

Individual Museum's Primary Challenges	3 Primary Issues Facing Today's Maritime Museums
Seriously underfunded for years. Primarily sea-experience program owned by landbound organization. Lack of organization, who is in charge of what.	Not recognized by AAM. Maritime affairs becoming receding part of our culture. Challenge to find SMEs (curators/educators)
Fundraising Community involvement Lack of waterfront access	Finding skilled people to lead educational programming Inadequate vessel storage/maintenance
Maintaining funding/staffing levels Growing educational programs Recruiting a more diverse board	Broadening our appeal while staying true to our mission Communicating the maritime story Funding
Fundraising Climate Control Lighting	Public Interest Security (theft/damage) Expenses
Funding Room to Grow Staffing	Lack of Funding Increasing Visitation Keeping up w/latest technology
Growing the Endowment Growing Attendance Campus Master Planning	Our relevancy in museum world as well as to audiences unfamiliar with maritime topics Narrow focus on arcane maritime history High cost of maintaining museum sites/fleets hinders incentive for innovation
Affordable Staff Housing Conservation of Buildings Ensuring Diversity	Proving Relevance Ensuring Sustainability Increasing Revenue Streams
Maintaining State Funding Generating External Revenue Funding	Attracting and retaining public interest, enthusiasm, financial support Effectively deploying "new media"
Restraining Institutional "can-do" approach	Working together with maritime museum community in order to leverage our numbers while maintaining our individuality.

Financial Stability	Subject matter increasingly beyond living memory
Optimization of Physical Site	Waning understanding of the maritime world, thus less interest in stories coming from it.
Parking	Significance of the maritime story underrepresented overall

Declining revenue from government, our largest funder	Rapidly changing audience expectations for engagement, entertainment, education
Effective response to changing funding and visitation situations	Maintaining relevance to a broader audience given the defined niche of the museum
Identifying correct balance between long-term planning/investment and ongoing needs	High upkeep of objects/vessels and its effect on staff time and costs.

Building is too large and inefficient	How to take advantage of the shift towards STEM and STEAM learning
Weak donor base and middle if donors viewed as pyramid - few large donors at top; large number of small donors at the base	Including more participatory experiences to galleries and ship tours. Making collections relevant and useful in a shifting landscape of technological change and audience expectations.
Challenging to raise large amount of capital for buildings and ships	

Financial Sustainability	Standing out from competition
Deferred maintenance: boats/buildings	Being meaningful for new audiences and younger demographic
Staff development	Dealing with sheer scope and size of our key assets (boats, buildings)

Sustainability	Lack of Fed and state funding
Board leadership and action	Communicating relevance to potential visitors
Aging membership (avg now 70 yrs)	American public <i>does not have the time</i> to support traditional "good" causes

Managing/expanding volunteer groups	Lack of volunteer base
Coordinating social media presence	Engaging the public
Creating relevant educational programming for younger generation	Maintenance costs for facility that incorporates a water element