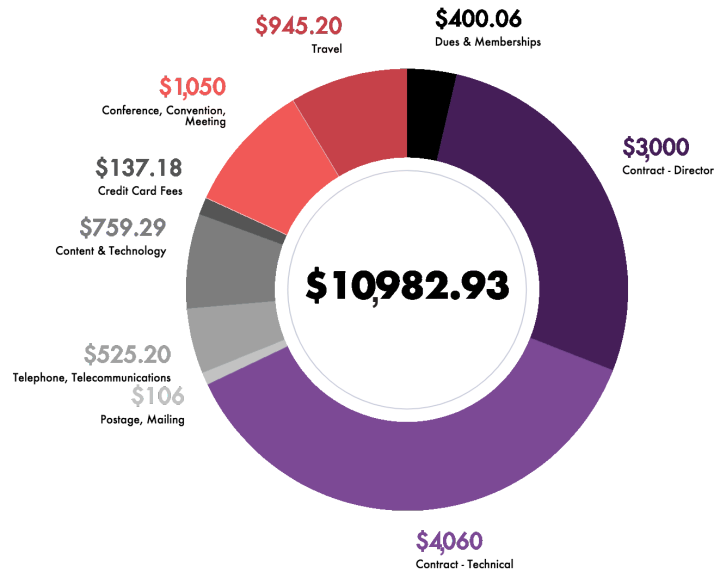
Topics included: February 2019 - Innovation & Collaboration | April 2019 - Communicating the Value of Your SMA | June 2019 - Making the Most of Your SMA Data | August 2019 - Conference Sponsorships & Other Magic | October 2019 - Succession Planning | December 2019 - Conference & Event Planning

2019 COSMA Meet-ups

COSMA encouraged "meet ups" at **4 of 6** regional association conferences, **AASLH** & **AAM** annual meetings.

2019 Financial Report

2019 Expense



Business Expenses **\$400.06**
 Contract Services **\$7,060.00**
 Operations **\$1,527.67**
 Travel & Meetings **\$1,995.20**

TOTAL EXPENSE: \$10,982.93