

MSA Knowledge Standards – Austin, TX

All session content in 2010 must focus specifically on one of the three targeted Knowledge Standards listed below. Proposals addressing other topics will not be considered for the Austin Conference. Please review the specific skills associated with each of the Knowledge Standards.

3.0 Operations

Operations include the ongoing management of the store and its related sales outlets.

The successful cultural commerce professional:

Skill 3.1 Oversees merchandise receiving, fulfillment and tracking from all outlets.

Skill 3.2 Conducts periodic physical inventory and reconciliation.

Skill 3.3 Maintains the store's physical condition and appearance.

Skill 3.4 Ensures the security of inventory, assets and personnel.

Skill 3.5 Supervises the sales floor.

Skill 3.6 Coordinates special events and promotions.

Skill 3.7 Implements and trains staff on point-of-sale and inventory management systems.

Skill 3.8 Adheres to state and federal regulations and safety standards.

4.0 Financial Management

Financial Management is a reliable and comprehensive system of managing financial performance.

The successful cultural commerce professional:

Skill 4.1 Develops and implements a budget for a profitable cultural commerce enterprise.

Skill 4.2 Selects and implements an appropriate point-of-sale and inventory management system.

Skill 4.3 Maintains inventory control.

Skill 4.4 Maximizes revenues and margins.

Skill 4.5 Applies IRS unrelated business income tax (UBIT) guidelines.

Skill 4.6 Controls and monitors money handling procedures.

Skill 4.7 Quantifies and analyzes financial results.

6.0 Communications

Communications is the exchange of information for successful outreach to all audiences.

The successful cultural commerce professional:

Skill 6.1 Communicates the importance of the cultural commerce operation.

Skill 6.2 Establishes productive collaborative relations with other departments in institution.

Skill 6.3 Maintains ongoing communications within own department.

Skill 6.4 Maintains ongoing communications with institution directors, trustees and senior management.

Skill 6.5 Actively markets the store to the community.

Skill 6.6 Acts as an ambassador for the cultural commerce profession.