



## Coastal Museums Association

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[www.coastalmuseums.org](http://www.coastalmuseums.org)

### **RECIPROCAL ADMISSION PROGRAM (Unanimously adopted by CMA Membership, 7 October 2009)**

The Coastal Museums Association's (CMA) Reciprocal Admission (RA) program provides CMA members and their staff an opportunity to visit participating museums free of charge. Since visitors frequently ask front-line personnel for information and recommendations on area sites, it is a mutually beneficial program that rewards staff and volunteers while familiarizing them with other area museums.

The RA program is optional for CMA members. Only participating sites (those agreeing to accept RA cards from other member institutions and their staff) will receive RA cards for distribution to their staff. Each participating CMA site is provided with ten RA cards a year to be used at any of the listed participating sites (individual CMA members receive two RA cards a year).

#### **Guidelines for Card Use**

RA cards should be presented to site staff upon arrival. Cards are reusable and should be returned to the visitor after inspection by staff at participating CMA site.

Recognizing that RA cards are probably most often used when visiting sites with friends and family, please remember that use of RA cards by friends and family of CMA member institution staff/volunteers is permissible **only** if at least one staff/volunteer is included in the party seeking entry to RA participating site.

Further, because some sites have difficulty accommodating larger parties, cards should be limited to three per party per visit. Therefore if a party of five wishes to visit a particular site, two members of that party should be willing to pay for admission. Please be considerate of the scheduling restrictions of our colleagues – particularly during busy or holiday periods.

There should be one card for each person entering a site. In other words, a single card cannot be used to cover an entire party. Each member of the party (up to three) should have a card in hand to present to museum/site staff for entry.

The system for distribution of cards to staff is at the discretion of individual CMA member sites. Some sites house cards in a single central location and have established a "sign out/in" system, others may assign cards to specific staff members, and so on.

Please familiarize your staff with the program so they know how to respond to RA visitors and how to properly use the cards themselves. The RA program is a great benefit of CMA membership for area museum staff, allowing paid staff and volunteers an opportunity to explore our region's unique cultural resources.