

HIS 626: Management and Leadership in Museums

Fall 2002
 Tuesday 6:00 - 8:50 PM
 Room: 222 McIver

Dr. Kathleen Franz
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 Hours: Tue 3-6.
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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:

Class Participation 20% (attendance and discussion)

Short Writing Assignments (500-700 words) (10% each) 40%

___ Short Book Review ___ Visitor Observation Report
 ___ Public Relations Strategy ___ Foundation Grant Research Report

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 American Association of Museum website.

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. (2nd edition) Alta Mira Press, 2002.

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

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

Minda Borun and Randi Korn, eds., Introduction to Museum Evaluation. American Association of Museums, 1999.

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

Partners for Liveable Communities, Culture Builds Communities: A Guide for Partnership Building and Putting Culture to Work on Social Issues. 1995.

Recommended:

Lynn Dierking and Wendy Pollock, Questioning Assumptions: An Introduction to Front-End Studies in Museums, 1998.

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

Christine Graham, Keep the Money Coming: A Step-by-Step Strategic Guide to Annual Fundraising. Pineapple Press, Inc, 1992.

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

Lynn E. Miner, ed., Proposal Planning and Writing. 1998.

Course Schedule:**August 20 – Introduction**

Recommended Reading:

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

August 27 – Management Case Study: The Holocaust Museum

Edward Linenthal, Preserving Memory.

✍ *Paper 1: Book review of Preserving Memory due in class. (2-3 pages)*

September 3 – Why Museums Need Good Managers

Lord and Lord, Manual of Museum Management, (Skip sections 3.2, 3.5)

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

* Gail Anderson, ed., Museum Mission Statements: Building a Distinct Identity. (ER)

Presenter:

September 10 - No Class

Begin Work on Projects. Meet with Site Supervisors.

September 17 – Museum Evaluation

Borun and Korn, eds., Introduction to Museum Evaluation.

*John Falk and Lynn Dierking, The Museum Experience, chapters 1-5, 8 (ER)

Recommended: Lynn Dierking and Wendy Pollock, Questioning Assumptions: An Introduction to Front-End Studies in Museums, 1998.

✍ *Paper 2: Visitor Observation.*

Presenter:

September 24 – Ethical and Legal Issues

Malaro, Museum Governance. (Skip chapters 6, 7, 12, 13, 14)

Review: Lord and Lord, Manual of Museum Management, Chapter 2.1

Presenter:

✍ Project Proposals Due in Class. Project Discussion.

October 1 – Strategic Planning -- Field Trip to Old Salem

*William Pretzer, "At Historic Sites and Outdoor Museums: A High-Performance Act" in Public History Essays from the Field. (E-Reserves)

Meet at Old Salem's Single Brothers' House at **5:00 PM**. Tour and discussion led by John Larson, VP in charge of Restoration

October 8 - Collections Management- Field Trip to Greensboro Historical Museum

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

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

Meet at Greensboro Historical Museum at **5:00 PM**. Tour led by Jon Zachman, Curator of Collections

October 15 – Fall Break – Class Cancelled

October 22 - Fundraising / Development

Lord and Lord, Manual of Museum Management, Chapter 3.5

*"Annual Campaign," "The Capital Campaign," "Corporate Fundraising," in Development: Building a Sound Financial Base for Museums" from Essentials of Management, Reprint Package from Museum News, 1999. (E-Reserves)

*Joan Marshall, "The Endowment Trend," Museum News, July/August 1999 (ER).

Recommended: Christine Graham, Keep the Money Coming: A Step-by-Step Strategic Guide to Annual Fundraising.

Workshop: Researching Foundation Grants

October 29 - Grant Research Workshop

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

✍ *Paper 3: Grant Research Proposal*

November 5 -- Public Relations

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

Guest Speaker: Linda Evans, Director of Marketing and Public Relations, Greensboro Historical Museum

✍ *Paper 4: PR Proposal and Press Release*

Presenter:

November 12 -- Volunteer Management

Campbell and Ellis, The (Help!) I-Don't-Have-Enough-Time Guide to Volunteer Management

Presenter:

November 19 -- Project Day

✍ *Rough Drafts Due in Class*

November 26 -- Community Partnerships

Partners for Livable Communities, Culture Builds Communities.

Presenter:

December 3 -- Presentation of Class Projects

December 10 -- Presentation of Class Projects