



# Building Community Engagement through Collections Exhibitions

Welcome!

The webinar will begin at 2:00 p.m. CT.

While you wait:

1. Download PDF of the webinar slides and handouts under the “Handouts” tab of your control bar.
2. Confirm that your speakers are turned on and your audio is working by doing a sound check in the “Audio” tab of the control bar. Having problems? Exit and restart the webinar or switch to “phone call” for a phone number and access code to hear the audio through your telephone.

*Viewpoints shared and information developed and distributed by other organizations and presenters do not necessarily reflect the views of the Texas Historical Commission and its staff.*

The Museum Services Program provides support, resources, and training to museums in Texas.

- Consultations
- Webinars and workshops
- Resources

[www.thc.texas.gov/museum-services](http://www.thc.texas.gov/museum-services)

On our webpage:

- Webinars
- Workshops
- Grants and Fundraising
- Helpful Resources
- Connect and Learn

Laura Casey

Museum Services Program Coordinator

Emily Hermans

Museum Services Program Specialist

[museums@thc.texas.gov](mailto:museums@thc.texas.gov)



## Upcoming Free Webinars from Other Orgs

[www.thc.texas.gov/museumconnections](http://www.thc.texas.gov/museumconnections)

- *Grant Writing, The Right Way: Keys to Maximizing Results and Funding*, November 15, 11:00 a.m. CT, Foundant
- *Protecting Your Assets: Managing Legacy Materials for Performing Arts Organizations*, November 15, 1:00 p.m. CT, Lyrasis
- *Decolonizing in Collections Care*, November 16, 12:00 p.m. CT, CCC
- *Event Preparedness: Active Shooters and Hostile Activity at Your Venue*, November 16, 1:00 p.m. CT, Lyrasis
- *Community in the Workplace*, November 16, 1:30 p.m. CT, MuseumExpert.org
- *How to Use Data-Driven Impact Stories to Increase Funding and Donor Engagement*, November 16, 2:30 p.m. CT, DonorSearch
- *Case Study in Historic House Renovation and Exhibit Design*, November 16, 4:00 p.m. CT, QMM
- *Museum Codes of Ethics & Irony: The Recent Scandal at the British Museum*, November 16, 7:00 p.m. CT, MEMP
- *Decolonizing the Collection and Spiritual Care of Artworks*, November 17, 11:00 a.m. CT, MANY
- *Native American Research Resources*, November 17, 3:00 p.m. CT, TSLAC
- *Archives are Not Neutral*, November 29, 11:00 a.m. CT, CCAHA
- *Simplified Fundraising Planning for Small Nonprofits*, November 29, 12:00 p.m. CT, Productive Fundraising
- *Storytelling in Museums*, November 29, 5:00 p.m. CT, GWU

# Melissa Peña







# Building Community Engagement through Collections Exhibitions

# ASSISTANT DEVELOPMENT OFFICER OR ASSISTANT TO THE DEVELOPMENT OFFICER??

---



Give a Gift FRIENDship



FRIENDship



Tributes (Memorial and Honoraria Gifts)



More About Heritage Associate FRIENDS



Other Contributions



# COLLECTIONS AND EXHIBITS COORDINATOR

Collections + Development = Exhibits

- How do we get people excited to visit again?
- How can we engage the community?



# BUDGET FOR THE YEAR

- \$8,000 for everything exhibits related
- \$3,000 for everything collections related



# LA EPOCA DE ORO DEL CINE MEXICANO

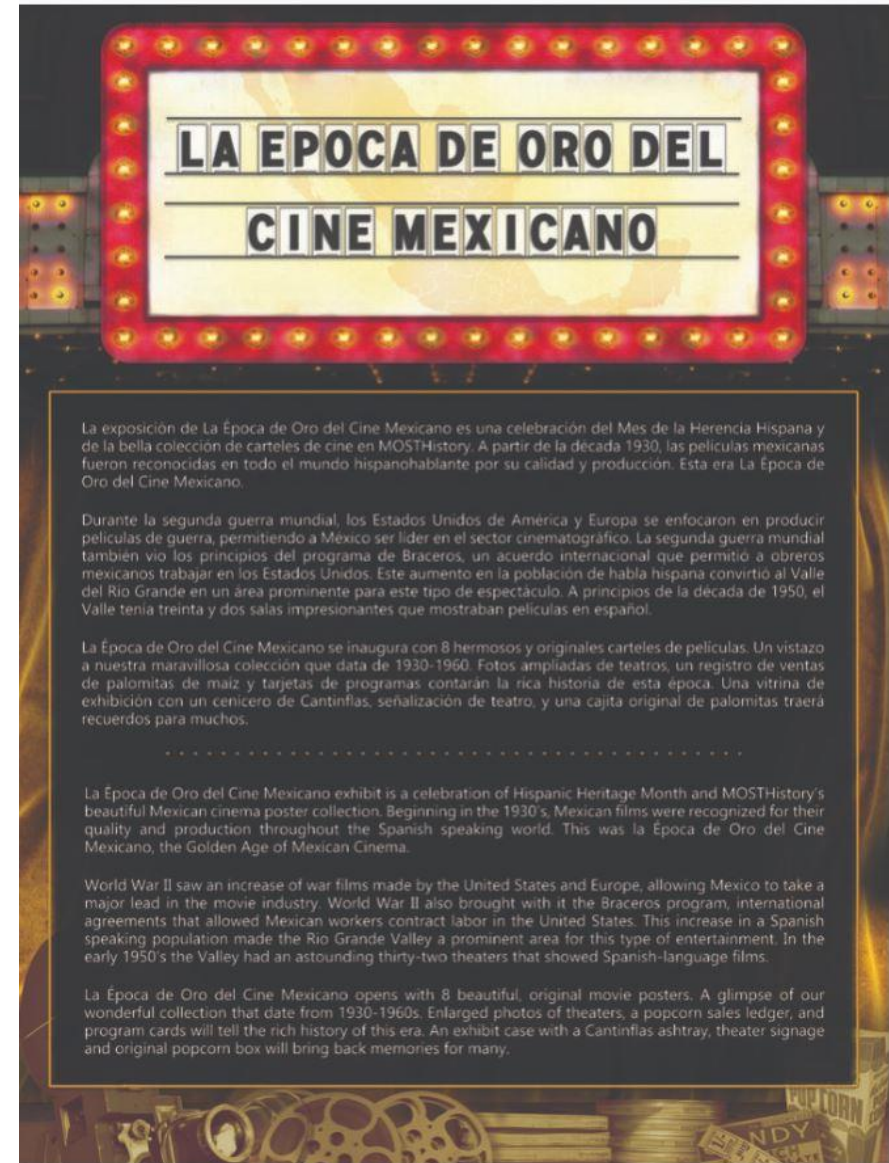




# INTRO POSTER

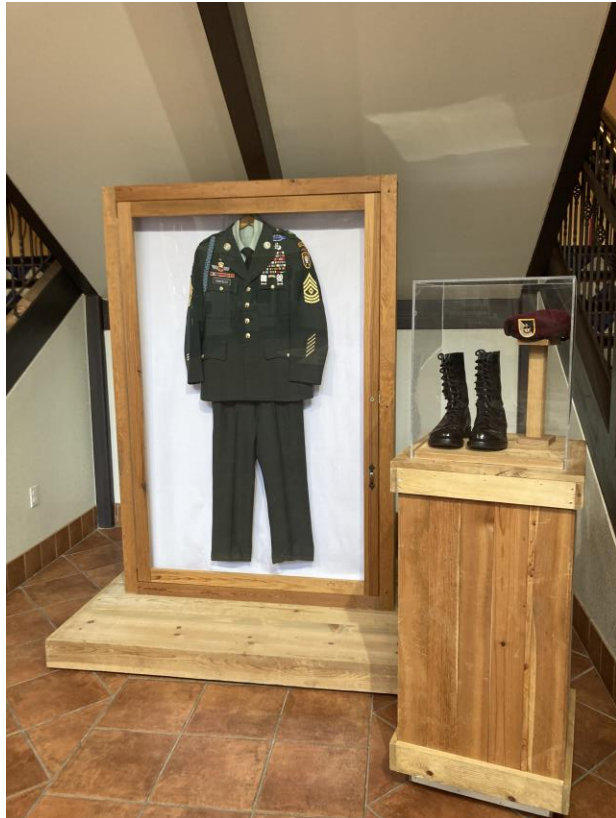
---

- Way too much text!



# JUAN "JOHNNY" GONZALEZ COLLECTION

---





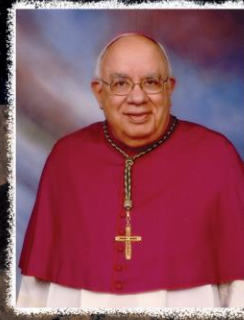
# BISHOP RAYMUNDO PEÑA NATIVITY COLLECTION

---



# BISHOP EMERITUS RAYMUNDO PEÑA

---



*Bishop Emeritus Raymundo Peña*

## ***Bishop Emeritus Raymundo Peña Nativity Scene Collection***

These nativity scenes are from a collection created by former Diocese of Brownsville Emeritus Bishop Raymundo Peña.

Born in 1934 and ordained as a Catholic priest in 1957, Father Raymundo was named Bishop in 1976. On his passing in September 2021, the Bishop willed his collection of nativity scenes to the Museum of South Texas History and to the Historic Brownsville Museum.

For many years Bishop Peña displayed the nativity scenes year-round. He considered them not just a seasonal theme, but a reminder of God's divine love. He enjoyed sharing them with those who visited, using them as medium through which to express his faith. Inspired visitors often gifted Bishop Peña with additional nativity scenes.

A tireless advocate for immigrants and the poor, Bishop Peña lived by a personal creed that became his motto: "do everything with love." With that love, the museum showcases excerpts from Bishop Peña's collection of nativity scenes.



# OTIS BELL'S EDINBURG

---







# WOMEN ON THE WARFRONT



# WOMEN ON THE WARFRONT

World War II in American history includes the participation of women in innovative ways that aided the war effort. South Texas women played a central role in that effort, as personified by Angelica González García from La Jota whose oral history is part of this exhibit. South Texas hosted numerous military bases, where women from South Texas and from across the country took part in the war effort. Fort Logan Army Air Field and Moore Army Air Base were two establishments where women served in many different capacities. An important historical irony is that women such as Angelica were classified as civilian workers, and not considered part of the military. As such, they were kept from enjoying benefits and other privileges that men received in the post war period. As men returned from the war, women were largely dismissed from their roles. In the face of this systemic inequity, women nevertheless served their country with pride and distinction, even if the broader society was not ready to treat them as equals.



## SIGNAGE AND ORAL HISTORY PHOTO

- The photo on the left is from a yearbook. She was walking across the wing with so much confidence that I had to use it for the main signage!
- The photo on the right is from Angelica Gonzalez Garcia and she is the woman wearing the headband.





# SANDRA LUNA



## MOSTHistory's 'BEARING WITNESS' TO CHRONICLE VALLEY LIVES LOST

When the Rio Grande Valley's first case of COVID-19 was confirmed in March, no one could predict the precise impact it would have on people from Brownsville, Harlingen and other communities. But as the virus spread, many people began to realize that they had to rethink their lives in the face of a deadly pandemic. Some people were able to adjust, but for many, the pandemic brought a sense of loss and a people's movement to compensate and connect through their stories.

And then there was the loss of life. Much like the rest of the nation, Valley families are mourning having lost loved ones to the pandemic. People who were successful in their daily lives have lost their lives in their communities. Left are their legacies, waiting to be told by their families.

For the Museum of South Texas History, the virus hit us close to home when one of our Bearing Witness, a series of events about the residents of the Valley who died due to COVID-19.

ADM Media Texas newspapers in the Valley have partnered with the museum and agreed to publish these stories on Mondays.

According to Francisco Guadalupe, chief executive officer for MOSTHistory, the goal of the pandemic of 2020, however, we don't have a collection of the 19th-century Spanish influence to look at or how to deal with that kind of historical circumstance," Guadalupe said Friday.

"Let's begin a collection and grow it to represent this historical moment for our people."

The second motivating factor in the museum's function to document the community's history.

"This is our public responsibility," Guadalupe added. "We wanted to help people mourn and heal, and so we thought it's do this by engaging in a Bearing Witness campaign, in which regional newspapers were committed to similar vision, and so there was a common purpose in which we can all have the opportunity to do this as a public healing with public connections, the public good."

Stephan Wingers, regional vice president and publisher of The Monitor Valley Morning Star and The Brownsville Herald, shared a similar sentiment.

"It's our moral and professional responsibility to chronicle the lives and deaths of those in our community who have died due to COVID-19," Wingers said Friday. "It remains committed our digital platforms for future generations to understand what we lived, and what we lost during the pandemic of 2020."

Regarding Luna, even growing her loss was a challenge in the age of COVID-19 as museums were unable to console each other — a reminder of what families have suffered through during the pandemic as similar stories of heartbreak have been shared from community to community in South Texas.

This lack of connection — to express grief through an embrace, with a hand on a shoulder, a kiss on the forehead, or by taking someone's hand — is necessary to protect from the spread of the virus. And it's also a bitter pill to swallow when in need of consolation.

"It hit us in a very personal way. Not only because we were losing someone who was so close to us, she had worked with us for 20 years, but the kind of death that this was, was unprecedented to all of us in a personal way," Guadalupe said. "It's personal and it's cultural. The cultural way in which we could not move together, with her family or even us. I mean we held a meeting to have essentially our own wake, and it was on Zoom. It was very deficient from a human standpoint. We couldn't touch each other, we couldn't embrace, we could not hold off of each other's energy to both mourn and heal from the loss of a very close friend. We wanted to respond to that experience of loss."

To learn more about the museum's efforts, visit MOSTHistory.org.

THE MONITOR VALLEY MORNING STAR BROWNSVILLE HERALD BEARING WITNESS

# PERFECTO SALAS



# PERFECTO SALAS



## BEARING WITNESS

By the Museum of South Texas History with The Monitor Valley Morning Star & Brownsville Herald

To read articles on your device, please open camera app and hold over QR code below. Click website address when prompted.



Articles can also be found on the museum's website: [www.mosthistory.org/bearing-witness](http://www.mosthistory.org/bearing-witness)







## EN LA COCINA: A CELEBRATION OF HISPANIC HERITAGE MONTH

# EVERYDAY OBJECTS

---





# HISPANIC HERITAGE MONTH

---

- The culture of the kitchen table
- Tamales and pan de polvo
- Bean cleaning, coffee grinder, juicer



# VETERAN'S DAY

---





# VETERAN'S DAY

---

- Tri stands with uniforms framed out
- Cases with individual collections



# CASES AND RISER BOXES

---

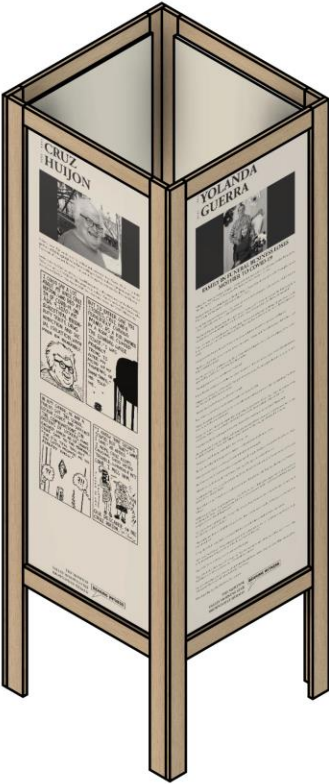
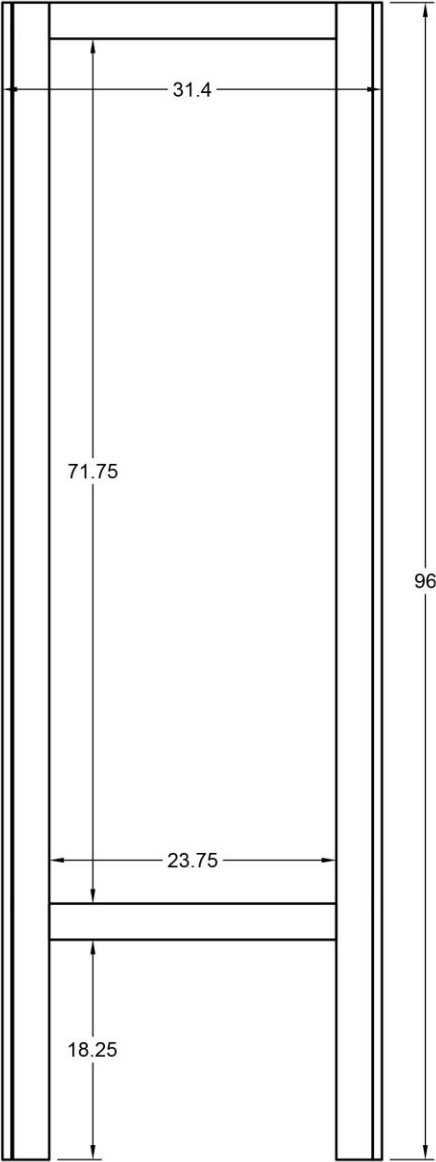






# POSTER STANDS AND CASES

# QUAD STAND



		PROJECT Museum		
		TITLE Panel Frames		
APPROVED	SIZE	CODE	DWG NO	REV
CHECKED	B			
DRAWN	Jonathan Pena	11/13/23	SCALE 1:16	WEIGHT
			SHEET 1/1	