HIS 626: The Practice of Public History in the Social Age

MHRA 1211
Wednesday 3:30-6:20

Instructor: Graham
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Hours: TBD
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About this class

This class will introduce you to the new fundamentals of museums in the Social Age. Our assumptions begin with the shift in the imperatives of museums to be socially responsive to public needs within an increasingly competitive financial environment and a dramatically shifting demographic future. In this class, you will learn principles of sound museum operations while developing the habits of awareness and engagement in the larger public history world. At the same time you will implement these lessons in continued development of programming for the *States of Incarceration* exhibit.

Reading

The following books are required. The balance of reading will be posted on the class's CMS page.

> American Alliance of Museums, *Mastering Civic Engagement: A Challenge to Museums* (Washington, D.C.: AAM, 2002)

> Salvatore G. Cilella, Jr., *Fundraising for Small Museums: In Good Times and Bad* (Nashville: American Association for State and Local History, 2011)

Assessment

> *Participation* (40%): Your grade will be based on classroom discussion and your engagement with the assigned readings.

> *Program development* (25%): Based on the participation in and timely completing of tasks in developing programming for the *States of Incarceration* exhibit. See below.

> *WordPress conversations* (25%): Ten original posts and five responses about news, events, jobs, and other conversations from the public history world. See below.

> *Program reviews* (10%): Academic review of a museum's educational program or development initiative.

WordPress conversations: You will use the class WordPress blog to engage in current conversations taking place on the public history Internet. You will monitor social media, newspapers, professional organizations, conferences, and other venues to observe trends, news, developments that are relevant to our work and your public history vision. You will not simply repost items, but write a post of your own that engages the item, describes its importance to you, or to the class content and *States of Incarceration* project. You are encouraged to engage in conversations on other blogs or forums.

Program development: Three separate teams will develop programming plans for the *States of Incarceration* exhibit. One team will work on shipping, set-up, and creating collaborative space for our local content area. One team will work with community partners to develop special guided tours of the exhibit. One team will create plans and identify partnerships and opportunities for the NEH funded program. All three teams will work to create separate (but thematically linked) development plans ready for implementation by the end of the semester. (See sample development plan template below.) *This work will mostly take place outside of class and require you to attend, as groups, regular meetings with me and Dr. Parsons.*

Part I: The Social Turn

January 13: Museums and the call to action

American Association of Museums, "Demographic Transformation and the Future of Museums," (.pdf)

American Alliance of Museums, "Museums & Society 2035: Trends and Potential Futures." (.pdf)

American Alliance of Museums, "Trendswatch 2015" (.pdf)

American Alliance of Museums, "Excellence and Equity: Education and the Public Dimensions of Museums." (.pdf)

American Alliance of Museums, *Mastering Civic Engagement: A Challenge to Museums* (Washington, D.C.: AAM, 2002)

National Endowment for the Arts, "How a Nation Engages with Art: Highlights from the 2012 Survey of Public Participation in the Arts." (.pdf)

Museum Audience Insight, "The Attendance Slide: A Call-to-Action."

Stephen E. Weil, "From Being about Something to Being for Somebody: The Ongoing Transformation of the American Museum," in *Making Museums Matter*. [.pdf]

Ellen Gamerman, "A Look at the Museum of the Future," *Wall Street Journal*, October 16, 2015

January 20: Collaboration and shared authority

Guest Speaker: Jeremiah DeGennaro, *Alamance Battleground*

In *Letting Go?*

Nina Simon, "Participatory Design and the Future of Museums."
Steve Zeitlin, "Where are the Best Stories? Where is My Story?"

Nina Simon, "Opening Up the Museum," TED Talk

Ellen Gamerman, "Everybody's an Art Curator," *Wall Street Journal,* October 23, 2014

Ed Rodley, "'Outsourcing' the curatorial impulse, Part One," *Thinking About Museums*

Ed Rodley, "'Outsourcing' the curatorial impulse, Part Two," *Thinking About Museums*

Maria Vlachou, "Is Giselle a Curator?" *Musing on Culture*

Nina Simon, "Where's The Community in the Crowd? Framing the Wall Street Journal's 'Everybody's a Curator.'" *Museum 2.0*

Schedule program team meetings for week of January 27.

January 27: Outreach and programming in a time of change

Guest speakers: Marian Inabinett and Michael Scott, *High Point Museum*

Connecticut Landmarks blog, "Finding Community: Engaging Diverse Audiences in a Historic House."

Kathleen McLean, "Convivial Practice," in *The Convivial Museum*.

Anna Johnson and Kimberly A. Huber, *The Museum Educator's Manual*, Part II: Programs and Outreach (Chapters 5-9.)

Samantha Chmelik, *Museum and Historic Site Management*, Chapter 6: Programs and Education; Chapter 7: Community Engagement

Rebecca Martin, "The Nuts and Bolts of Program Management," in Cinnamon Catlin-Lugetko and Stacy Klingler, eds., *Interpretation: Education, Programs, and Exhibits* (Small Museum Toolkit)

Program team meetings with Dr. Parsons.

February 3: Work Day/Field Trip/TBD

Part II: New economic realities

February 10: Fundraising and Grants, part 1

Guest Speakers: Jennifer Farley, *North Carolina State Historic Sites*

Kasey Mengel, et. al., "Museums and Other Nonprofits in the Current Recession," *Journal of Museum Education*, Vol. 35, No. 2 (July 2010)

James G. Leventhal, "Relevance & Twenty-first Century Fundraising Fundamentals," in Juilee Decker, ed., *Fundraising and Strategic Planning: Innovative Approaches for Museums.*

Salvatore G. Cilella, Jr., *Fundraising for Small Museums*, Chapters 1-4

Cinnamon Catlin-Legutko, "Fearless Fundraising: A Roadmap for Kick-Starting your Development Program," in Cinnamon Catlin-Lugetko and Stacy Klingler, eds., *Financial Resource Development and Management* (Small Museum Toolkit)

February 17: Fundraising and Grants, part 2

Guest Speaker: TBD

Fundraising for Small Museums, Chapters 5-8

Darian R. Heyman, *Non-Profit Management 101*, Chapter 20 [e-book available in library.]

Benjamin Hruska, "'Oh, Just Write a Grant and Fix the Building': Landing Grants to Support Your Institution," in Cinnamon Catlin-Lugetko and Stacy Klingler, eds., *Financial Resource Development and Management* (Small Museum Toolkit)

February 24: Budgets and taxes

Guest Speaker: Edith Brady, *High Point Museum*

Hugh H. Genoways and Lynne M. Ireland, *Museum Administration: An Introduction,* Chapter 5

Brenda Granger, "The Good, The Best, and the IRS: Museum Financial Management Solutions and Recommendations," in Cinnamon Catlin-Lugetko

and Stacy Klingler, eds., *Financial Resource Development and Management* (Small Museum Toolkit)

Allyn Lord, "Not Above the Law: Museums and Legal Issues," in Cinnamon Catlin-Lugetko and Stacy Klingler, eds., *Financial Resource Development and Management* (Small Museum Toolkit)

Part III: Institutions and change

March 2: Diversity, staff, volunteers

Guest Speaker: Angela Thorpe, *President James K. Polk State Historic Site*

Commongood Careers, et. al., *The Voice of Nonprofit Talent: Perceptions of Diversity in the Workplace* (.pdf)

Angela Thorpe, "Rethinking Diversity: An Introduction," History@Work, Nov. 13, 2014.

Patricia Anne Murphy, "Human Resources Administration: Building an Effective Team," in Cinnamon Catlin-Legutko and Stacy Klingler, eds., *Organizational Management* (Small Museum Toolkit)

Patricia L. Miller, "Are you Being Served? Attracting and Keeping Volunteers," in Cinnamon Catlin-Legutko and Stacy Klingler, eds., *Organizational Management* (Small Museum Toolkit)

Amanda Wesselmann, "Let's Get an Intern: Managing a Successful Internship Program," in Cinnamon Catlin-Legutko and Stacy Klingler, eds., *Organizational Management* (Small Museum Toolkit)

March 9: SPRING BREAK

March 16 [NCPH]: Strategic planning

Marcella Wells, et. al., *Interpretive Planning for Museums: Integrating Visitor Perspectives in Decision Making,* Chapters 2-3.

Gail Anderson, ed., *Museum Mission Statements: Building a Distinct Identity*, 12-24.

Liz Sevcenko, "Putting Mission First," in *The Importance of Mission in Guiding Museum Practice,"* 9-11.

John Durel, "No Mission, No Money; No Money, No Mission," *Journal of Museum Education* 35 (Summer 2010): 193-200.

Program team meetings with Dr. Parsons. DUE: *rough draft of program development plans.*

March 23: Leadership and creativity

Guest Speaker, Emily Epley, *Earl Scruggs Center*

[Robert Kegan], "Encouraging Leaders: New Models for Leadership in Museums: An Interview with Harvard Psychologist Robert Kegan," *Museum News* (November/December 2003): 34-39

Maureen K. Robinson, "Assigning Value: Do Boards Matter?"; "Defining the Role of the Board"; and "A Working Partnership: The Executive Director and the Board," in *Nonprofit Boards that Work: The End of One-Size-Fits-All Governance.* [e-book available in library]

Teresa Goforth, "'Thousands of Small Good Actions': Successful Museum Governance," in Cinnamon Catlin-Legutko and Stacy Klingler, eds., *Leadership, Mission, and Governance* (Small Museum Toolkit).

Katie Anderson, "Marry Me!: The Relationship between the Director and the Board," in Cinnamon Catlin-Legutko and Stacy Klingler, eds., *Leadership, Mission, and Governance* (Small Museum Toolkit).

Part IV: Interpretive challenges

March 30: Digital and Social Media

National Association for Museum Exhibition, *Exhibitionist*, Fall 2013, all.

Susana Smith Bautista, "The New Museology," and "Framing a Changing Museology in the Digital Age," in *Museums in the Digital Age: Changing Meanings of Place, Community, and Culture* (Lanham, Md.: Altamira Press, 2013)

April 6: New directions in house museums and historic sites

Public Historian, Vol. 37, No. 2 (May 2015), all

Program team meetings with Dr. Parsons.

April 13: Museum education

TBD

DUE: Final Draft of Program development plans

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Program Development Plans
(template)

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Program title:

Big Idea/Vision: One paragraph description of what this program is, how it fits the larger HAL/NEH/ICRCM interpretive and outcome goals, with reference to lifespan, parameters, and estimated cost.

Program description: This section will elaborate on the following items.

- **Description of design and experience expectations**, including themes and storyline where applicable.
- **Why is this important?**
- **What are the outcome goals?** What do you want the audience to leave with? (Describe these goals in specific ways that will be measurable.)
- **What is the targeted audience?** Can't be "anyone." Can't be "visitors." How does targeted audience shape learning goals and other planning elements?
- **Why is this method the best way** to achieve the interpretive mission and the learning goals?

Partners. Identify community collaborators you will work with.

Plans for audience surveys. Will you employ formative evaluations or mockups? Describe. *What survey instruments will you employ to test your outcome goals?*

Materials and costs (estimated). What actual materials and tools will you need to complete this program? What will this cost? Will you need to acquire images and/or permissions? Will you use software, hardware, or other physical materials?

Marketing plan. How will you collaborate with the ICRCM to reach your target audience?

Implementation. How will you actually implement this program? This may take the form of a **schedule or timeline**.

Reporting. How will you report success or failure to achieve your outcome goals after the program is implemented.