

Contact: Maggie Flanigan, Marketing & Communications Director
(828) 295-9099 x 3005 | marketing@blowingrockmuseum.org

Blowing Rock Art & History Museum Selected to Participate in National Museum Assessment Program

Blowing Rock, NC 10/1/2020

Blowing Rock Art & History Museum has been selected to participate in the Museum Assessment Program (MAP), which is administered by the American Alliance of Museums. Through guided self-study and consultation with a museum professional, participation in MAP will empower BRAHM to better serve the citizens of Blowing Rock by facilitating its meeting and exceeding the highest professional standards of the museum field.

The museum's participation is made possible through funding provided by the Institute of Museum and Library Services (IMLS). MAP helps museums strengthen operations, plan for the future, and meet standards through self-study and a consultative site visit from an expert peer reviewer.

BRAHM has chosen to do a MAP Organizational assessment in order to prepare our museum for accreditation and in an effort to best serve our community and diverse audiences

"We are so proud of all that BRAHM has accomplished in its short nine years. This assessment will give us helpful information as we chart our course for our second decade. We appreciate the opportunity to have this outside lens on our institution." Said Lee Carol, Executive Director of BRAHM.

"Choosing to be part of the MAP program is indicative of the commitment to civic involvement, public service and overall excellence on the part of [name of museum]," said Laura Lott, president of AAM.

"Studies have shown America's museums to be among the country's most trusted and valued institutions. MAP is designed to make them even better."

Since its creation in 1981, the MAP program has served over 5,000 museums. MAP is supported through a cooperative agreement between AAM and IMLS. For more information, including a complete list of museums participating in MAP, please visit www.aam-us.org/map, call 202-289-9118 or e-mail map@aam-us.org. Our website also has information about museums across the country who have previously participated in MAP and other AAM Excellence Programs (such as Core Document Verification and Accreditation).

AAM is the only organization representing the nation's entire museum community and has been dedicated to promoting excellence within the museum field for over 100 years. For more information about AAM, visit www.aam-us.org. The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 35,000 museums. To learn more about the Institute, please visit: <http://www.ims.gov>.

BRAHM is a 501-c3 non-profit art and history museum nestled in the mountains of North Carolina. Open to the public in 2011, it serves as a community cultural center with a focus on engagement, enrichment and education for all who visit.

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