

UNIVERSITY OF CALGARY
DEPARTMENT OF ART

UNDERGRADUATE COURSE OUTLINE

**Museum and Heritage Studies (MHST) 433
Management and Planning in Museum and Heritage Institutions
Fall 2016**

Thursdays, 2:00 p.m. – 4:45 p.m. TFDL 520

Instructors: *Alexandra Hatcher and Naomi Grattan*
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587-891-9807 (Naomi)
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Course Description

Examines theoretical and practical issues relating to the management of museum and heritage resources. Topics may include: exhibition planning, human resources, ethics and social responsibility, fundraising, collections and audience development, etc.

Note: *Students will be required to attend off-campus events outside of class time.*

Prerequisite

Museum and Heritage Studies 201

Co-requisite

Museum and Heritage Studies 331

Objectives of the Course

Gain theoretical and practical understanding of museum management based on current standards and ethics of museum practice.

Textbooks and Readings

Required Textbook:

Standard Practices Handbook for Museums, 3rd Edition, Alberta Museums Association

Additional readings are listed in the Unit Outline below. PDFs or Links will be provided in D2L.

Assignments and Evaluation

Due Date	Assignment	Weight
October 6	Quiz	10%
November 3	Case Study Paper <ul style="list-style-type: none">• Social Responsibility• Community Engagement• Sustainability	15%

November 17	Operational Project – Grants - Group Project	15%
December 8	Final Presentations	20%
December 15	Final Paper (to be emailed to hatchera@ucalgary.ca)	30%
	Participation	10%
		100%

Quiz

Format: Short Answer and/or Multiple Choice

Due Date: (in class) October 6

Content: Required Readings, Lecture content and Class Discussion

Case Study Paper

Format: Paper

Word Count: 1,000 words max.

Due Date: November 3

Content:

- Research and describe the importance of either: a) social responsibility, b) community engagement, or c) visitor experience within the museum sector. Identify a specific museum and explore their work in one of these areas. Provide research on the context of the topic you have chosen to focus on, as well as background on the institution.

Operational Project - Grants

Format:

- Group Project
- Completed Application

Due Date: November 17

Content:

- Groups will be provided with a grant application to complete for a specific museum project. The group will need to complete the application successfully based on the need of the organization.

Final Paper - Museum Assessment

Format: Paper

Word Count: 2,000 words max.

Due Date: December 15 (to be emailed to hatchera@ucalgary.ca)

Content:

- Students will choose a local museum and will be required to visit the institution and conduct an assessment based on the *Museum Visitor Experience Program* and the work completed in class. Full criteria for the assignment will be provided in class.

Final Presentation:

Format: Oral Presentation in Class

Time Limit: 5 minutes

Due Date: December 8

Content: A summary of your Final Paper

Participation:

Participation means actively contributing to class discussion, asking questions and sharing information. Students will be assessed on overall contribution to the class exchanges.

Writing

The quality of writing will be a factor in the grading of assignments. A full rubric will be available for each assignment and include being concise, comprehensive and contain clearly defined elements of the paper submitted.

Registrar-Scheduled Final Exam – NO

Note: It is the student's responsibility to keep a copy of or any relevant documentation regarding each submitted assignment.

Please hand in your assignments directly to the instructors or email them to hatchera@ucalgary.ca.

Late Assignment Policy

Assignments submitted after the deadline will be penalized with the loss of a letter grade (e.g.: A- to B+) for each day that they are late.

Additional Information

Students will be required to visit a local museum to complete the final paper. Transportation to and from the museum, and the admission fee, will be the student's responsibility.

Course Activities

At least one Field Trip will be scheduled during the course; date and location to be confirmed. There is no cost for the Field Trip, other than transportation costs, which are the responsibility of the student.

Unit Outline:

UNIT	READINGS
Unit 1 – Introduction – Reinventing the Museum September 15	<p>Required: Standard Practices Handbook 3rd Edition, <i>Museums and Society</i>, pp. 41 - 47</p> <p>Anderson, Gail, (2012). "A Framework: reinventing the museum". In <i>Reinventing the Museum: the evolving conversation on the paradigm shift</i>, 2nd Edition, ed. Gail Anderson. pp. 1 – 9</p> <p>Optional: Weil, Stephen, "From Being About Something to Being For Somebody", <i>Daedalus</i>. Summer, 1999. Vol. 128, Issue 3, pp. 229 – 259. https://blogs.stockton.edu/amst5005/files/2013/01/Weil-From-Being-about-Something.pdf</p> <p>Resource: Alberta Museums Association, <i>Sustainability Working Group Final Report</i> (2013) http://www.museums.ab.ca/media/34750/museumsswg_report_final.pdf</p>
Unit 2 – Governance and Leadership September 22	<p>Required: Standard Practices Handbook 3rd Edition, <i>Governance and Operations</i>, pp. 55 – 67, 71 – 75, 79 - 84</p> <p>Carver, John, (2012). "Toward a New Governance". In <i>Reinventing the Museum: the evolving conversation on the paradigm shift</i>, 2nd Edition, ed. Gail Anderson. pp. <i>PDF to be provided</i></p> <p>Resources:</p>

	<p>Canadian Museums Association. <i>Roles and responsibilities of Museum Trustees</i>. www.museums.ca/uploaded/web/docs/trusteesguidelines.pdf</p> <p>Alberta Culture. <i>Drafting and Revising Bylaws for Not-for-Profit Organizations in Alberta</i>. http://culture.alberta.ca/community/programs-and-services/board-development/resources/workbooks/pdfs/Drafting_Revising09.pdf</p> <p>Canadian Museums Association, <i>Ethics Guidelines</i> www.museums.ca/uploaded/web/docs/ethicsguidelines.pdf</p>
<p>Unit 3 – Community Engagement September 29</p>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Governance and Operations</i>, pp. 76 – 78, 112 – 114, <i>Museums and Society</i>, pp. 20 – 23,</p> <p>Matelic, Candace (2013). “New Roles for Small Museums”. In <i>The Small Museum Toolkit, Book 4, Reaching and Responding to the Audience</i>. ed. Cinnamon Catlin-Legutko and Stacy Klingler. Tennessee, U.S.: American Association for State and Local History. pp. 142-162 <i>PDF to be provided</i></p> <p>Simon, Nina (2009). <i>The Participatory Museum</i>. Santa Cruz, California: Museum 2.0. pp. 183 – 202. <i>PDF to be provided</i></p> <p>Resource: International Association of Public Participation. <i>IAP2 Spectrum of Public Participation</i>. www.iap2.org/associations/4748/files/spectrum.pdf</p>
<p>Unit 4 – Social Responsibility October 6</p>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Museums and Society</i>, pp. 16 - 19</p> <p>Robert Janes. “The Mindful Museum”. <i>Curator</i>, Vol. 53 Issue 3, July 2010. pp. 325 – 338. http://www.tandf.co.uk/journals/pdf/The-Mindful-Museum.pdf</p> <p>Museum2.0 Blog <i>A Different Story of Thanksgiving: The Repatriation Journey of Glenbow Museum and the Blackfoot Nations</i> http://museumtwo.blogspot.ca/2015/12/a-different-story-of-thanksgiving.html</p>
<p>Unit 5 – Health and Wellbeing; Environmental Sustainability; Facility Management; Risk Assessment October 13</p>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Governance and Operations</i>, pp. 108 – 112, 122 - 131</p> <p>Janes, Robert (2009). <i>A Troubled World</i>. In <i>Museums in a Troubled World: renewal, irrelevance or collapse?</i> Oxon, U.K.: Routledge. pp. 26 – 56. <i>PDF to be provided</i></p> <p>Madan, Rachel (2011). “Greener Museums Organizational Sustainability Self Assessment”. In <i>Sustainable Museums: strategies for the 21st century</i>. Edinburgh, Scotland: Museums Etc. pp. 32-33. <i>PDF to be provided</i></p> <p>Optional: Silverman, Lois (2010). “From Body to Soul”. In <i>The Social Work of Museums</i>. Oxon, U.K.: Routledge. pp. 41 – 65</p> <p>Suchy, Sherene (2004). “Passion: representing the organization”. In <i>Leading with Passion, Change Management in the 21st Century Museum</i>. California, U.S.: AltaMira Press. pp. 29 – 57.</p>

Unit 6 - Marketing and Communications <i>October 20</i>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Museums and Society</i>, pp. 31-35 and <i>Governance and Operations</i> pp. 76-77</p> <p>Optional: The Four Rs of Brand Credibility for Non-Profits. http://colleendilen.com/2015/02/25/the-four-rs-of-brand-credibility-for-nonprofit-organizations/</p>
Unit 7 – Financial Management <i>October 27</i>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Governance and Operations</i>, pp. 85 – 94</p> <p>Optional: Financial Responsibilities for Not-for-Profit Boards. www.muttart.org/sites/default/files/.../financial_responsibilities.pdf</p>
Unit 8 – Planning and Project Management <i>November 3</i>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Governance and Operations</i>, pp. 79 – 84, 105 – 107</p> <p>Lee, W., Jenkins, M. and Stein, R. (2008). Agile Methods for Project Management. <i>Conference Paper: Museums and the Web</i>. April 9 – 12 2008. http://www.archimuse.com/mw2008/papers/jenkins/jenkins.html</p> <p>Optional: Liedtka, J. (1998). Linking Strategic Thinking with Strategic Planning. <i>Strategy and Leadership</i>, September/October 1998, 30 – 35.</p>
Mid Term Break	November 10
Unit 9 – Human Resources <i>November 17</i>	<p>Required: Standard Practices Handbook 3rd Edition, <i>Governance and Operations</i>, pp. 95 – 104.</p> <p>Optional: http://margaretwheatley.com/wp-content/uploads/2014/12/Relationships-The-Basic-Building-Blocks-of-Life.pdf</p> <p>Resource: Canada Revenue Agency, <i>Employee or Self-Employed?</i> RC4110 www.cra-arc.gc.ca/E/pub/tg/rc4110/rc4110-13e.pdf</p>
Unit 10 – Holistic Intention <i>November 24</i>	<p>Required: Korn, Randi (2007). The Case for Holistic Intentionality. <i>Curator: The Museum Journal</i>. Vol. 50, Issue 2. pp. 255 - 264</p> <p>Alberta Museums Association (2015). <i>Museum Visitor Experience Program Handbook</i>. PDF to be provided.</p>
Field Trip <i>December 1</i>	To be confirmed
Final Project Presentations <i>December 8</i>	Final Project Presentations
Final Paper Due <i>December 15</i>	Final Paper Due

Grading Method/Grading Scale:

Percentage	Grade	G.P.V.	Grade Definition
96-100	A+	4.0	Outstanding
90-95	A	4.0	Excellent-superior performance, showing comprehensive understanding of subject matter.
85-89	A-	3.7	
80-84	B+	3.3	
75-79	B	3.0	Good – clearly above average performance with knowledge of subject matter generally complete.
70-74	B-	2.7	
65-69	C+	2.3	
60-64	C	2.0	Satisfactory – basic understanding of the subject matter.
55-59	C-	1.7	
53-54	D+	1.3	
50-52	D	1.0	Minimal pass – marginal performance; generally insufficient preparation for subsequent courses in the same subject.
0-49	F	0	Fail – unsatisfactory performance or failure to meet course requirements.

Internet and Electronic Communication Device Information

Students may use laptops to take notes during classes, however, all receiving and transmitting functions on all devices should be turned off.

Academic Accommodation

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (S.A.S.); S.A.S. will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor.

The full policy on Student Accommodations is available at http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy_0.pdf

Academic Standing

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/f.html>

Deferral of Exams/Term work

It is possible to request a deferral of term work or final examination(s) for reasons of illness, accident, family or domestic affliction, or religious obligations. Please check with Enrolment Services if any of these issues make it impossible for you to sit an exam or finish term work by stated deadlines.

For more information about deferring a final exam go to

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<https://www.ucalgary.ca/registrar/exams/deferred-exams>

For more information about the deferral term work go to
<http://www.ucalgary.ca/pubs/calendar/current/g-7.html>
http://www.ucalgary.ca/registrar/files/registrar/deferred_termwork15.pdf

F.O.I.P.

For more information go to <http://www.ucalgary.ca/secretariat/privacy>

Writing/Plagiarism

Writing skills are not exclusive to English courses and, in fact, should cross all disciplines. The University supports the belief that throughout their University careers, students should be taught how to write well so that when they graduate their writing abilities will be far above the minimal standards required at entrance. Consistent with this belief, students are expected to do a substantial amount of writing in their University courses and, where appropriate, members of faculty can and should use writing and the grading thereof as a factor in the evaluation of student work. The services provided by the Writing Support Services can be utilized by all undergraduate and graduate students who feel they require further assistance.

For more information go to <http://www.ucalgary.ca/ssc/writing-support> or
<http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. Visual art projects submitted for course credit must be produced by the student specifically for this class. Students must not submit projects if credit has or will be provided for it in another class. This includes re-worked assignments from previous or concurrent courses, unless permission is provided in writing by the instructor. Additionally, the student is asked to be mindful of using visual sources from the internet, ensuring that that material is not derived from any on-line or other available source, and that appropriate copyright permission is granted, when required.

For more information go to
<http://www.ucalgary.ca/pubs/calendar/current/k-2-1.html>

Student Misconduct

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/k.html>

Student Union

For more information go to <http://www.su.ucalgary.ca/>

Student Ombudsman

For more information go to <http://www.ucalgary.ca/provost/students/ombuds>

Lockers

The Art Building lockers are administered through the Student's Union's used bookstore, Bound and Copied. Lockers are rented on a first come, first served basis. Due to the shortage of lockers, and the high demand, students cannot hold more than one locker at a time. All of the details on renting a locker and your responsibilities can be found on the Locker Rental Agreement at

https://www.su.ucalgary.ca/wp-content/uploads/2014/08/locker_rental_agreement_2010.pdf

Lockers for all sessions can be rented through my.ucalgary.ca. Once you're in the Student Centre, click on **Other Academic Services** and choose **Locker Reservation**.

Lockers must be vacated by the end of term.

For more information go to <http://www.su.ucalgary.ca/>

Portfolios and Assignments

The Department of Art will not assume responsibility for lost or stolen portfolios or course work given to instructors for grading, or for work posted on bulletin boards in the art building.

Note - All unclaimed work will be disposed of.

Note - Studio spaces, bulletin boards and display areas need to be cleared 2 weeks after the last day of classes.

Ethics

Whenever you perform research with human participants (i.e., surveys, interviews or observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of your research plans and supervise your research.

For more information go to <http://www.ucalgary.ca/pubs/calendar/current/e-5.html>

or

<https://www.ucalgary.ca/research/researchers/ethics-compliance/chreb>

Campus Security/Safewalk

Call 220-5333 anytime. Help phones are located throughout campus, parking lots and elevators; they connect directly to Campus Security - in case of emergency, press the red button.

For more information go to <http://www.ucalgary.ca/security/safewalk>

Emergency Evacuation

For more information go to <http://www.ucalgary.ca/emergencyplan/assemblypoints>

Faculty of Arts Program Advising and Student Information Resources

Have a question but not sure where to start? The Arts Students' Centre is your information resource for everything in the Faculty of Arts. Stop by SS102, call us at 220-3580 or email us at ascarts@ucalgary.ca or artsads@ucalgary.ca. You can also visit the Faculty of Arts website at <http://arts.ucalgary.ca/undergraduate> which has detailed information on common academic concerns.

For program planning and advice, contact the Student Success Centre at 220-5881 or visit them on the 3rd floor of the Taylor Family Digital Library.

For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at 210-ROCK [7625] or visit them at the MacKimmie Library Block.