

GENERAL SECRETARIAT

EXECUTIVE ORDER No. 15 - 1

SUBJECT: THE ART MUSEUM OF THE AMERICAS

THE SECRETARY GENERAL,

Under the authority granted him in Articles 109 and 113 of the Charter of the Organization of American States (OAS) and Articles 4, 8, 12, and 14 of the General Standards to Govern the Operations of the General Secretariat of the Organization of American States (General Standards),

CONSIDERING:

That efforts are underway to bolster a culture and practice of austerity in the management and execution of the General Secretariat's resources;

That as a measure of austerity and in order to make the Art Museum of the Americas (AMA) and its valuable assets and legacy sustainable in the future, the AMA requires a long-term partnership with an external institution of financial and technical means;

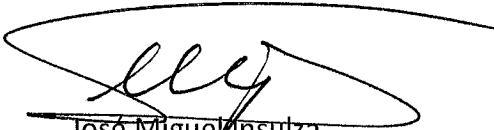
That a basic requirement of potential institutional partners is that the AMA be accredited by the American Alliance of Museums (AAM), the highest authority in the United States with respect to the development of museum standards and best practices; and

That in order to attain AAM accreditation, the Secretary General must approve and confirm the Mission Statement of the AMA, its Code of Ethics, and its Strategic Institutional Plan, all of which further support the goals and objectives of the General Secretariat,

RESOLVES:

1. To approve and confirm the following:
 - a. The AMA's Mission Statement (Annex I)
 - b. The AMA's Code of Ethics (Annex II)
 - c. The AMA's Strategic Institutional Plan (Annex III)

2. To repeal all executive orders and other regulatory instruments of the General Secretariat which are inconsistent with the terms of this Executive Order. Notwithstanding anything in this Executive Order, the structure and functions of the AMA shall be those set out in Annex H of Executive Order No. 08-01 Rev.7 which shall take precedence over any inconsistent provisions of this Executive Order.



José Miguel Insulza
Secretary General

Date: May 15, 2015

Annex I.

Mission Statement

The Art Museum of the Americas' (AMA) work is founded on the belief that the arts are transformative for individuals and communities. This guiding principle promotes the core values of the Organization of American States (OAS) by providing a space for cultural expression, creativity, innovation, dialogue and learning, while highlighting themes such as democracy, development, human rights, justice, freedom of expression, and innovation. The AMA's work shall advance the Inter-American agenda, drawing on contemporary arts to showcase a constructive vision of the future of the Americas via local and hemispheric cultural exchange. This will be achieved by showcasing cutting-edge exhibits of artists whose output creatively combine aesthetics with topical social and political issues and by establishing a dialogue of these works with AMA's permanent collection.

Annex II.

Governance and Code of Ethics

A. Governance

The Art Museum of the Americas (AMA or Museum) is a dependency of the General Secretariat of the Organization of American States (GS/OAS). The GS/OAS is the central and permanent organ of the Organization of American States (OAS). The General Assembly is the supreme organ of the OAS and is comprised of delegations led by the ministers of foreign affairs of member states. The General Assembly elects a Secretary General to direct the GS/OAS and be responsible for the proper fulfilment of its obligations and functions. Within the GS/OAS, the AMA is a dependency of the Secretariat for External Relations and the Director of the AMA answers to the Secretary for External Relations.

Additionally, the AMA has an Advisory Group of experts that acts as a public advocate in support of its mandate, and provides the AMA with advice and recommendations on maintaining the AMA's legacy and reputation, the evaluation of exhibit proposals, fundraising, and the identification a long-term partner to secure Museum sustainability. The Advisory Group also reviews submissions for works to be accessioned into AMA's permanent collection and makes recommendations based on the works' artistic merit and their consistency with AMA's permanent collection and the AMA's Mission.

The AMA is also supported by a local foundation, the Friends of the Art Museum of the Americas, an independent registered 501 (c) 3 incorporated in Washington, D.C. This educational, cultural and charitable organization undertakes fundraising activities, in coordination with the Museum, to provide financial support for its programs.

B. Code of Ethics

AMA staff, interns and volunteers shall act at all times in the best interest of the Museum and the GS/OAS and not in furtherance of personal interests or the interests of third parties. Decisions about the Museum and the use or disposition of its assets shall be made solely in consideration of the benefits to the AMA and the GS/OAS and must not be influenced nor appear to be influenced, by any private motive, personal gain, or outside benefit for third parties, including friends and family members and affiliated organizations. Museum staff, interns, and volunteers shall adhere at all times to this Code of Ethics as well as to the GS/OAS Code of Ethics.

As representatives of a Museum, the staff, interns, and volunteers of the AMA have ethical responsibilities to art and culture and to the people with whom they work. They shall respect the well-being of colleagues and work for the long-term conservation of the Museum's legacy, permanent collection, and its historical archives.

The staff, interns, and volunteers of the AMA shall not knowingly misrepresent any work, obstruct cultural or artistic research by others, or prevent or attempt to prevent the reporting of any misconduct. They shall utilize the results of their work in exhibits, programs, and publications and will disseminate the results of their work to the cultural and artistic community and the general public and member states, as appropriate.

Information and research shall be made available to sponsors, students, the public, and GS/OAS authorities, as appropriate. Staff, interns, and volunteers are responsible for the factual content of their work and must also carefully consider the social and political implications of the information they disseminate. They shall do everything in their power to insure that such information is accurate, properly contextualized, and responsibly utilized.

It is the policy of the GS/OAS, its Department of Human Resources, and of the Museum to provide equal employment opportunities to all staff, volunteers, interns and qualified applicants without regard to race, color, religion, sex, age, national origin, marital status, sexual orientation, gender identity, veteran status, disability unrelated to the ability to perform a job with or without reasonable accommodation.

Loyalty to the Museum shall always be preeminent as the Museum and its staff enjoy public visibility and esteem. Staff, interns, and volunteers must be conscious of the way in which their personal actions and behavior might be construed as representing the Museum by an outside observer.

Staff members, interns, and volunteers shall safeguard all confidential information relating to the source of material owned by or on loan to the Museum, as well as security arrangements of the Museum, including the security arrangements of private collections, and any place visited in the course of their official duties. Information not otherwise available to the general public about the activities of the Museum, including administrative or non-scholarly activities, that staff, interns or volunteers may acquire in the course of their duties shall not be used for personal advantage or other purposes.

Private collecting of art by staff, volunteers, and interns is an appropriate activity and may enhance expertise. Collecting by such persons, however, cannot be tolerated if, in fact or appearance, it conflicts with the interests of the Museum and its collecting

programs. Where the possibility of a conflict exists, the issue should be openly discussed by those involved, with the understanding that the Museum must always be given the first opportunity to purchase any work of art.

Any and all materials or items developed, written, designed, drawn, painted, constructed or installed by AMA staff, interns, or volunteers while carrying out their duties are the property of the GS/OAS and the Museum with the Museum having all rights to such property.

Volunteers are vital to the Museum's programs. AMA staff shall collaborate with volunteers as fellow workers and provide them with appropriate training. Access to the Museum's internal activities and information is conditioned on trust. The lack of material compensation does not free volunteers from adherence to standards that apply to paid staff.

Any issue that raises ethical questions should be brought to AMA's Director and then on to the Secretary of External Relations, or to the GS/OAS Department of Human Resources as required. Upon review by the Secretary of External Relations, the matter may be brought before the Assistant Secretary General, followed by the Secretary General, and the OAS Permanent Council, to take appropriate action as needed.

Annex III.

Strategic Institutional Plan

The following actions are proposed to strengthen the AMA's institutional standing, public presence and long-term sustainability:

1. Identify leadership from within the GS/OAS and member state missions to back a partnership campaign to secure the AMA's sustainability and the proper storage, care, conservation and exhibition of its valuable permanent collection.
2. Study and identify public beneficiaries of the Museum with special emphasis on the Latin American and Caribbean communities present in the Washington DC metropolitan area, OAS member states, and other contemporary and modern art museums of the Americas.
3. Develop a strong brand for "Arts for Social Change" with art that incorporates elements of innovation, technology and global contemporary languages.
4. Develop strategic alliances with museums, universities, exhibition spaces and other indirect beneficiaries in Latin America, the Caribbean, the United States and Canada with the objective of strengthening AMA's exhibition programs while promoting upcoming artists and exhibitions addressing social and political issues.
5. Position, promote, and disseminate the AMA and its collection with special emphasis on the production of a permanent collection book for distribution at art fairs and Latin and Caribbean art promotion events. Communicate the Museum's strategic plan and new vision to other museums, potential partners and donors.
6. Relate AMA exhibitions and programs to current trends in Latin American and Caribbean art and toward a more visitor-centered approach.
7. Link the Museum to the discussion on the creation of the National Museum of the American Latino, in conjunction with the Smithsonian Institution.
8. Evaluate the establishment of a new legal framework parallel to the Museum (a 501(c)(3) non-profit organization) to facilitate the search for a long term partnership to secure future sustainability.
9. Evaluate an externally funded Museum building renovation and expansion plan to meet museum facilities standards, including adequate storage space for the Museum's collection and ADA compatibility.

10. Target programming to engage the Latino public by expanding it to be more inclusive of Latino talent.
11. Actively participate in the local and international museum and cultural institutions communities, by identifying and establishing strategic alliances with cultural organizations, foundations, international organizations, governments, and private enterprises so as to optimize resources that will ensure the fulfillment of the Museum's mission and the ultimate goal of consolidating a long term partnership with an outside institution.
12. Enhance and increase public visitation by enabling new interactions for visitors within Museum spaces and online via social media. The Museum should develop a formalized marketing plan along with a feedback system for visitors to suggest improvements. Extend Museum branding to brochures, banners, and social media to reinforce awareness of the Museum's presence among member states and the general public.