Collaboration

NJAM Workshop
March 23, 2018

Brett Bonfield, Princeton Public Library
Izzy Kasdin, Historical Society of Princeton

The Plan

1. 20 Ideas for Collaboration in 20 Minutes
2. Brett’s thoughts
3. Izzy’s thoughts

Mercer County ID Program (PPL)

Collaborator: Latin American Legal Defense & Education Fund

Chasing George! (HSP)

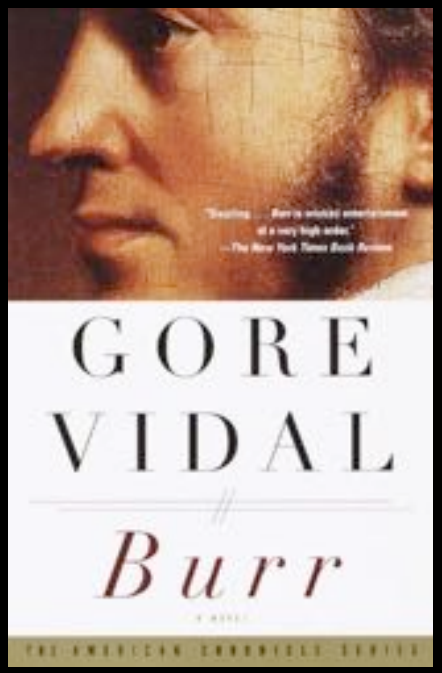
Collaborators: Princeton Battlefield Society, Washington Crossing State Park, Princeton Freewheelers, Princeton Bicycle Advisory Committee, Greater Mercer TMA

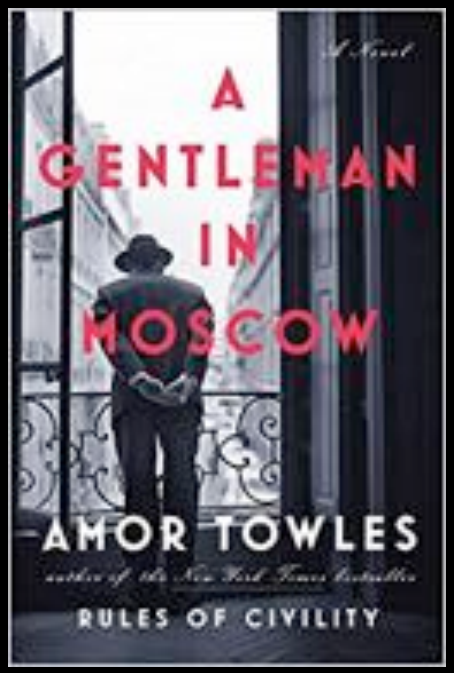
Springsteen... Tribute …on the Radio ...Theologies (PPL)

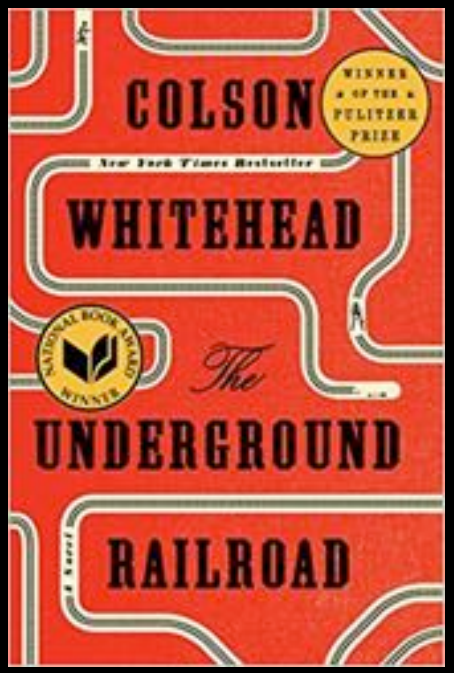
Collaborator: Morven Museum & Garden (and the Center for Theological Inquiry)

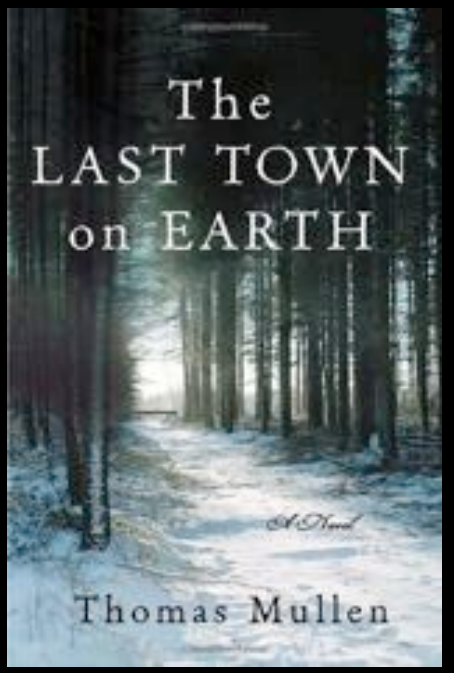
Historical Fiction Book Group (HSP)

Collaborator: Princeton Public Library







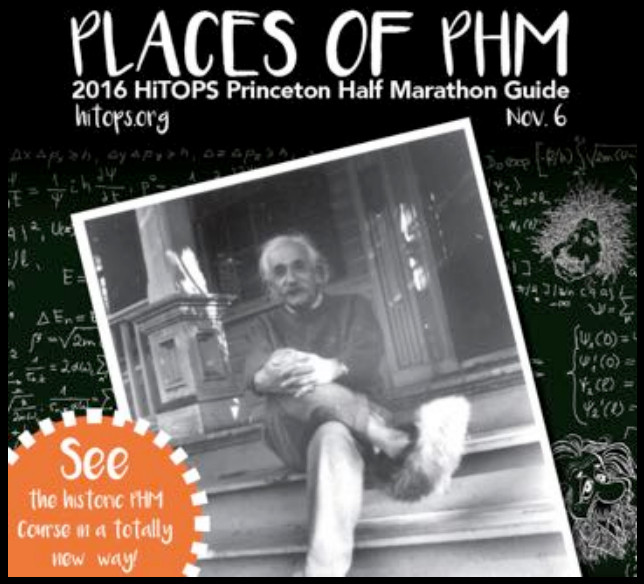


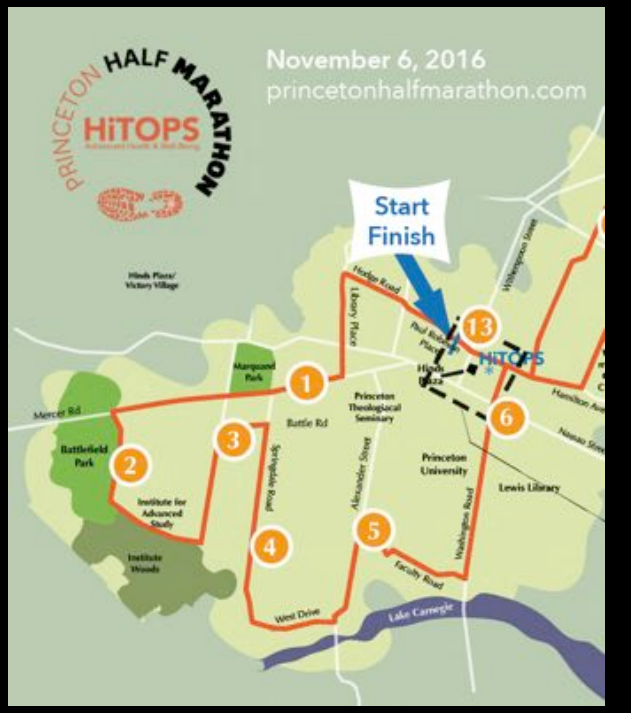
Angst (PPL)

Collaborators: The Waldorf School of Princeton, the Hun School, Princeton Learning Cooperative, Princeton Friends School, Princeton Common Ground and Princeton Fusion Academy

Princeton Half Marathon Program Book (HSP)

Collaborator: HiTops Princeton Half Marathon





Solar Eclipse Viewing Party on Palmer Square (PPL)

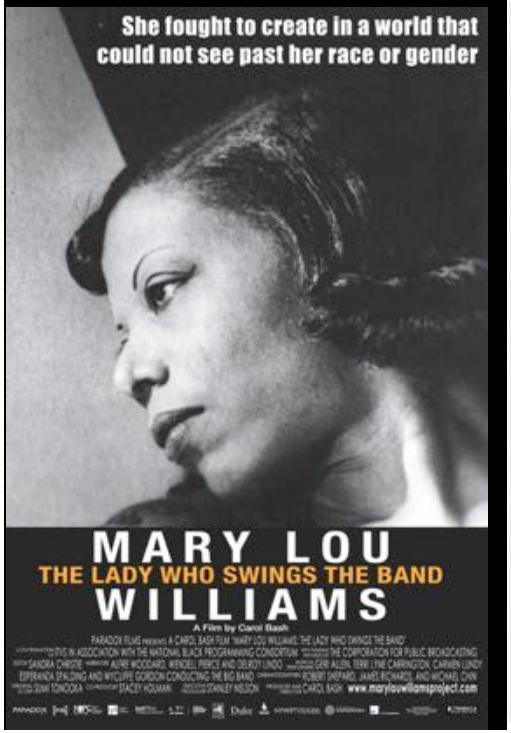
Collaborators: Princeton University's department of Astrophysical Sciences

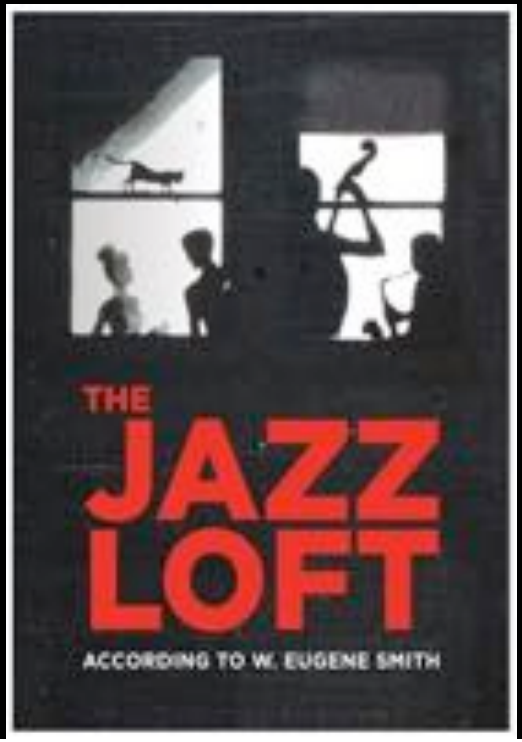
A Beautiful Mind Screening and Panel (HSP)

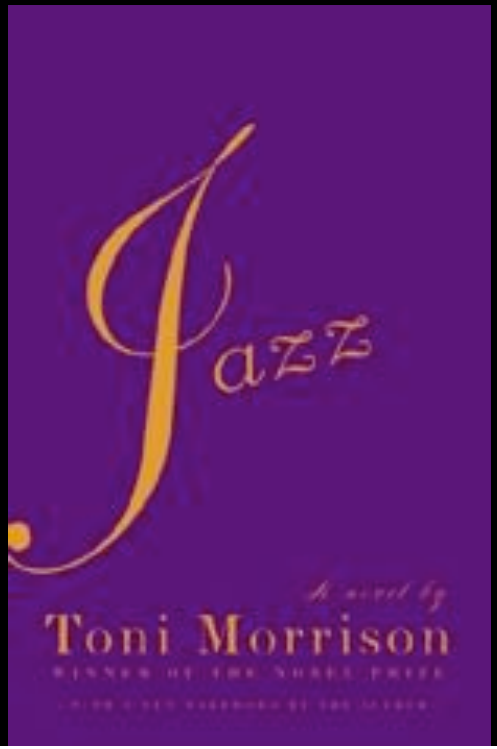
Collaborator: Princeton Garden Theatre

Jazz Month (PPL)

Collaborator: The Arts Council of Princeton





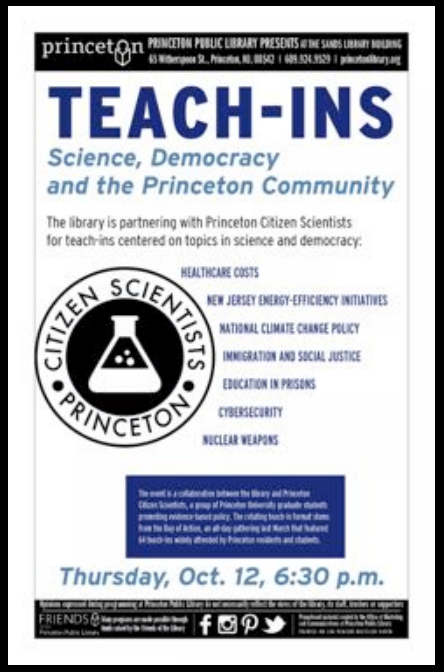


Open Archive (HSP)

Collaborators: PHS Alumni Association, Arts Council of Princeton, Princeton Public Library

Science, Democracy, and the Princeton Community (PPL)

Collaborator: Princeton Citizen Scientists



Plein-Air Painting and Exhibition (HSP)

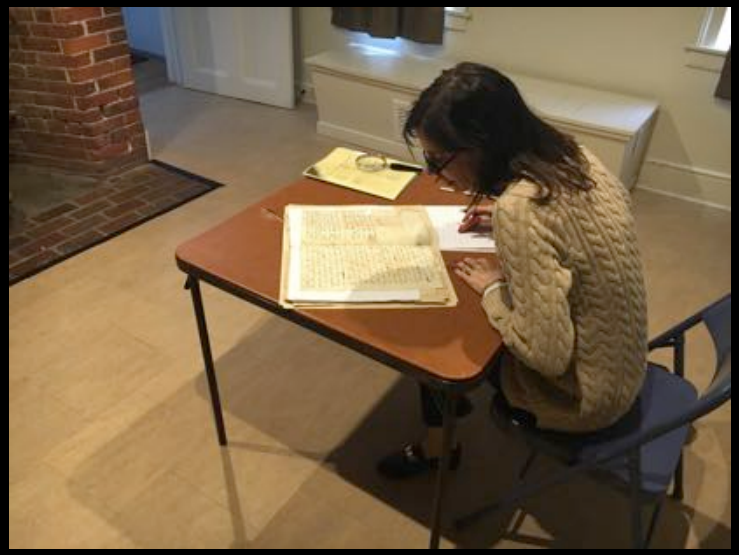
Collaborators: A-Team Artists of Trenton, McCaffrey's

Princeton Children's Book Festival (PPL)

Collaborator: jaZams

Crowdsourcing Cataloguing and Transcription (HSP)

Collaborator: Morven Museum and Garden and Princeton University Program in Archaeology



Princeton Migrations (PPL)

Collaborators: ~20 community organizations + ~12 units at Princeton University

MIGRATIONS

A Princeton Community Collaboration

Walking Tours, back end (HSP)

Collaborators: Marquand Park, Princeton Prospect Foundation

Princeton Environmental Film Festival (PPL)

Collaborators: Multiple and Varied

Expert Eye (HSP)

Collaborator: Rago Art and Auctions

A Social Worker at the Princeton Public Library (PPL)

Collaborator: Princeton Human Services

Voices of Princeton (HSP)

Collaborator: Princeton Public Library, Arts Council of Princeton

Princeton Executive Directors Collaborative

- Quarterly brown bag lunches
- Mailing list
- Princeton Migrations
- Mercer County Youth Summit
- Princeton Area Fundraising Events calendar
- Mission/Purpose Statement

Sharing Resources for Evaluation and Assessment

- Visitor Studies Association:

  Evaluator Competencies for Professional Development

- Center for the Advancement of Informal Science Education:

  Design Evaluation

Funder Side: New Jersey Council for the Humanities

- Strong history of collaboration = good
- Collaborative projects = great

Tips for Collaborating

- Self-reflect
  - Be honest with yourself about your organization's weaknesses and what your organization can bring to the table
- Communicate fully at the outset
- Think creatively!
  - There are different kinds of collaborations and partnerships
    - Programming
    - Collections development
    - Publicity
    - Personnel
    - Exhibitions
    - Merchandise
    - Professional Development
  - Your collaborators do not have to be other cultural organizations

Partnering for Publicity

Not In Our Town: Princeton

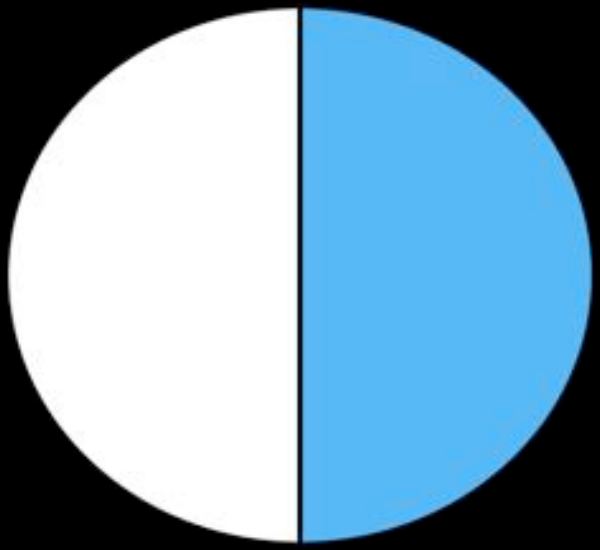
NIOT Princeton

Challenges of Collaboration

- Planning becomes more time-consuming (meetings!)
- Planning ahead for catastrophe
  - Who calls an emergency closure?
  - Who jumps in if a speaker goes off the rails?
  - Whose insurance covers the event? Who is liable?
- Determining how to split or share income generated from collaborations
- Saying “no” to partnerships
- Don’t sweat it if things fall through
- Sharing authority and breaking some “museum rules”
- Uneven costs or responsibilities between collaborators

Redefining “mutual benefit”

- Partnerships in collaborations may not always be equal in the short term
- Look for benefits you can reap both in the short and in the long term



What are the benefits of collaboration?

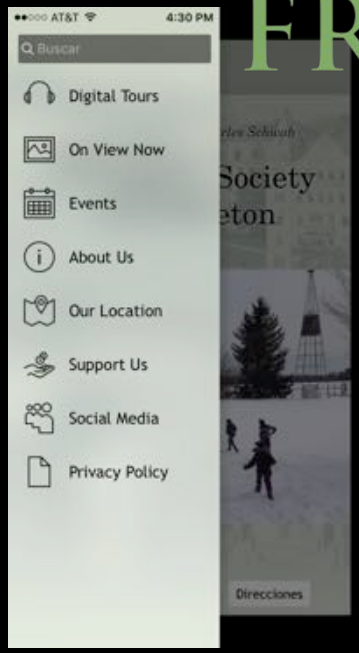
- Increased attendance at programs
- Increased awareness of the HSP brand
- Opportunity to reach new audiences
- New donors and supporters
- Ability to execute more ambitious programs - increased bandwidth
- Goodwill and new friends

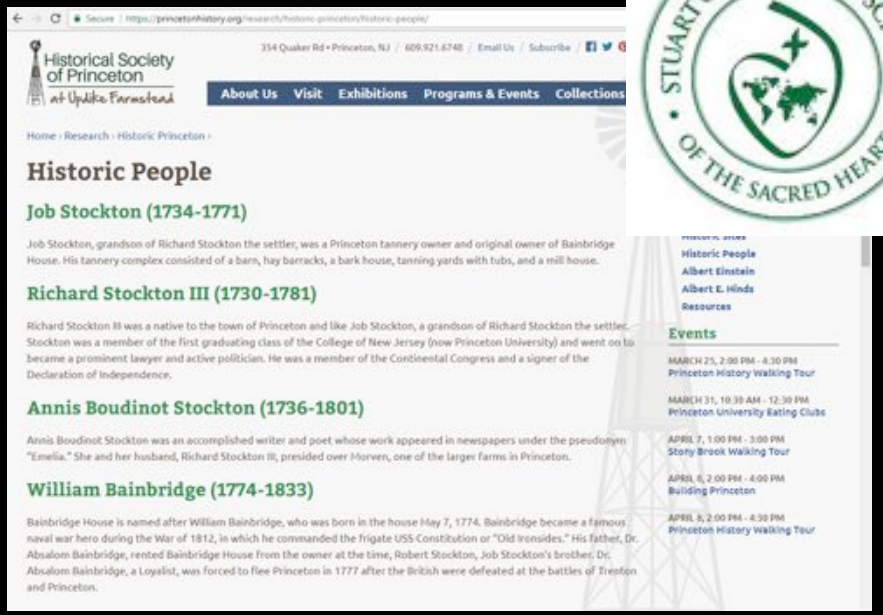
Goodwill and New Friends

Rethinking Existing Programs as Collaborative

HSP school programs as an example

PRINCETON FRIENDS SCHOOL





STUART COUNTRY DAY SCHOOL OF THE SACRED HEART

Questions?