



Coastal Museums Association

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www.coastalmuseums.org

CMA RECIPROCAL ADMISSION PROGRAM REUSABLE RA CARD FAQs

Why did CMA switch to a plastic reusable card?

In 2022, CMA transitioned to a reusable plastic RA card to support membership desire to have both a card that presented as official and promoted sustainability.

How do I know what sites are participating in the program from year to year?

A dedicated webpage on CMA's website includes: current participating sites; RA program guidelines; and FAQs. The back of the RA card includes a QR code and the URL that take you directly to this webpage. As this information is updated annually, the website will be updated. If CMA has to transition the website to a new platform and the QR code and URL become obsolete, new cards will be issued.

How will cards be updated each year to indicate renewal?

Once the membership campaign is closed each year, those eligible to receive RA cards will receive renewal stickers to place in the designated area on the back of their cards. New members who do not already have cards, will receive cards and the annual sticker.

What if I don't renew my membership next year, but might in the future? What if my institution doesn't want to participate in the RA program next year, but might again the year after?

Please hold on to your cards so that we only need to issue renewal stickers at the point you renew your membership or decide to participate again the RA program. It is our hope to not replace cards for returning members, as that would defeat the intent of the sustainability mission of this effort.

What is the anticipated lifespan of the reusable cards?

We hope these cards will last five years before CMA needs to issue a new round. So, please take care of them with that in mind.

What if I lose my RA card before CMA issues the next round?

CMA will replace lost or damaged RA cards at a cost of \$5.00 per card. The replacement cost is both to encourage care and management of the cards over the longer lifetime and to cover the cost of having to manufacture replacement cards.

Have another question?

Please email the CMA listserv so all can see your question and the answer at: cmaga@googlegroups.com