



## *Resilience: Responding to Change*

2018 Annual Conference

September 9, 10 and 11, 2018    Hood River, OR

# OMA website and logo redesign

# Feedback from 2018 member survey

## **Which of the following information would you most like to see on OMA's website?**

- 87% Calendar of professional development workshop, conferences, and events (offered by OMA and other organizations)
- 72% Grant funding opportunities
- 66% Online learning opportunities (webinars, online courses, etc.)
- 61% Announcements of OMA-member museum programming and events
- 57% Job & internship postings

## **Which of these sources do you use most frequently to follow OMA news and information?**

- 64% OMA e-newsletter
- 24% OMA website
- 10% Facebook

Oregon Museums Association

Home About OMA Join OMA Visit an Oregon Museum Museum Professionals News Resources

Home About OMA Mission

## Connecting Oregon Museums



Founded in 1978, the Oregon Museums Association (OMA) is a non-profit membership organization that provides resources and services to over 200 museums, cultural institutions throughout Oregon.

The OMA supports museums who actively engage in preservation, artistic, historical, and cultural sites, practices, and programs.

The OMA's development programs build the capacity of museums. Offering leadership workshops.

OMA News

Login/Logout My Profile

HOME ABOUT MEMBER RESOURCES EVENTS WATER/WAYS ADVOCACY NEWS GALLERY JOIN US DONATE CONTACT

MUSEUM ASSOCIATION OF NEW YORK

LEADERSHIP EDUCATION ADVOCACY



[www.oregonmuseums.org](http://www.oregonmuseums.org)  
[www.nysmuseums.org](http://www.nysmuseums.org)

# Revisions to website

- Advocacy pages
- Donate
- Events calendar
- Forms for members to post events, jobs, etc.
- Links to educational resources
- Strategic plan & bylaws
- Delete job posts automatically when they expire
- Sponsor logos
- Home page with member highlights and more photos
- Members only postings (and anyone can view)
- Modern design aesthetic
- Easier navigation

# Questions for you...

- Should we have a members only section? If so, what should be in it?
- How often would you post an event on an OMA website calendar?
- How often would you post jobs?
- Can you send us photos of your museum?
- Would you like your museum to be featured in our materials?
- Do you have recommendations for a website designer in Oregon?

# Branding

What do you like?

What would you change?

