

## **HIS 626: Management and Leadership in Museums**

Fall 2001  
Tuesday 6:00 - 8:50 PM  
Room: 222 McIver

Dr. Kathleen Franz  
Office: 243 McIver  
Hours: 10-4 Wed.  
Email: [kgfranz@uncg.edu](mailto:kgfranz@uncg.edu)  
Tel. 334-5645

### **Course Description:**

This graduate-level course will introduce students to basic principles in the administration of museums, historic houses, and other heritage sites. We will discuss ethical and legal issues, fundraising and development, public relations, volunteer management, and building community partnerships. The course will focus specifically on developing student knowledge of the current problems facing museum managers and building skills needed to work in various areas of museum management. Above all this course poses the questions: Why do museums need good managers? What is the role of the museum in the larger community?

The course assignments seek to familiarize students with resources for funding and managing a historic site. At the same time the assignments seek to develop effective writing and communication skills. Students will also complete a management-related project at an area museum or historic site. This project is intended to give students hands-on experience that can be added to their resume. The student projects are also intended to build a stronger relationship between UNCG and the local museum community.

### **Assignments and Grading:**

Specific instructions on assignments will be handed out in class.

**Class Participation 30%** (attendance, discussion, lead one class discussion)

**Short Writing Assignments (3) 30%**

(Short Book Review; Grant Research Report; Press Release)

**Course Project 40%**

## Required Reading:

**\*All books on sale at the Addams bookstore on Tate St. and at the UNCG bookstore. You can also order many of these titles from the AAM website for slightly less than the bookstore prices.**

**\*All books are also on reserve at the UNCG Library.**

Edward Linenthal, *Preserving Memory: The Struggle to Create America's Holocaust Museum*. New York: Penguin, 1995.

Barry Lord and Gail Lord, *The Manual of Museum Management*. London: The Stationary Office, 1997.

Marie Malaro, *Museum Governance*. Washington, DC: Smithsonian Institution Press, 1994.

Jane Glazer and Artemis Zenetou, *Museums: A Place to Work*. London: Routledge, 1996.

Katherine Noyes Cambell and Susan J. Ellis, *The (Help!) I-Don't-Have-Enough-Time Guide to Volunteer Management*. Philadelphia: Energize Inc., 1995.

AAM, *Taking Charge of Your Museum's Public Relations Destiny*. Washington, DC: American Association of Museums, 1990.

John Falk and Lynn Dierking, *The Museum Experience*. Washington, DC: Whaleback Books, 1992. (Excerpts also on Electronic Reserve)

AAM, *Museums in the Life of a City: Strategies for Community Partnerships*. Washington, DC: American Association of Museums, 1995.

## Recommended:

James B. Gardner and Peter S. LaPaglia, *Public History: Essays from the Field*. Malabar, FL: Krieger Publishing Company, 1999.

Randi Korn and Laurie Sowd, *Visitor Surveys: A User's Manual*. American Association of Museums, 1990.

G.W. Bates, *Museum Jobs from A-Z: What They Are, How to Prepare, and Where to Find Them*. Batax Museum Publishing, 1994.

## Course Schedule:

### August 21 - Introduction

\*Constance Schulz, "Becoming a Public Historian," in *Public History: Essays from the Field*. (Electronic Reserve)

### August 28 - Management Case Study: The Holocaust Museum

**Read:** Linenthal, *Preserving Memory*.

→ Short book review of Preserving Memory due in class. (3-4 pages)

### September 4 - Field Trip

#### Old Salem : Museum as Complex Organization/ Strategic Planning

#### John Larson, VP in charge of Restoration

**Read:** \*George W. McDaniel, "At Historic Houses and Buildings: Connecting Past, Present and Future," in *Public History: Essays from the Field*. (ER)

**September 11 - Why Museums Need Good Managers**

**Read:** Glazer and Zenetou, *Museums: A Place to Work*, Parts 1 and 3.

Lord and Lord, *Manual of Museum Management*, Sections 1 and 2.

\* Micheal Devine, "Administrators: Students of History and Practitioners of the Art of Management," in *Public History: Essays from the Field*. (ER)

**Presenters:**

**September 18 - Ethical and Legal Issues**

**Read:** Malaro, *Museum Governance*, (Skip chapters 6, 7, 12, 13, 14)

Lord and Lord, *Manual of Museum Management*, Chapter 2.1

**Presenters:**

**September 25 - Public History Lecture**

Laurie Kahn Levitt at Greensboro Historical Museum

Meet at the Museum

**October 2 - Collections Management**

**Read:** Lord and Lord, *Manual of Museum Management*, Chapter: 3.2

Malaro, *Museum Governance*, Chapters: 6, 7, and 14.

**Tour:** Greensboro Historical Museum with Jon Zachmann, Curator of Collections

**Presenters:**

**October 9 - Fall Break / No Class****October 16 - Visitor Studies / Front-End Planning**

**Read:** Falk and Dierking, *The Museum Experience*.

**Presenters:**

->**Project Proposals with Bibliography Due in Class**

**October 23 - Fundraising / Development**

**Read:** Lord and Lord, *Manual of Museum Management*, Chapter 3.5

\*"Development: Building a Sound Financial Base for Museums" from *Essentials of Management*, Reprint Package from Museum News, 1999.

Current Case Study: National Museum of American History.

**Presenters:**

**October 30 - Grant Research Workshop**

Susan Larson, Director of Development for the College of Arts and Sciences

**November 6 -- Public Relations**

**Read:** AAM, *Taking Charge of Your Museum's Public Relations Destiny*.

**Presenters:**

**November 13 -- Volunteer Management**

**Read:** Cambell and Ellis, *The (Help!) I-Don't-Have-Enough-Time Guide to Volunteer Management*.

**Presenters:**

**November 20 -- Project Day**  
**Rough Drafts Due**

**November 27 -- Community Partnerships**

Read: Glaser and Zenetou, *Museums: A Place to Work*, Parts V and VI.  
AAM, *Museums in the Life of a City*.

**Presenters:**

**November 4 -- Presentation of Class Projects**

**December 11 -- Presentation of Class Projects**