



Association of Art Museum Directors

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As you may have seen, earlier this month [ARTnews published a story](#) about the changes going on at AAMD, tied in part to our new strategic plan. The article heralds AAMD's increasing public engagement and growing focus on the critical issues facing the field, including the opportunity to enhance diversity and to address generational and demographic shifts.

Museums—indeed, society—are in a time of change at a pace not seen before. I cannot imagine a more exciting time for our profession. AAMD's plan is ultimately about communicating our relevance, as an association and as individual museums, to our communities and audiences.

It was for this reason that, on behalf of AAMD, I wrote to the *New York Times* to point out its narrow-minded focus on attendance as the sole measure of success in its article about the Brooklyn Museum ([article, June 15](#); [letter, June 24](#)). I commend the museum's willingness to test new ideas and programs to find ways to make art essential to everyone, and I believe we all can learn from its leadership.

At the same time, in order to produce these changes, the plan acknowledges that we need to be a more efficient and effective organization. With this plan, we are dedicating ourselves to serving our members more proactively. We have laid out a path to work with our members, individually and collectively, to expand our impact on the field and on the public perceptions of art museums.

One recent example includes AAMD's initiative to make the process of deaccessioning more transparent. As a result, many museums, including the Minneapolis Institute of Arts, where I work, are posting lists of objects to be deaccessioned on their Web sites. I'm confident that such efforts will help demystify common museum practices and increase public confidence in the stewardship of our cultural heritage.

I will be using the bi-monthly President's Message as another tool to communicate some of the ways AAMD is changing and the thinking behind these changes.

I'm excited to begin my term as AAMD President, and look forward to working with my colleagues purposefully and decisively as we move into the future.

Kaywin Feldman
Director, Minneapolis Institute of Arts

