**ALM Joint Conference**

**September 26, 2015**

**B1: ALM World Café**

Session B1 was a facilitated session created to improve knowledge, facilitate communication and encourage the discovery of new relationships. The comments below are a summary of key points recorded at the tables.

Challenge:

* Staying positive key (avoid fatigue and cynicism) to empowering “Culture” in Nova Scotia (challenge)
* What is the fate of “ the real thing” in an increasing digital world (challenge)
* Working as a “Cultural Advocate” through communicating, preserving and sharing.
* Continuous learning is a significant advantage of the work we do.
* Government needs to improve how it works with communities of interest to lift up “Culture” in NS.
* How do we address the homogenization of “Culture”? How do we preserve the diversity we have?
* We know that AM&L’s are valued institutions…but, how do we capitalize on this?
* We need more political advocates like Waye Mason!!
* A, M, L’s have a connection to people’s health and wellbeing in a variety of ways: places to connect, to others, to the past/heritage, to activities

Marketing: (dealing with competition)

* Promoting value
* Community Awareness

Champions: every project needs a champion

* Find it or be it
* Do not leave it for others to figure out who.
* Transition to new mandate
* Breaking traditional ideas of programming
* To figure out better ways to collaborate within our organization
* Improve on-line presence
* Central vs Periphery – Find a balance
* Embrace Change
* Improve Public Profile

Excluding funding and staffing:

Archives:

* Managing content which is not overwhelming to the end user.
* Lack of ability to read cursive; Google mentality

L & A:

* Technology training
* Public expectations that everything is right at your fingertips

Museums:

* Content is not cookie cutter esp. 1st Nations
* Keeping people coming in the doors…esp. younger.
* Infrastructure – buildings, how to get people there.
* Ability to consult public (esp. non-users)

Collaborative Funding (?) strategies

* Finding the role/relevance within the constellations of institutions providing service
* Lack of volunteers
* What are public expectations
* Right now’ism. Social media run-away trains. Managing social media eating time.
* Hospitals will not play
* Rural services provided at local businesses
* Competition between town & govn (?)

*I just want to say that it seems most of us came into our professions by chance, and that our previous life experiences led us there and serviced us well.*