FOR IMMEDIATE RELEASE—April 6, 2016; Santa Fe, New Mexico: The Georgia O’Keeffe Museum is pleased to announce its reaccreditation by the American Alliance of Museums (AAM), effective March 1, 2016. Reaccreditation ascertains that the Museum continues to meet the highest standards and exemplifies the best practices for U.S. museums and is a member of a network of institutions that have chosen to hold themselves publicly accountable.

Following a rigorous process of self-assessment and peer review, the AAM’s reaccreditation site report concludes that the Georgia O’Keeffe Museum is both a good steward of its public collections and is committed to a philosophy of continued institutional growth.
The American Alliance of Museum’s site report stated, “In summary, the committee found the Museum to be an exceptional organization with a strong and dynamic vision for the future, an exemplary planning process to get there, and a board and talented staff dedicated, excited, and in alignment.”

Accreditation is based on the AAM’s core standards, which are broken down into seven categories: Public Trust and Accountability, Mission and Planning, Leadership and Organizational Structure, Collections Stewardship, Education and Interpretation, Financial Stability and Facilities and Risk Management. AAM accreditation helps to ensure the integrity and accessibility of museum collections, reinforce the education and public service roles of museums, and promote good governance practices and ethical behavior. The Georgia O’Keeffe Museum was acknowledged in the site report as exemplary in the areas of strategic planning and organizational health.

“We have worked to instill a sense of mission-driven purpose and enthusiasm throughout the Museum,” said, Georgia O’Keeffe Museum Director Robert A. Kret. “Our aspiration is to present a unified O’Keeffe experience to ensure the Museum’s visitor experience continues to grow and evolve,” he added.

The Georgia O’Keeffe Museum first received accreditation by the American Alliance of Museums in August of 2002, and has continued to strengthen its collection, reach diverse audiences, foster community partnerships and develop educational programs within the community.

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ABOUT THE GEORGIA O’KEEFFE MUSEUM:
To inspire all current and future generations, the Georgia O’Keeffe Museum preserves, presents and advances the artistic legacy of Georgia O’Keeffe and modernism through innovative public engagement, education, and research. Opened in Santa Fe, New Mexico in 1997, the Museum counts O’Keeffe’s two New Mexico homes as part of its extended collection. The Museum’s collections, exhibitions, research center, publications and educational programs contribute to scholarly discourse and serve a
diverse audience. The Georgia O’Keeffe Museum presents an ongoing series of thematic galleries exploring the career of the artist through her artwork, art materials, archives, and the landscapes and experiences that defined her life, on view throughout 2017. For more information please visit okeeffemuseum.org.