

Y525 Museum Management

Arts Administration

Fall 2008

Instructor:

Judith A. Kirk, Assistant Director, Mathers Museum of World Cultures

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Office: Mathers Museum B108

Office Hours: Thursdays, 3:45 to 5 p.m., or by appointment

Course Information

Mondays and Wednesdays, 1 to 2:15 p.m.

3 Credit Hours

Mathers Museum of World Cultures

Course Description:

This course introduces concepts and philosophies of museum management, including the management of human resources, fiscal resources, collections, facilities, and information. The course also focuses on major issues impacting museums, and legal and ethical concerns in the field.

Course Requirements:

- Attendance and participation in class discussions and exercises
- Completion of all readings
- Completion of all assignments

If you have any questions about any of the assignments, please see me in advance of the due dates (listed below).

Accommodations for Disabilities:

If you believe you will need assistance or accommodations for disability-related reasons, please notify me within the first two weeks of class and contact the Office of Disabled Student Services (855-7578) to inquire about services. I will work closely with the office to provide eligible students with all appropriate accommodations.

Course Grading:

Grades will be based on a student's total score out of a possible 100 points weighted in the following manner: due dates, see individual assignments below.

- Museum Portfolio 30 pts
- OBPE Logic Model 15 pts
- Case Study Paper and Presentation 30 pts
- Final Examination 25 pts

The grading scale:

98-100 = A+	93-97 = A	90-92 = A-	
88-89 = B+	83-87 = B	80-82 = B-	
78-79 = C+	73-77 = C	70-72 = C-	
68-69 = D+	63-67 = D	60-62 = D-	0-59 = F

Assignments:**Museum Portfolio—Multiple Due Dates**

For your Museum Portfolio you'll document documents utilized in museum management. See the attached assignment sheet for more information.

OBPE Logic Model--Due November 19

You'll develop an Outcomes-based Planning and Evaluation Model based on a program presented by a local museum. See the attached assignment sheet for more information.

Case Study Paper and Presentation--Due Last Week of Class (December 8 or 10)

You'll develop a case study to take a closer look at how one museum handles a specific issue we've discussed in class--a practical, real-world example of museum management. See the attached assignment sheet for more information.

Final Examination—December 15

This cumulative exam will focus on topics covered in course readings, lectures, and discussions

Note Regarding Submission of Assignments:

Assignments are due at the beginning of class on the due date. Late assignments will be penalized. I will accept assignments submitted by e-mail, as long as the assignment is sent before the class begins. However, all assignments submitted by e-mail will be returned by e-mail after being graded.

Note Regarding Plagiarism:

The Indiana University Code of Student Rights, Responsibilities, and Conduct (1998) Code states:

"3. Plagiarism.

A student must not adopt or reproduce ideas, words, or statements of another person without appropriate acknowledgment. A student must give credit to the originality of others and acknowledge an indebtedness whenever he or she does any of the following:

Quotes another person's actual words, either oral or written;

Paraphrases another person's words, either oral or written;

Uses another person's idea, opinion, or theory; or

Borrow facts, statistics, or other illustrative material, unless the information is common knowledge."

(quoted from Code of Student Rights, Responsibilities, and Conduct, Part III, Student Misconduct, Academic Misconduct, By action of the University Faculty Council (April 24, 1990) and the Trustees of Indiana University (May 4, 1990). Amended by the University Faculty Council (April 13, 1993; May 12, 1993 and October 8, 1996) and the Trustees of Indiana University (December 4, 1992; June 5, 1993, and December 13, 1996.)

Required Textbooks:

Malaro, M. (1998). *A legal primer on managing museum collections*. Washington, D.C.: Smithsonian Institution Press.

Janes, R. and Sandell, R.(eds). (2007). *Museum management and marketing*. London: Routledge.

Required E-Reserves and Web Readings:

Each student must visit the Y525 E-Reserves site to access E-Reserves Readings and Web sites links listed in the syllabus as a part of the required readings. To access these readings, please go to the IUB Home Page and click on E-Reserves (listed on the Popular Campus Sites pull-down menu). Once at the E-Reserves page, enter the course number. To access the readings you must enter the password malaro.

Schedule of Classes, Topics, Readings, and Assignments:

WEEK 1

SEPTEMBER 3

Topics:

- Review of Syllabus; Introduction to Course Goals, Structure, and Assignments

WEEK 2

SEPTEMBER 8

Topics:

- Managing Museums—Complexity and Creativity

Readings:

- Janes and Sandell, pp. 1-66

SEPTEMBER 10

Topic:

- Managing Museums—Complex and Creative Staffing

Readings:

- Janes and Sandell, pp. 203-287

WEEK 3

SEPTEMBER 15

Topics:

- Museums as Legal Entities

Readings:

- Malaro, pp. 3-41

SEPTEMBER 17

Topics:

- Museum as Professional Organizations—Working with Boards/Meeting with Jill Lesh, Director, and Glenda Murray, Board President of the Monroe County History Center, at the Monroe County History Center (202 East Sixth Street)

Readings:

- Monroe County History Center web site (Link from web site)
- AAM, Museum FAQ -- (Link from E-Reserves)
- AAM, Code of Ethics for Museums -- (Link from E-Reserves)

WEEK 4

SEPTEMBER 22

Topics:

- Museum and Collections Management

Readings:

- Malaro, pp. 45-84

SEPTEMBER 24

Topics:

- Provenance Research Project/Meeting with Jenny McComas, Curator of 19th Century Art, IU Art Museum (Fine Arts Plaza)

Readings:

- IU Art Museum Provenance Research Project web site (Link from E-Reserves)
- Malaro, pp. 84-118

Assignment Due: Institutional Mission Statement, Overview, Staff Organizational Chart

WEEK 5**SEPTEMBER 29**

Topics:

- Native American Graves Protection and Repatriation Act/Meeting with Ellen Sieber, Curator of Collections, Mathers Museum

Readings:

- Malaro, pp. 119-149
- Pala, Paradise almost lost (E-Reserves)

OCTOBER 1

Topics:

- Museums and Collections Use

Readings:

- Malaro, pp. 149-215

E-mail Case Study Topic to Kirk

WEEK 6**OCTOBER 6**

Topics:

- Museums and Deaccessioning

Readings:

- Malaro, pp. 216-238

OCTOBER 8

Topics:

- Museums and Loans

Readings:

- Malaro, pp. 239-348

WEEK 7

OCTOBER 13

Topics:

- Museums and Artifact Donors and Lenders

Readings:

- Malaro, pp. 349-405

OCTOBER 15

Topics:

- Museums and Facilities Management

Readings:

- Malaro, pp. 406-456

Assignment Due: Collections Management Policy Manual

WEEK 8

OCTOBER 20

Topics:

- Museums and Audiences

Readings:

- Janes and Sandell, pp. 101-147

OCTOBER 22

Topics:

- Museums and Audiences

Readings:

- Janes and Sandell, pp. 148-204

WEEK 9

OCTOBER 27

Topics:

- Outcomes Based Planning and Evaluation I

Readings:

- Shaping Outcomes, Modules A-C (Link from E-Reserves)

OCTOBER 29

Topics:

- Outcomes Based Planning and Evaluation I

Readings:

- Shaping Outcomes, Modules D-E (Link from E-Reserves)

Assignment Due: Facilities Plan

WEEK 10

NOVEMBER 3

Topics:

- Interpretation/Education

Readings:

- *Museums in motion*, pp. 257-280 (E-Reserves)

NOVEMBER 5

Topics:

- Interpretation/Education

Readings:

- Semmes, *Vital visionaries: The museum cure* (E-Reserves)
- Mininberg et al, *The art of medicine at the metropolitan museum of art* (E-Reserves)

WEEK 11

NOVEMBER 10

Topics:

- Exhibits and Issues/Meeting with Catherine Johnson-Roehr, Curator, at the Kinsey Institute (Morrison Hall 313)

Readings:

- Kinsey Institute web site (Link from E-Reserves)
- *Museums in motion*, pp. 235-256 (E-Reserves)

NOVEMBER 12

Topic:

- Exhibits and Artists/Meeting with Betsy Stirratt, Director of the SoFA Gallery, at the SoFA Gallery (School of Fine Arts)

Readings:

- SoFA Gallery web site (Link from E-Reserves)
- *Museum basics*, pp. 78-116 (E-Reserves)
- Peterson, *Best practices in museum exhibition writing* (E-Reserves)

WEEK 12

NOVEMBER 17

Topics:

- Museums and Marketing

Readings:

- Janes and Sandell, pp. 291-344

NOVEMBER 19

Topics:

- Museums and Marketing—Reaching the Community/Meeting with Louise Schlesinger, Director of Marketing for the WonderLab Museum of Science, Health, and Technology, at WonderLab (308 W. Fourth)

Readings:

- WonderLab web site (Link from E-Reserves)
- Janes and Sandell, pp. 345-376

Assignment Due: OBPE Logic Model

WEEK 13**NOVEMBER 24**

Topics:

- Museum Funding

Readings:

- *The manual of museum management*, pp. 158-190 (E-Reserves)
- IMLS web site (Link from E-Reserves)
- Janes and Sandell, pp. 377-415

NOVEMBER 26**THANKSGIVING BREAK****WEEK 14****DECEMBER 1**

Topics:

- Trends and Tomorrow

Readings:

- Koster, The relevant museum: A reflection on sustainability (E-Reserves)
- Wylie and Brophy, The greener good: The enviro-active museum (E-Reserves)
- Breitkopf, Indiana jones is dead: The field museum in a smaller world (E-Reserves)
- Yasako, Coming to the second coming: Museums and the web 2.0 (E-Reserves)
- Seligson, My raven-haired avatar flies through the museum (E-Reserves)

DECEMBER 3

Topics:

- Museums and Change

Readings:

- Janes and Sandell, pp. 67-97

WEEK 15**DECEMBER 8****Assignment Due: Case Study Papers and Presentations****DECEMBER 10****Assignment Due: Case Study Papers and Presentations****WEEK 16****FINAL EXAMINATION ON MONDAY, DECEMBER 15, 5 TO 7 p.m.**