

# Joy Bailey

## Senior Consultant



A certified interpretive planner, skilled facilitator, and specialist in outreach to diverse communities, Joy works with institutional leaders, city officials, developers, architects and planners to bring life to public institutions. Her eagerness to understand qualities that draw individuals to cultural heritage and her ability to reapply that understanding to each project transfers well into her role as a planner and facilitator.

As a Senior Consultant at Lord Cultural Resources, Joy keeps the needs of the client and their constituency **primary**. A consummate communicator, Joy collaborates with each client to ensure that their planning process is tailored to fit their particular situation. Her willingness to listen to the concerns of each community and stakeholder is often commented upon.

Joy is currently conducting an International Positioning Study for Save Ellis Island (NY); helping to develop the Emily E. Clyburn Archives at South Carolina State University; and visioning the U.S. National Slavery Museum (Richmond, VA). A board member of the Association of African American Museums (AAAM), she honed her specialized skill working in leadership positions on several notable projects including the national public consultation process for the National Museum of African American History and Culture in *Washington, D.C.* reaching more than 700 stakeholders across the country to learn their expectations for the new museum; directing citywide engagement in Decatur, Georgia to assess and project the community's cultural needs for the next ten years; and finally leading the institutional planning for the expansion of the Albany Civil Rights Institute and the Albany Movement Plaza in Albany, Georgia. Other projects of note include;

- City of Decatur, Cultural Arts Master Plan, *Georgia*
- Beacon School Master Plan, *Decatur, Georgia*
- The New York Public Library, Schomburg Center for Research in Black Culture, Visionary Strategic Plan, *New York*
- National Museum of African American History and Culture, Stakeholder Consultation, *Washington, D.C.*
- Reginald F. Lewis Museum of Maryland African American History and Culture, Strategic Plan, *Baltimore*
- National Civil Rights Museum, Cohesive Campus Master Plan, *Memphis*
- National September 11 Memorial and Museum at the World Trade Center Institutional Plan, *New York*
- Smithsonian Affiliates Cultural Alliances, *Washington, D.C.*

A skilled public speaker, Joy has appeared on over thirty professional and theological panels. Prior to joining Lord Cultural Resources, Joy worked at the Institute of Museum and Library Services (IMLS) and the Apex (African Panoramic Experience) Museum. Her experience includes public relations, education and exhibition work. Joy completed her M.A. in Arts Management from American University in Washington where her thesis *Brand Marketing in African American Museums: Promoting a Lifestyle to Develop New Audiences* is an exploration of the programs sponsored by African American museums across the country to attract the young, mostly single, African American urban professional class.