President's Report

Aloha kakou,

Mahalo for re-electing me to serve as your HMA president for another year. I look forward to building on the momentum of this past year.

What fun to see so many of you at the annual meeting and conference in April! We had a number of firsts at this year's conference, including a silent auction, an idea board, and a literature table. We were dazzled by the creativity and knowledge of our colleagues, and wall came away with new energy, new friends, and new ideas.

Aside from conference planning, the board has been working hard behind the scenes this past year, and our online presence is the most noticeable result. Heather Terstegge has done a wonderful job of enlivening our Facebook page and getting HMA news out on Twitter and Instagram. I urge you to join the conversation. A lively online presence is one more way to show that museums matter. Our website is expanding as well. Thanks to Keahe Davis, we not only have a new look and online membership management, we also have new interactive features. Institutional members can now post to our events calendar and individual members can participate and share information in the HMA forums.

As we end our fiscal year and begin another, we say goodbye to four retiring board members and welcome four new directors. Thanks to Michael Thomas and Barbara Moir who have completed their terms and to Nenda Bangerter, Noa Dettweiler, and Christy Takamune who have stepped down due to personal reasons. Our new board members are Jill Lauglin of Lyons Arboretum on O'ahu, Kathy Suter, formerly of the National Museum of the American Indian in Washington DC, Theo.Altison of the Lahaina Restoration Foundation, Karen Ewal of the Hawai'i State Art Museum, Nick Griffith of Bishop Museum, and Heather Terstegge of Shan'Gri La. We look forward to working with all of them and appreciate their willingness to serve the museum community through HMA.

Me ke aloha pumehana,
Heather Diamond, HMA president

HMA Website Changes

By Keahe Davis
Kamehameha V Judiciary
History Center

The Hawai'i Museums Association website has a new look and over the next month paying members of HMA will start to see added functionality. To get access to the newly added features, you must first log on to http://www.hawaiimuseums.org using the email address associated with your account and select a password.

Here are some of the added features:

- All paying members receive a profile page, which can be self-edited. You can add a business card, social media links, and other information. Your profile will appear in the membership directory.
- A Forum section has been added so that members can exchange ideas and information. The Forum categories are collections, development, education, exhibits, standing committees, technology, and visitor services. Be sure to review the Forum Rules before posting.
- Institutional account members can add events to the HMA web calendar. Each institution must designate one delegate to receive editor functionality.
- All members will have access to job postings. Institutional accounts, through their designated delegate, will be able to post/edit job openings.
- Members receive online access to Nuhou.

This is just the beginning of our website changes. Stay tuned for more to come! If you have questions, contact keahe@hawaiimuseums.org.
2015 HMA Annual Meeting & Conference

By Kathy Suter
Retired Media Coordinator,
National Museum of the
American Indian

The Hawai‘i Museums Association held this year’s annual meeting and conference on April 24, 2015 in Honolulu, Hawaii. Once again, the Japanese Cultural Center’s Grand Ballroom provided the perfect environment for information exchange, conversation, and networking.

HMA provided several pre and post conference events that informed and entertained. First on Thursday night, April 23rd, Dr John H. Falk, Co-Director Institute of Learning Innovation at Oregon State University, discussed his research “Why Do People Visit Museums?” He shared the ways in which base assumptions have changed regarding visitors’ motivations to focus on the personal needs of the visitors. Falk suggested that traditional publicity and marketing often is less effective than word of mouth, which in this age of social media is a potent tool.

7 categories of reasons people choose a museum visit for their free time activity were laid out along with research being done on why people do not choose to visit museums.

The conference theme this year was “Story Connects” which dovetailed perfectly with keynote speaker Victoria Nalani Knuebel’s presentation “Stalking the Story, Inviting the Voice.” As a local historian, playwright, mystery and television writer, she described for us the elements of story writing with an emphasis on structures, climatic and episodic, that form the story arc. Knuebel’s talk provided the opportunity to consider how these elements of storytelling can be used to build the visitors’ experience.

Three of the panel discussions focused on technology:

- digital strategy uses within exhibits including augmented reality and object enhancement with embedded technology,
- specific online collection projects and open access to collections, and
- content through a variety of existing online tools.

The case studies illustrated these strategies and projects as well as some unexpected but gratifying results these technical tools provided.

A new project facilitated by the Museum Studies Graduate Certificate Program at University of Hawai‘i Mānoa will develop visitor surveys in collaboration with ‘Iolani Palace, Queen Emma Summer Palace and Hulihe‘e Palace and is funded by the Hawai‘i Tourism Authority (HTA). The three institutions will survey visitors and the data will be compiled and collated by U. H. students to be shared with HTA and cultural institutions statewide. A database will be also developed from the information.

Attendees were treated to an enlivening storytelling experience by Moses Goods of the Bishop Museum and participated in an exercise used at the Hawai‘i State Art Museum with children. The challenge was to look at several pieces of art to discover and experience the stories they told. As always, the networking and sharing was as valuable as the presentations and idea exchanges.

During the business meeting HMA President, Heather Diamond, shared the work completed and projects benefiting the membership. Two new board members were (continued on page 3)
introduced who will complete terms of members who resigned. Four new board members were elected and Heather was elected to her second term as president.

The evening of April 24th was a fun Pāu Hana event at the Mission Houses Historic Site and Archive that included two powerful performances portraying events in history through the eyes of historical characters. The two actors did a magnificent job connecting with the audience followed by a post performance question and answer session.

The two post conference tours provided rare behind the scenes experiences. The chance to go into the Hawai‘i State Archive was amazing. A highlight was an up close look at a sampling of vital documents, objects, and treaties including a letter of condolence from Abraham Lincoln to Kamehameha V upon the death of Kamehameha IV. From there, a short walk to 'Iolani Palace for a personal tour of the public spaces and the work area and collection storage in the attic. It was heartening to hear the stories of the palace’s grandeur being restored through painstaking research, collecting and reproducing of the furnishings and décor. Curator Heather Diamond gave the HMA group a special tour of the Palace rooms and upstairs workrooms. Counter clockwise from bottom left: The brand new rug to be installed in the Queen’s Bedroom; Throne Room; one of the photos used to recreate the Blue Room; and the Gold or Music Room.

Photos by Heather Diamond, Suzette Scotti, Jane Hoffman, and Chris Faye.
Archival Film in a Digital World: Preservation Standards versus Digital Projection
By Janel Quirante

At 'Ulu'ulu Moving Image Archive at the University of Hawai'i, West O'ahu, I spend most of my days working with film and video collections behind the scenes in our processing room and digital preservation lab. As archivists and collection managers, our mission is to organize, preserve, and make accessible the collections in our care. At 'Ulu'ulu, this includes digitizing analog videotapes and film reels according to archival standards for preservation, and providing researcher access to streaming videos through our online catalog and website. But sometimes, you just have to see a film projected on the big screen, in a dark movie theater, with an appreciative audience (and maybe some popcorn) to get the full effect of the images and stories on display. Sometimes you have to go beyond archival digital preservation standards to fully prepare an archival film reel for today's digital projection booth.

Last November, 'Ulu'ulu collaborated with the Hawai'i International Film Festival to showcase two 1960s documentary films from the Friends of Iolani Palace collection: Iolani Palace: Hawai'i's Past Today and Iolani Palace Restoration. The film reels were 16mm color positive screening prints that had suffered some minor physical damage over time including scratches, fading, dirt, and tears. We worked with an archival preservation lab to clean, repair and digitize these reels according to our target technical specifications for digital preservation files, namely 10-bit uncompressed Quicktime movies, standard definition. It was to be as close to the original recording as possible, with basic color correction, and maintaining the native aspect ratio of 1.33. Although these files were great for archival preservation purposes, they lacked the technical requirements as well as the visual color spectrum necessary for a modern digital projection system.

So this time we worked with a studio with experience in the entertainment industry to create an unencrypted Digital Cinema Package or DCP for the screening. The 16mm prints were retransferred at a 2K high definition resolution, formatted to fit within the 1.85 cinema aspect ratio, and the image cropped to make clean edges. In addition, a colorist adjusted and corrected the overall color and light balance, which resulted in a much more saturated and vibrant image than what was recorded on the original 16mm prints.

To prepare the Friends of Iolani Palace films for their digital debut at HIFF, I had to turn off my archivist tendencies and for once, not worry about such things as long-term interoperability and preservation metadata. Instead, I made sure the popcorn was fresh and that the films looked great in a movie theater.

For more information about 'Ulu'ulu and updates on our next HIFF screening, visit ululu.hawaii.edu.

Hamilton Library’s Preservation Department Head Interviewed by NEH

Through the Preservation and Access Education and Training program, National Endowment of the Humanities (NEH) supports a range of activities to help cultural heritage workers update their knowledge and learn important new practices and techniques for responsible collections care. An important goal of the program is increased awareness about disaster preparedness and helping cultural heritage institutions and staff to develop disaster response plans.

One project that has received NEH support through the Education and Training program is the Western States and Territories Preservation Assistance Services (WESTPAS), based at the Peninsula Library System in San Mateo, California. Through a coordinated network of preservation professionals, WESTPAS provides preservation workshops and consultation services in the Mountain West, West Coast, and Pacific. In a region prone to environmental disasters, WESTPAS disaster response and preparedness services have been particularly significant. NEH project support for WESTPAS disaster preparedness and response training featured two projects undertaken by Hamilton Library’s Preservation Department Head Lynn Davis in a recent article.

→ 2009 Tsunami hit Pago Pago harbor and villages on the American Samoan island of Tutuila. Several school libraries were severely damaged and Territorial Government Land and Court records were damaged. All the valuable Territorial records had to be frozen to stabilize them and prevent mold growth. Many documents went back to 1900 when the U.S. government established a naval station in Pago Pago.

→ 2011 Tsunami surged into oceanfront areas of Kona Hawai'i. Lynn Davis worked with staff and volunteers at Halih'e Palace to assess damage to collections and to move large sheets of nineteenth-century kapa (bark cloth) to freezer storage in order to stabilize and preserve it.

Check out the full interview with Lynn Davis: http://www.neh.gov/divisions/preservation/featured-project/cultural-heritage-response-natural-disasters
Save the Date!
HMA is Going Camping

Next year’s HMA Conference will be held April 22-23, 2016 at the Historic Civilian Conservation Corps (CCC) Camp Kōkēe State Park, Kaua‘i. The CCC Camp is run by Hui o Laka which also oversees Kaua‘i’s oldest museum, founded in 1952 - Kōkēe Museum. Pre and post conference activities will be added as the date draws near. Accommodations will be available at the camp and the neighboring towns of Wainee and Kekaha if a seaside stay is desired.

Below: The 1935 CCC Camp at Kōkēe has 52 beds from bunks to cabins and a mess hall.

The 7th Annual Museums Advocacy Day 2015 in Washington D. C.

By Kippén de Alba Chu
Director, Iolani Palace

The annual convening in our nation’s capital in support of museums and allied organizations (historic sites, zoos, aquariums, botanical gardens, archives, etc.) took place February 23 and 24 with 276 registrants representing all 50 states. There were 350 congressional office visits combined and 45 organizations across the country joined AAM in supporting federal dollars for professional office visits combined.

Another major issue rose with our congressional members sought to oppose limits on the deductibility of charitable contributions, both cash and property.

This issue, which acts to disincentivize charitable giving, also comes up at the state level. The Hawai‘i Alliance of Nonprofit Organizations (HANO) is the lead advocate at our state legislature to preserve existing deductions. Contributions are the lifeblood for many of our museums, so please support AAM and HANO in these advocacy efforts, and stay abreast of the latest developments.

Hawai‘i Museums Association
P.O. Box 4125, Honolulu, HI 96812-4125
email: info@hawaiimuseums.org

Niihou is the quarterly newsletter of the Hawai‘i Museums Association which carries articles of professional interest to HMA members. Submissions to Niihou are welcome, subject to editing, and should be received c/o HMA at the above address by January 20, April 20, July 20, and October 20. Photos and artwork are welcome and encouraged. HMA reserves the right to accept, reject and edit all submissions.

The Hawai‘i Museums Association is a nonprofit corporation dedicated to communication and cooperation among the staffs and supporters of Hawaii’s museums. Membership, subject to approval by the HMA Board, is open to all individuals, educational institutions, historical organizations and museums interested in the growth and development of the museum professionals and its activities in the State of Hawai‘i. Individual memberships: Students $20, Out-of-State $25, Single $40 per year, Dual $70. For institutional rates and applications please refer to the website at www.hawaiimuseums.org. Complete and mail with payment to: Hawai‘i Museums Association, P.O. Box 4125, Honolulu, Hawai‘i 96812-4125.

HMA Board of Directors 2015-2016

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King Kamehameha V Judiciary History Center
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Nicholas Griffiths, Collections Technician,
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Hawai‘i State Art Museum
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Bernice Pauahi Bishop Museum

Maui Director:
Heather Terstegge, Data Migration Consultant,
Bernice Pauahi Bishop Museum
Maui Director:
Heather Terstegge, Data Migration Consultant,
Shangri La

President: Jane Hoffman, Executive Director,
Kilauea Point National History Association

Hawai‘i Alliance of Nonprofit Organizations (HANO) is the lead advocate at our state legislature to preserve existing deductions. Contributions are the lifeblood for many of our museums, so please support AAM and HANO in these advocacy efforts, and stay abreast of the latest developments.

HMA Communications
HMA Webmaster: Kealohi Davis, Education Specialist,
King Kamehameha V Judiciary History Center
Social Media: Heather Terstegge, Data Migration Consultant,
Shangri La

Niihou Newsletter: Chris Faye, Director, Kōkēe Museum
The Education Forecast


Museums are educational powerhouses. Did you know:
- Museums spend more than $2 billion a year on education. The typical museum devotes three quarters of its education budget specifically to K-12 students.
- Museums receive more than 55 million visits every year from students in school groups.
- Museums create educational programs in math, science, art, literacy, language arts, history, civics and government, economics and financial literacy, geography and social studies, often tailored to the needs of state and local curriculum standards.
- Each year, museums provide more than 18 million instructional hours for educational programs such as guided tours for students, staff visits to schools, school outreach through science vans and other traveling exhibits, and professional development for teachers.

You’d think, given these stats, people would consider museums as kin to schools, colleges and universities. Yet museum people find themselves having to explain, over and over, that museums are fundamentally educational institutions, with learning embedded at the heart of our missions.

Maybe in the future we won’t have to explain. We see signs that the US is nearing the end of an era in formal learning characterized by teachers, physical classrooms, age-cohorts and a core curriculum—what some people call the era of industrial-age learning. The signals presaging this transformation include the rapid increase in nontraditional forms of primary education such as homeschooling; near record dissatisfaction with the existing K-12 education system; funding crises for schools at the state and local levels; growing gender imbalance in higher education; and proliferation of digital content and digital delivery platforms designed to transform the nature of classroom learning.

#Drinkingaboutmuseums
By Nicholas Griffith
Collections Technician, Bernice Pauahi Bishop Museum

"The Hawai'i Museum Association organized Hawai'i's inaugural #Drinkingaboutmuseums event this past April! #Drinkingaboutmuseums is an international initiative aimed at informally bringing museum professionals together to network, share a few drinks, and generally commiserate. From Australia to Boston, #Drinkingaboutmuseums is a fun way to break down barriers within the museum community, and unite towards common goals. Led by Kim Hutchinson, Lauren Oh, and Scott Whelden (all three from the Honolulu Museum of Art), over thirty museum folks from Honolulu's heritage institutions showed up at Beerworks in Kaka'ako to let loose and make use of the initiative's hashtag on social media. It was such a resounding success that we've decided to organize them on a quarterly basis. Stay tuned to the Hawai'i Museum Association's Facebook page for news of the next #Drinkingaboutmuseums event in Honolulu! And if you'd like to organize your own #Drinkingaboutmuseums on an outer island, we'd love to help!"