



Blue Star Museums Webinar

Wednesday, April 27, 2016
3:00 - 4:00 PM (ET)



National
Endowment
for the Arts
arts.gov

Wendy Clark
***NEA Director of Museums,
Visual Arts, and Indemnity***



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What is Blue Star Museums?

- Military appreciation program
- Free admission to active duty military personnel including National Guard and Reserve and their families
- Memorial Day, May 30 - Labor Day, September 5, 2016



What is Blue Star Museums?

- All participating museums are listed on map at www.arts.gov
- State-by-state directory of participating museums



The screenshot displays the 'BLUE STAR MUSEUMS' page on the arts.gov website. At the top, there are social media icons for YouTube, Email, Twitter, and Facebook. Below the title, a paragraph explains the program: 'Blue Star Museums is a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and museums across America. Each summer since 2010, Blue Star Museums have offered free admission to the nation's active-duty military personnel and their families, including National Guard and Reserve, from Memorial Day through Labor Day.' It also mentions a map of participating museums for the summer of 2015 and provides a link to 'Frequently Asked Questions'. A dropdown menu labeled 'Select State' is visible above a map of the United States. To the right of the map, there are sections for 'MEDIA RESOURCES' (with links for News, Contact Us, FAQ, and PR Toolkit), 'NEWS' (with three news items), and 'FEATURES' (with one feature item).

Who is eligible for Blue Star Museums?

- The free admission program is available to any bearer of a Geneva Convention common access card (CAC), a DD Form 1173 ID card, or a DD Form 1173-1 ID card, which includes:

Active duty service members



and members of the National Guard and Reserve



Who is eligible to attend a Blue Star Museums?

- Up to five family members – spouse, child, aunts, uncles, grandparents, etc.
- Active duty member does not have to be present for their family members to enjoy a visit to your Blue Star Museum.
- Questions? Contact us at bluestarmuseums@arts.gov



Top three reasons to be a Blue Star Museum

- Gaining new audiences
- Community outreach
- Good PR!



Testimonials

"You can bring your kids. You can come back every day if you want. You can spend one day on each floor. You're not in a rush and I think that's what's important to a military family is to be able to relax and enjoy it. Take it all in."

-- a military family member

We have a small staff, but every single one of us who works in this museum are proud of the men and women who serve our country in the armed forces (reserve and coast guard, too). We are pleased to be able to give back, even in this small way, and be counted as one of the organizations in our country who support our military.

-- a participating Blue Star Museum

National launch on May 26

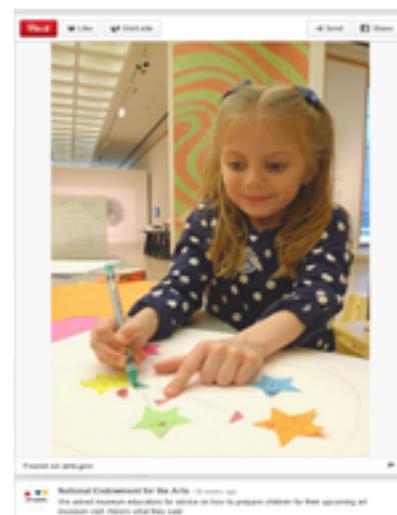
- Help us share the national launch news
- Use the PR toolkit for consistent, up-to-date language, tips, and sample materials. Available at arts.gov/bluestarmuseums
- Post a press release on May 26
- Go viral on May 26 - 2016 hashtag is #bluestarmuseums



Share it socially #bluestarmuseums



Follow Blue Star Museums news and share our content from the NEA and Blue Star Families Facebook, Twitter (@NEAarts & @BlueStarFamily), Instagram and Pinterest pages.
New hashtag this year - #bluestarmuseums



Bana Miller
Communications Manager
Blue Star Families



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Endowment
for the Arts
arts.gov

About Military Families

The vast majority of the responses to our annual Military Family Lifestyle Survey point to a civilian-military divide, agreeing with the statement that **most Americans do not truly understand or appreciate the sacrifices made by service members and their families.**

Military families relocate 10 times more often than civilian families, on average, every 2 or 3 years.

Service members are more likely to be married at a younger age and have young children at home compared to their civilian counterparts.

Blue Star Families strives to better understand and provide solutions to the challenges facing today's military families.



Notable Museum Experiences

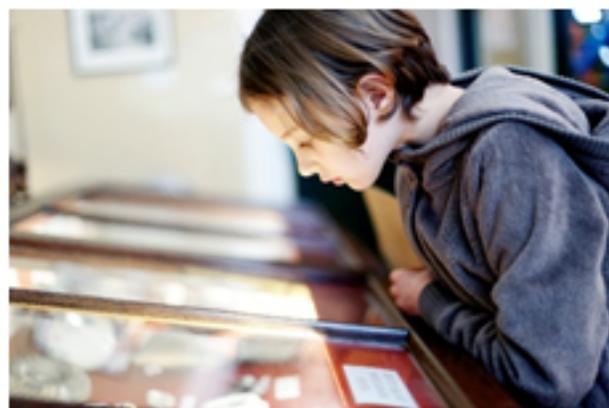
"We map out our summer vacation and move itinerary based on where we find Blue Star Museums."

"I really appreciate this program. It makes me feel like our sacrifice is appreciated."

"This summer was so fun for my kids and I. We visited museums we might not have gone to normally. Lots of new exploring with lots more to do next year!"

"Blue Star Museums introduced me to fabulous museums in our new community - our family loves to visit them year-round now that we're settled."

"We just want to say thank you, we have visited museums in Virginia, Pennsylvania, New York, California and we are very grateful for the education and memories."



Creating Community Connections

Military Resources in your Community

- Installation – Blue Star Families can help!
 - Public Affairs Office
 - Child Development Centers
 - Libraries
 - Commissary and Base Exchange or Post Exchange Stores
- Armed Services YMCA
- USO Branch
- Military Hospitals
- Fisher House
- Community Fairs
- Local Recruiting Offices



Creating Community Connection

Existing Community Relationships

Utilize existing community connections to talk about your participation in the BSM Program

Mentioning participation in the BSM in conjunction with other advertising should increase visibility to military community



Creating Community Connection

Many military families look for Blue Star Museums during their summer travels and change of station moves

Utilize the decal and promotion materials in the PR toolkit – often times military families plan to go to your institution before they know that it's a Blue Star Museum



Creating Community Connection

Social Media

Many military families get news and updates through social media

Connect with institutions electronically

Share content from Blue Star Families on Facebook and Twitter



Creating Community Connection

Scout and other opportunities

Scout:

- A military discount app that will let Blue Star Families – and you! – connect with people who take part in the program



Blue Star Museums Military Family Events

Tentative Locations for 2016 Events



Blue Star Families Can Help

Blue Star Families has 42 chapters located around the country, we are happy to share our local connections with you!

Contact Bana Miller at bmiller@bluestarfam.org for more information about resources in your community.

Email arts@bluestarfam.org to host an event or program for military families.



Bruce Moody
Public Affairs Specialist
Military Community & Family Policy
United States Department of Defense



Military Community & Family Policy

DoD Tips & Tools



Blue Star Museums 2016



Social Media

An integral part of the strategic communications and public affairs missions of the Department of Defense.

- Like any asset, it is something to defend and protect with vigilance.



Find Local Installations

www.militaryinstallations.dod.mil



The screenshot shows the homepage of the Military Installations website. At the top right, there is a navigation link for "Support | Military OneSource". The main heading is "Military INSTALLATIONS" in a serif font, with "Military" in red and "INSTALLATIONS" in dark blue. Below this is a sub-heading: "Your official DoD source for installation and state resources available to active duty, guard and reserve service and family members." The page is divided into two main columns. The left column contains two bullet points: "Installations" (with a red dot) and "States" (with a red dot), each followed by a brief description. Below this is a "Get started!" section with a search box. The search box has a blue header "Looking for particular installation or state?" and contains the text "Enter an installation [View a directory of installations]" above a text input field. Below the input field is the text "Or, enter a state". To the right of the input field is a yellow "GO »" button. The right column features a section titled "Moving to a new assignment?" with a blue background. It contains text about a customizable calendar tool and a list of resources. At the bottom of this section is a small photo of a smiling woman and the text "To begin, select your departure date, departure and destination locations and get moving now!"

Support | Military OneSource

Military INSTALLATIONS

Your official DoD source for installation and state resources available to active duty, guard and reserve service and family members.

Installations • View articles, photos, major unit listings and contacts for programs and services worldwide. If you can't find an international location, try visiting the [Department of State](#) country information.

States • View articles and local, state and national resource directories

Get started!

Looking for particular installation or state?

Enter an installation [\[View a directory of installations\]](#)

Or, enter a state

GO »

Moving to a new assignment?

Take control of your move. Use our customizable calendar tool to create a unique personal moving plan. The calendar contains to do lists, checklists, phone lists, and links to critical moving information from budget planners to choosing a school.

To begin, select your departure date, departure and destination locations and get moving now!



Send Me Your Stuff!

bruce.a.moody.civ@mail.mil



Name That Installation



Timeline Photos

[Back to Album](#) · [Military OneSource's Photos](#) · [Military OneSource's Page](#)

[Previous](#)



Like Comment

Tag F



Military OneSource

Hours of fun can be had in these waters. What is the name of this installation that is the home to this epic recreation area?

Album: [Timeline Photos](#)

Posted by [Dani Ploscik](#)

Shared with: Public

Julie Delcourt, [Military Battle Challenge](#), [Shelia Giles-Fleming](#) and 41 others like this. Most Relevant

1 share



Write a comment...



Military One Source You're right, [Alyssa O'Steen Cornett](#). This is Lake Tholocco at Fort Rucker, Alabama. Great guesses everyone, and thanks for participating.

Like · Reply · 5 · Commented on by [Dani Ploscik](#) (?) · May 6 at 1:10pm



Kristina Cotton Frank I have no clue, but I know I'm living in the wrong part of the states to enjoy it.

Unlike · Reply · 0 · May 6 at 12:24pm



Alyssa O'Steen Cornett Is this at Fort Rucker?

Like · Reply · 4 · May 6 at 12:32pm



Becky Peters Ft. Lewis had something like this

Like · Reply · 3 · May 6 at 1:07pm



Jennifer Lynn McCoy-Gruver Belton Lake Outdoor Recreation Area (BLORA) @ Fort Hood, TX

Like · Reply · 2 · May 6 at 12:42pm



Trish Marzella Mathisen Fort rucker!

Like · Reply · May 6 at 2:05pm

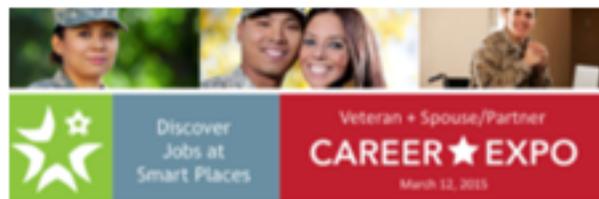
Name That Museum



What's the name of this museum? Have you been there? Tell us about it!

Be Seen on Mobile Devices

No



Career Expo & Job Fair for Veterans and Military Spouses/Partners

This one-of-a-kind event, hosted by the Mid-Atlantic Higher Education Recruitment Consortium (HERC), will showcase the diversity of part-time and full-time job opportunities currently available at our member higher education institutions, government agencies and teaching hospitals. Several corporate partners will also participate.

We are currently recruiting for accounting, IT, marketing, finance, office support, HR, call center, research, teaching, STEM, health care, facilities/maintenance and campus police.

DISCOVER JOBS AT SMART PLACES

CAREER EXPO & JOB FAIR FOR VETERANS AND MILITARY SPOUSES/PARTNERS

THURSDAY, MARCH 12, 2015

10 AM - 3 PM

GEORGE MASON UNIVERSITY - THE HUB BALLROOM

EXCLUSIVE PREPARATION WORKSHOPS OFFERED

For more details, and to register (required), please go to: <http://2015mf.com/HERCcareerexpo>

For more information about the Mid-Atlantic HERC, please go to: <http://www.midatlanticherc.org>

The Mid-Atlantic HERC is a proud partner of the Military Spouse Employment Partnership (MSEP).
Bring plenty of resumes! Business attire is recommended.



Yes

You're Invited!

Who: Military caregivers

What: Online – Military Caregiver PEER Forum

When: Wednesday, Nov. 19, 2014,
at 1 p.m. EDT

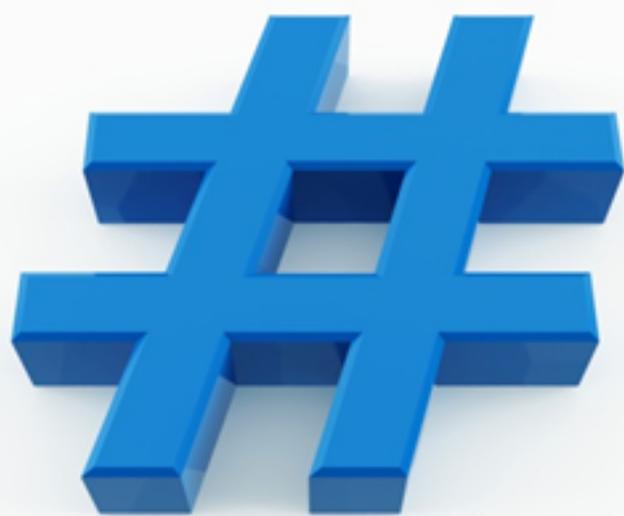
How: Register to attend

Hosted by Military OneSource



Call. Click. Connect.

Hashtags



Join our conversation
#bluestarmuseums

Join *their* conversation
#milfam, #SOT

Join Trending Conversations

 **Military OneSource**
March 14 · 🌐

It's National Pi Day. Who knew? When it comes to supporting military families, Military OneSource is a pretty big slice of the MilFam support pie. Call 800-342-9647 or click www.militaryonesource.mil.



👍 Like 💬 Comment ➦ Share

🔄 27

3 shares

 **Maryland Terrapins** ✓
School Sports Team · 270,751 Likes · April 20 at 12:49pm · 🌐

The party don't start 'til the Terps RUN! in!
The #RunningManChallenge was issued, and answered.
ESPN Story: <http://es.pn/1U58mLN>



👍 🗨️ 🔄 2.5K 376 Comments 493 Shares

Tweets Need Photos



2/3 of

tweets involving
images receive a
retweet

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Questions?

Bruce Moody

Public Affairs Specialist

Outreach Operations, Military Community Outreach

Military Community & Family Policy

(703) 692-4408

bruce.a.moody.civ@mail.mil

Twitter @bruce_moody

Cris Scorza
Education Curator
Museum of Contemporary Art San Diego



MUSEUM OF
CONTEMPORARY ART
SAN DIEGO

From Welcoming Actions to Meaningful Interactions

Expanding MCASD's impact of Blue Star Museums Program



ArtOASIS participants explore Jack Whitten's *NY Battleground*, 1967



ArtOASIS participants discuss Jack Whitten's painting processes by explore his work in MCASD's galleries.



ArtOASIS participants continue to explore the work of Jack Whitten and learn about abstraction



ArtOASIS participants make Jack Whitten inspired works



ArtOASIS participants work in response to the exhibition
Jack Whitten: Five Decades of Painting



ArtOASIS Showcase, family, friends and members of the public celebrate the work created by the participants in this program.

Q & A

LOOKING FOR
**FAMILY
ACTIVITIES**
THIS SUMMER?



Free Admission
2,000+
museums

Memorial Day to Labor Day

Blue Star Museums offers free admission to over 2,000 museums, including Art, History, Science, and more. Museums, libraries, and historic sites are open to the family members.

FINE ARTS SCIENCE HISTORY MUSIC FILM CRAFTS TOYS GARDENS 2005
and more

Plus more events at
arts.gov/bluestarmuseums

#bluestarmuseums



For the full list of museums and events, visit arts.gov/bluestarmuseums. For more information, call 1-800-368-5878.

We are a
**Blue Star
Museum**
arts.gov/bluestarmuseums



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Contact us

Sally Gifford, NEA, giffords@arts.gov

Wendy Clark, NEA, bluestarmuseums@arts.gov

Bana Miller, Blue Star Families, bmiller@bluestarfam.org

Bruce Moody, Military Community & Family Policy, bruce.a.moody.civ@mail.mil

Cris Scorza, Museum of Contemporary Art San Diego, cscorza@mcasd.org

