California Association of Museums
Guiding Principles for Advocacy

The California Association of Museums (CAM) is committed to the following guiding principles in representing the long-term interests of the California museum field:

Inclusive of All Museum Types
California's museums are as diverse as the communities in which they are found and vary in discipline, geography, and size – from volunteer-run historical societies and interactive science centers to world-renowned art museums and institutions with living collections. Supporting all facets of the museum field is a fundamental value of the association and represents one of our field's key strengths.

Equitable Access Accountability and Transparency
CAM supports and advocates for competitive grant processes to ensure there is demonstrable public value, transparency on all levels, and equity and access for all eligible museums. We believe that this commitment is vital in cultivating long-term public support for museums and maintaining credibility among policymakers.

Do No Harm
Although we believe that competitive grant programs are the preferred vehicle for funding California museums, we do not disrupt other funding mechanisms for museums, such as specific provisions or discipline-specific initiatives.

Collaboration and Facilitation
We value open communication and collaboration among museums, associations, advocates, and policymakers to represent the interests of the museum field. We play a key role as a facilitator for information-sharing and consensus-building.

Museum Leaders are the Best Advocates for the Field
CAM plays a key role in assembling data and providing leadership in communicating to legislators and policymakers why museums are valuable to the state's citizens and communities and worthy of support. However, CAM believes that museum leaders are the best advocates for the field because they can reinforce these messages with real experiences, foster long-term relationships with elected officials, and demonstrate first-hand the impact on a legislator's district.

Commitment to Education
CAM believes that California museums are foremost educational institutions that provide valuable and relevant programs that enhance instruction provided by the public sector, as well as serve "students" of all ages and backgrounds.