

## **EXARC Strategy and Framework 2009**

### **Membership**

The board plans to accept members from outside Europe as well as individual memberships. Besides that, there will be an associate membership, open to individuals or organisations involved in provision of goods and services to archaeological open air museums and those active in experimental archaeology. This is reflected in the following table for contribution fees:

|  |                                |
|--|--------------------------------|
| Organisations with 1 – 5 staff members     | € 075 / € 25 (East)            |
| Organisations with 6 or more staff members | € 150 / € 50 (East)            |
| Individuals                                | € 040 / € 20 (East / Students) |

Individual members need to use their private home address. Students need to provide a copy of their Student ID. Organisations need to provide their organisation / VAT number. A new version of last year's flyer is foreseen to be published after the AGM in March 2009 including the contribution fees scheme. The usual amount of new members per year is 10. In 2009, we think this will be about 40, with 15 outside Europe and 20 individual members.

### **EuroREA**

Due to several strategic choices, EuroREA will appear in 2009 already in March. It is the wish of the editorial board to publish more frequently, but financial constraints are in the way. The option of having an external publisher publishing and distributing EuroREA will be seriously looked into. The design and print costs will rise in 2009 with about 15%. There are about 20 subscriptions for EuroREA, a number we intend to triple with a PR campaign in 2009.

### **Website**

The website work in 2009 will consist of several extra tasks which are calculated into the budget:

- Incorporating all necessary from [www.liveARCH.eu](http://www.liveARCH.eu) into [www.exarc.eu](http://www.exarc.eu) with special attention to the calendar;
- Restructuring the member section.

### **ICOM – world strategy**

EXARC intends to represent archaeological open air museums around the world under the ICOM umbrella as an affiliated organisation. For 2009, this requires several choices for which the EXARC Board has formulated a strategy. We will have a campaign, offering membership to non-European organisations at an interesting rate for 2009 and 2010, provided they remain member until at least the end of 2011. Work on accreditation needs to be intensified.

Using English as official lingua franca is planned to be continued although for convenience sake, at the "news mails", a German version is added.

### **Accreditation**

With a minimum definition of archaeological open air museums in hands, the accreditation committee intends to work on a procedure how these museums could be registered in the future. This might later be followed by definitions and accreditations for other types of members as well.

### **Secretariat**

At the secretariat in the Netherlands, most of EXARCs and EuroREA's daily business is being coordinated. This will be continued in 2009.

### **Board**

It is imperative that the board meets at least twice per year in person. This is foreseen for March and October 2009.

### **Meetings**

The annual general meeting (AGM) takes place in March 2009 in Modena, simultaneously with the 6<sup>th</sup> *live*ARCH meeting where we hope to present EXARC to many colleagues. EXARC will also be represented at the 7<sup>th</sup> *live*ARCH Meeting in Germany (May 2009) and the 8<sup>th</sup> *live*ARCH Meeting in Hungary (October 2009), when an international scientific convention will take place. There is the idea to have our next larger EXARC meeting in 2011 instead of 2010, depending on our experiences in 2009.

## **PR**

With the *live*ARCH “European guide for archaeological open air museums” presented in March 2009, EXARC will come more into the spotlights. We will make special offers to participants of the *live*ARCH conferences as well as on other conferences where EXARC will be represented. There is a possibility, a new EXARC flyer will be produced. Also, as part of the ICOM strategy, possibly all archaeological open air museums in the US will be mailed (snail mail), like we mailed all European archaeological open air museums in 2008.

## **EU**

November 2009, the *live*ARCH project will come to an end. EXARC is foreseen to ‘inherit’ some of its outcomes, but at this moment it is unclear how that will affect the present organisation. Probably this will not take shape until the beginning of 2010:

1. Continuation on the aims and projects of *live*ARCH
2. Dissemination of the results and products of *live*ARCH

EXARC also intends to send in a new EU application in 2009, called “Vis à Vis”. This should be led by one of EXARC’s members, who will carry the responsibility, while the work will be executed by EXARC. Focus might be on the visitors of archaeological open air museums and their influence on the quality of these places.

## **EXAR**

Contact with the EXAR Board will be continued as in the past, focussing on the 8<sup>th</sup> *live*ARCH Meeting in Hungary, October 2009.

## **Long term**

The board is developing a detailed plan with achievable and measurable goals for the years 2009 – 2012. Key words for the vision are: Sustainability & Quality and a guaranteed continuity. The plan includes steps to develop EXARC into a constituted body with a professional organisation.

Running EuroREA as well as the secretariat is a 40% job each. Most of this is unpaid. If EXARC wants to remain what it is or even grow, we need to look into funding options both for this work and EXARC in general.

The underlying financial budget for 2009 will be presented separately.