

HIS 629

Museum Education

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Course Description:

This course surveys the principles and practices of museum education. It explores the kinds of learning that occur in museums and how educational programming can engage diverse audiences.

Student Learning Outcomes

The course will also teach students skills and techniques utilized by museum educators. Students will be able to:

1. Define learning theories as they apply to museum learning environments
2. Design program activities to meet learning goals and objectives
3. Devise strategies for engaging museum visitors in inquiry-based discussion and activities
4. Create a personal museum education philosophy
5. Evaluate audience needs and potential responses to them
6. Evaluate museum education programs in terms of best practices
7. Explain ideas clearly and persuasively through written and verbal communication

Grading:

15% - Homework assignments: Students will be asked to observe and gather information about three education programs at area museums and applications of technology in museum programs over the course of the semester and turn in observations. Students will also be asked to compile a fact sheet about a professional organization or resource for museum educators for class discussion.

30 % - Class participation: Attendance, participation during in-class exercises, and leading class discussion of assigned readings

30% - Final Project: All students will complete an education program plan. Students will select a program type and present their proposals during the last week of class. Each plan will include a description of the program, target audience and needs addressed, program goals and objectives, potential collaborators/partners, supplies, budget, evaluation plan, program outline, publicity plan, and grant proposal. (The instructor will supply a sample grant application.)

25% - 3-5 page essay describing your personal museum education philosophy; it should be thoughtful and reflective, drawing on readings, research, and class discussions from the entire semester

There is no final exam.

Grading scale

A=93-100; A-=90-92; B+=87-89; B=83-86; B-: 80-82; C+=77-79; C=73-76

Required Reading:

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*. Altamira Press, 2009.

Hein, George A. and Mary Alexander. *Museums: Places of Learning*. Education Committee, American Association of Museums, Washington D.C., 1998

Falk, John H. and Lynn D. Dierking. *Lessons Without Limit: How Free Choice Learning is Transforming Education*. Altamira Press, 2002

Sachatello-Sawyer, Bonnie, et. al. *Adult Museum Programs: Designing Meaningful Experiences*, Altamira Press, 2002

Brochu, Lisa and Tim Merriman. *Personal Interpretation: Connecting Your Audience to Heritage Resources*. Interp Press (for the National Association of Interpretation), 2002

Fortney, Kim and Beverly Sheppard, eds. *An Alliance of Spirit: Museum & School Partnerships*. American Association of Museums, 2010.

Crow, William B. and Herminia Din. *Altogether Now: Museums and Online Collaborative Learning*, American Association of Museums, 2011.

Articles are available through electronic reserve

Academic Integrity Policy

All students have a responsibility to uphold the standards of “*Honesty, Trust, Fairness, Respect, and Responsibility*” detailed in the Academic Integrity Policy. Instances of cheating, plagiarism, misuse of academic resources, falsification of information, and facilitating of academic dishonesty are treated with utmost seriousness by the history department and dealt with severely by the University administration. The full policy appears in the *Student Calendar/Handbook* and at academicintegrity.uncg.edu.

Per university policy, you will be asked to sign a copy of the Academic Integrity Pledge for each major assignment in this class.

Attendance Policy: Consistent attendance is a central and fundamental expectation for participation in the seminar.

Special Needs

If you require accommodations for special learning needs, please do not hesitate to contact the Office of Disability Services, located within the Elliot University Center (334-5770)—and please let me know!

Course Schedule & Assignments:

August 19: Introduction & Course Overview

Defining Museum Education

August 25: How People Learn / Education and Learning Theory

Hein, George A. and Mary Alexander. *Museums: Places of Learning*. Education Committee, American Association of Museums, Washington D.C., 1998. pp. 29-46.

Falk, John H. and Lynn D. Dierking. *Lessons Without Limit: How Free Choice Learning is Transforming Education*. Altamira Press, 2002., pp. 9-59.

Flannery, Mary Ellen. "Brainstorm: Inside the Mind of the Museum Visitor." *Museum*, March/April 2010, pp. 41-47, 63.

Fortney, Kim and Beverly Sheppard, eds. *An Alliance of Spirit: Museum & School Partnerships*. American Association of Museums, 2010. Chapter 4 (pp.23-30)

<http://www.funderstanding.com/educators/theory-of-multiple-intelligences/>

www.funderstanding.com

September 2: Labor Day (No Class)

September 9: Interpreting Artifacts

Carson, Barbara G. "Interpreting History Through Objects." from *Patterns in Practice: Selections from the Journal of Museum Education*. Washington, D.C.: Museum Education Roundtable, 1992, pp. 129-133.

Williams, Ray. "Honoring the Personal Response: A Strategy for Serving the Public Hunger for Connection." *Journal of Museum Education*, Volume 35, Number 1, Spring 2010, pp. 93-101.

Class Activity: Great Tours p. 69-80 (instructor will provide readings in advance) & Questioning Strategies

September 16: Facilitating Interpretive Experiences

Levy, Barbara Abramoff. "Historic House Tours that Succeed: Choosing the Best Tour Approach." *Interpreting Historic House Museums*, Edited by Jessica Foy Donnelly, AltaMira Press, 2002, pp. 192-209.

Lloyd, Sandra Mackenzie. "Creating Memorable Visits: How to Develop and Implement Theme-Based Tours." *Interpreting Historic House Museums*, Edited by Jessica Foy Donnelly, AltaMira Press, 2002, pp. 210-230.

Piatt, Margaret. "Engaging Visitors Through Effective Communication." *Interpreting Historic House Museums*, Edited by Jessica Foy Donnelly, AltaMira Press, 2002, pp. 231-250.

Wands, Scott, Erica Donniss, and Susie Wilkening. "Do Guided Tours and Technology Drive Visitors Away?" *History News*, Spring 2010, pp. 21-25.

Kelleher, Tom. "Living Things Grow and Evolve: The Evolution and Expansion of Living History." *ALHFAM Bulletin*, Fall 2009, pp. 10-15.

Bridal, Tessa. *Exploring Museum Theatre*. AltaMira Press, 2004, pp. 149-157.

Brochu, Lisa and Tim Merriman. *Personal Interpretation: Connecting Your Audience to Heritage Resources*. Interp Press (for the National Association of Interpretation), 2002, pp. 11-84.

Class Activity: Opening Doors DVD and accompanying group activities

September 23: Individual Program Planning & Evaluation

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*. Altamira Press, 2009, pp. 95-108, 117-127.

Sachatello-Sawyer, Bonnie, et. al. *Adult Museum Programs: Designing Meaningful Experiences*, Altamira Press, 2002, pp. 137-170.

Weil, Stephen. "Beyond Big & Awesome: Outcome-Based Evaluation." *Museum News*, Nov/Dec 2003.

Fortney, Kim and Beverly Sheppard, eds. *An Alliance of Spirit: Museum & School Partnerships*. American Association of Museums, 2010. Chapter 9

Alleyne, Shirley Brown. "Making Programs Self-Sustaining at a Small Historic House Museum." *Journal of Museum Education*, Volume 35, Number 2, Summer 2010, pp. 201-205.

Observations from first museum program due.

September 30: Strategic Program Planning & Funding

Durel, John W. "No Mission, No Money: No Money, No Mission." *Journal of Museum Education*, Volume 35, Number 2, Summer 2010, pp. 193-200.

Bowers, Betsy and Rebecca Fulcher. "Seeing Potential, Pushing Possibilities: Thinking Creatively About Revenue Opportunities." *Journal of Museum Education*, Volume 35, Number 2, Summer 2010, pp. 173-180.

Roberts, Laura B. "Assessment and Planning Using Portfolio Analysis." *Journal of Museum Education*, Volume 35, Number 2, Summer 2010, pp. 181-186.

Raiguel, Faith. "Pulling Museum Education Purse Strings." *Journal of Museum Education*, Volume 35, Number 3, Fall 2010, pp. 247-256.

Korn, Randi. "When Less is More." *Museum*, Sept/Oct 2010, pp. 25-27.

Final Project Portfolio Deadline 1: Program Type, Application to Mission & Goals

October 7: Museum Audiences: Adults & Seniors

Sachatello-Sawyer, Bonnie, et.al. *Adult Museum Programs: Designing Meaningful Experiences*. Altamira Press, 2002, pp. 1-70, 115-135.

Taylor, Edward W. and Amanda C. Neill. "Museum Education: A Nonformal Education Perspective." *Journal of Museum Education*, Volume 33, No. 1, Spring, 2008, pp. 23-32.

McRainey, D. Lynn. "New Directions in Adult Education." *Journal of Museum Education*, Volume 33, No. 1, Spring 2008, pp. 33-42.

Falk, John H. and Dierking, Lynn D. *Lessons Without Limit: How Free-Choice Learning is Transforming Education*. Altamira Press, 2002, pp. 101-130.

Falk, John H. "Calling All Spiritual Pilgrims: Identity in the Museum Experience." *Museum*,

Jan/Feb 2008, pp. 62-67.

Trainer, Laureen, Marley Steele-Inama, and Amber Christopher. "Uncovering Visitor Identity: A Citywide Utilization of the Falk Visitor-Identity Model." *Journal of Museum Education*, Volume 37, Number 1, Spring, 2012, pp. 101-113.

October 14: Fall Break (No Class)

October 21: Museum Audiences: Youth & Family

Dierking, Lynn D., Jessica J. Luke, Kathryn A. Foat, and Leslie Adelman. "The Family & Free-Choice Learning." *Museum News*, November/December (2001): 38-43, 67-69.

Chung, James and Tara May. "X Tended Family: Attracting the Post-Boomer Audience." *Museum News*, November/December (2005): 54-55, 62.

Wilkening, Susie. "Mother Lode: Five Ultra Moms and Why You Want Them to Visit Your Museum." *Museum*, Jan/Feb (2011): 32-38.

Vukelich, Ronald. "Time Language for Interpreting History Collections to Children." *Museum Studies Journal*, Fall (1984): 43-50.

Falk, John H. and Dierking, Lynn D. *Lessons Without Limit: How Free-Choice Learning is Transforming Education*. Altamira Press, 2002, pp. 63-98.

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*. Altamira Press, 2009, pp. 75-86.

Pattinson, Scott A. and Lynn D. Dierking. "Exploring Staff Facilitation that Supports Family Learning." *Journal of Museum Education*, Volume 37, Number 3, Fall, 2012, pp. 69-80

www.familylearningforum.org – Take a look to get an overview of this website.

Final Project Portfolio Deadline 2: Front End Evaluation/Needs Assessment, Target Audience, Audience Needs Addressed, Program Goals & Objectives, Evaluation Techniques to be Used, Community Collaborators

October 28: Museum & School Partnerships

Fortney, Kim and Beverly Sheppard, eds. *An Alliance of Spirit: Museum & School Partnerships*. American Association of Museums, 2010. Chapters 1-3, 5-7, 10-11

Flannery, Mary Ellen. "What Teachers Want from Field Trips." *Museum*, March/April 2009, pp. 41-47.

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*. Altamira Press, 2009, pp. 61-74.

Marcus, Alan S. "Rethinking Museums' Adult Education for K-12 Teachers." *Journal of Museum Education*, Volume 33, No. 1, Spring 2008, pp. 55-78.

Richter, Katrina. "Homeschoolers Are Always Late: What Every Museum Needs to Know About Alternative Learners." *Museum News*, March/April 2007, pp. 47-51.

Gabriel, Robin. "Museum Education 101: Successful School & Field Trips," Proceedings from the 2007 Conference & Annual Meeting, ALHFAM. North Bloomfield, OH, Volume 30, 2008, pp. 48-53.

Simon, Nina. "Where I'm Coming From," *Museum*, March/April 2009, pp. 33-35.

Fortney, Kim and Beverly Sheppard, eds. *An Alliance of Spirit: Museum & School Partnerships*. American Association of Museums, 2010. Chapter 8

Sheppard, Beverly. "Insistent Questions in Our Learning Age." *Journal of Museum Education*, Volume 35, Number 3, Fall 2010, pp. 217-228.

Ritchart, Ron. "Cultivating a Culture of Thinking in Museums." *Journal of Museum Education*, Volume 32, Number 2, Summer 2007, pp. 137-154.

Observations from second museum program due.

November 4: Community Partnerships & Collaborations

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*. Altamira Press, 2009, pp. 87-94, 151-158.

Sheppard, Beverly. "Meaningful Collaboration." From *In Principle, In Practice: Museums as Learning Institutions*. Edited by John H. Falk, Lynn Dierking, Susan Foutz, Altamira Press, 2007, pp. 181-194.

Scott, Carol. "Museums, the Public and Public Value." *Journal of Museum Education*, Volume 35, Number 1, Spring 2010, pp. 33-42.

Long, Stephen. "Practicing Civic Engagement: Making your Museum into a Community Living Room." *Journal of Museum Education*, Volume 38, Number 2, July 2013, pp. 141-153.

Silverman, Fern and Bradford Bartley. "Who is Educating Whom? Two-way Learning in Museum/University Partnerships." *Journal of Museum Education*, Volume 38, Number 2, July 2013, pp. 154-163.

Final Project Portfolio Deadline 3: Speaker/Presenter, Hospitality Arrangements, Contractual Services, Supplies, Volunteers, Program Details, Publicity, Equipment Checklist, Program Outline, Program Budget

November 11: Use of Technology in Museum Education

Crow, William B. and Herminia Wei-Hsin Din. *All Together Now: Museums and Online Collaborative Learning*, American Association of Museums, 2011.

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*. Altamira Press, 2009, pp. 109-116.

Grove, Tim. "To Tweet or Not to Tweet." *History News*, Autumn 2009, pp. 5-6.

Simon, Nina. "A Page from the You Tube Playbook." *Museum*, March/April 2010, pp. 29, 66-67.

Davidoff, John. "Social Butterfly." *Museum*, March-April 2012, pp. 31-33, 65, 67.

Clough, Dixie Leigh. "On the YouTube Bandwagon." *Museum*, July-August 2012, pp. 23-25.

Shaw, Ashley and Don Krug. "Heritage Meets Social Media: Designing a Virtual Museum Space for Young People." *Journal of Museum Education*, Volume 38, Number 2, July 2013, pp. 239-252.

Review of museum education technology program due.

November 18: Role of the Museum Educator / Planning for a Career in Museum Education

Johnson, Anna, et. al. *The Museum Educator's Manual: Educators Share Successful Techniques*.

- Altamira Press, 2009, pp. 7-14.
- Bailey, Elsa B. "Researching Museum Educators' Perceptions of their Roles, Identity, and Practice." *Journal of Museum Education*, Vol. 31, No. 3, Fall 2006, pp. 175-198.
- Dragatto, Erin, Christine Minerva and Michelle Nichols. "Is Museum Education 'Rocket Science'?" *Journal of Museum Education*, Vol. 31, No. 3, Fall 2006, pp. 215-222.
- Aukerman, Greg. "So You Want to Work in a Museum?: Confessions of an Art History Major." *Museum News*, March/April 2007, pp.
- Simon, Nina. "Doing Time on the Front Line." *Museum*, July/August 2010, pp. 33, 67.
- Franco, Barbara. "Advocacy for Education in Museums." *Journal of Museum Education*, Vol. 35, No. 3, Fall 2010, pp. 229-236.
- Garcia, Ben. "What We Do Best: Making the Case for Museum Learning in its Own Right." *Journal of Museum Education*, Volume 37, Number 2, Summer 2012, pp. 47-56.

Final Project Portfolio Deadline 4: Sample Grant Application

November 25: Ethics and Best Practices in Museum Education

"Excellence in Practice: Museum Education Standards and Principles." Education Committee of the American Association of Museums, 2002.

"Code of Ethics for Museums," Committee on Ethics, American Association of Museums, 2000.

Class Activity: Applying Best Practices

Observations from third museum program due.

Professional Development Fact sheets due.

3-5 page personal museum education philosophy due

December 2: Present Final Projects

Further Reading:

Levy, Barbara Abramoff, Sandra MacKenzie Lloyd and Susan Porter Schreiber. *Great Tours! Thematic Tours and Guide Training for Historic Sites*. Altamira Press and The National Trust for Historic Preservation, 2001.

Bridal, Tessa. *Exploring Museum Theatre*. AltaMira Press, 2004.

Weisberg, Shelley Kruger. *Museum Movement Techniques: How to Craft a Moving Museum Experience*. AltaMira Press, 2006.

Weaver, Stephanie. *Creating Great Visitor Experiences: A Guide for Museums, Parks, Zoos, Gardens, & Libraries*. Left Coast Press, 2007.

Jones, Dale. "Theater 101 for Historical Interpretation."
<http://www.makinghistoryconnections.com/resources.html>

Hirzy, Ellen. *Transforming Museum Volunteering: A Practical Guide for Engaging 21st Century Volunteers*, American Association for Museum Volunteers, 2007.

Falk, John. *Identity and the Museum Visitor Experience*, Left Coast Press, 2009.

Cunningham, Mary Kay. *The Interpreters Training Manual for Museums*, American Association of Museums, 2004.

Stevens, Greg and Wendy Luke. *A Life in Museums: Managing Your Museum Career*, American Association of Museums, 2012.