

MHST 433  
MUSEUM MANAGEMENT AND PLANNING  
WINTER 2015  
THURSDAYS – 2:00 PM TO 4:45 PM

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Office Hours: By appointment

## COURSE DESCRIPTION

MHST433 examines theoretical and practical issues relating to the management of museum and heritage resources. Topics include, but are not limited to: strategic planning, human resources, ethics and social responsibility, fundraising, marketing and audience development.

*Prerequisite:* Museum and Heritage Studies 201.

*Prerequisite or Corequisite:* Museum and Heritage Studies 331.

**Note:** Students will be required to attend off-campus events outside of class time. Preference is given to students registered in the Museum and Heritage Studies Minor Program.

## OBJECTIVES OF THE COURSE

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

## TEXTBOOKS AND ASSIGNED READINGS

**Required Text:**

*Standard Practices Handbook for Museums*, 3rd edition, Alberta Museums Association

**Additional Readings:**

Listed in Course Outline below. Links or citations provided.

## ASSIGNMENTS AND EVALUATION

Due Date	Assignment	Weight
Week 4	Quiz	10%
Week 7	Case Study Paper <ul style="list-style-type: none"> <li>• Social Responsibility</li> <li>• Community Engagement</li> <li>• Visitor Experience</li> </ul>	15%
Week 11	Operational Project – Grants - Group Project	15%
Week 13	Final Presentations	20%
End of Term	Final Paper	30%
	Participation	10%
		<b>100%</b>

### Quiz:

Format: Short Answer and/or Multiple Choice

Due Date: (in class) Week 4

Content: Required Readings and Class Discussion

### Case Study Paper:

Format: Paper

Word Count: 1,000 words max.

Due Date: Week 7

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: Week 11

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: End of Term

**Content:**

Students will choose a local museum and will be required to visit the institution and conduct an assessment based on the *Framework for Assessing Excellence in Exhibitions from a Visitor-Centered Perspective* 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: Week 12

Content: A summary of your Final Paper

**It is the student's responsibility to keep a copy of each submitted assignment.**

Note: Please hand in your essays directly to your instructor. If it is not possible to do so, a daytime drop box is available in SS 102. A night drop box is also available for after-hours submission. Assignments will be removed from this drop box at 8:30 each morning and stamped with the date that the assignment is removed from the drop box, and then placed in the instructor's mailbox.

**SCHEDULE OF LECTURES AND READINGS**

UNIT	READINGS
Week 1 – Introduction	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, page 51</p> <p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Museums and Society</i>, pages 41 - 47</p> <p>Stephen Weil, "From Being About Something to Being For Somebody", <i>Daedalus</i>. Summer, 1999. Vol. 128, Issue 3, pp. 229 – 259. <a href="https://blogs.stockton.edu/amst5005/files/2013/01/Weil-From-Being-about-Something.pdf">https://blogs.stockton.edu/amst5005/files/2013/01/Weil-From-Being-about-Something.pdf</a></p>
Week 2 – Governance and Organizational Structure	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 55 – 67, 71 – 75</p> <p><b>Resources:</b>  <i>Roles and responsibilities of Museum Trustees</i>, Canadian Museums Association  <a href="http://www.museums.ca/uploaded/web/docs/trusteesguidelines.pdf">www.museums.ca/uploaded/web/docs/trusteesguidelines.pdf</a></p> <p>Alberta Culture. Drafting and Revising Bylaws for Not-for-Profit Organizations in Alberta.  <a href="http://www.muttart.org/sites/default/files/downloads/.../drafting_revising.pdf">www.muttart.org/sites/default/files/downloads/.../drafting_revising.pdf</a></p>

Week 3 – Social Responsibility	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Museums and Society</i>, pages 16 - 19</p> <p>Robert Janes. "The Mindful Museum". <i>Curator</i>, Vol. 53 Issue 3, July 2010. pp. 325 – 338.  <a href="http://www.tandf.co.uk/journals/pdf/The-Mindful-Museum.pdf">http://www.tandf.co.uk/journals/pdf/The-Mindful-Museum.pdf</a></p> <p>Pieschel, J. (2005). "Telling It Like It Is: The Calgary Police Service Interpretive Centre". In Robert R. Janes &amp; Gerald T. Conaty, eds., <i>Looking Reality in the Eye</i>. Calgary: University of Calgary Press.</p>
Week 4 – Planning	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 79 – 84</p> <p>Liedtka, J. (1998). Linking Strategic Thinking with Strategic Planning. <i>Strategy and Leadership</i>, September/October 1998, 30 – 35.</p> <p>International Association of Public Participation. <i>IAP2 Spectrum of Public Participation</i>.  <a href="http://www.iap2.org/associations/4748/files/spectrum.pdf">www.iap2.org/associations/4748/files/spectrum.pdf</a></p>
Week 5 – Operations	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations: Policy Development</i>, pages 66 – 67</p> <p>Canadian Museums Association, Ethics Guidelines  <a href="http://www.museums.ca/uploaded/web/docs/ethicsguidelines.pdf">www.museums.ca/uploaded/web/docs/ethicsguidelines.pdf</a></p> <p>GRIFFIN, <i>The Effective Management of Museums</i></p>
Week 6 – Community Engagement, Stakeholder Relations and Visitor Experience	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 76 – 78, 112 – 114, <i>Museums and Society</i>, pages 20 – 23,</p> <p>Falk, J. (2009). <i>Identity and the Museum Visitor Experience</i>. USA: Left Coast Press. pp. 17 – 37; OPTIONAL: 181 – 237</p> <p>Simon, N. (2009). <i>The Participatory Museum</i>. Santa Cruz, California: Museum 2.0. pp. 183 – 202</p>
Week 7 – Facilities	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 108 – 112, pages 122 - 131</p> <p>AAM, Standards Regarding Facilities and Risk Management  <a href="http://www.aam-us.org/resources/ethics-standards-and-best-practices/facilities-and-risk-management">http://www.aam-us.org/resources/ethics-standards-and-best-practices/facilities-and-risk-management</a></p>
Week 8 – Human Resources	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 95 - 104</p> <p><b>Resources:</b>  Canada Revenue Agency, <i>Employee or Self-Employed?</i> RC4110  <a href="http://www.cra-arc.gc.ca/E/pub/tg/rc4110/rc4110-13e.pdf">www.cra-arc.gc.ca/E/pub/tg/rc4110/rc4110-13e.pdf</a></p>

Week 9 – Financial Management	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 85 – 94</p> <p>Financial Responsibilities for Not-for-Profit Boards.  <a href="http://www.muttart.org/sites/default/files/.../financial_responsibilities.pdf">www.muttart.org/sites/default/files/.../financial_responsibilities.pdf</a></p>
Week 10 – Marketing and Communications	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 115 - 121</p> <p>RENTSCHLER,  <i>Museum Marketing: understanding different types of audiences</i></p> <p>Canada Council, <i>5Ps of Marketing</i>  <a href="http://canadacouncil.ca/audience-and-market-development-office/on-the-road/presenters-handbook/finding-an-audience/marketing/ps-of-marketing">http://canadacouncil.ca/audience-and-market-development-office/on-the-road/presenters-handbook/finding-an-audience/marketing/ps-of-marketing</a></p>
Week 11 – Collections and Programming	<p>Framework: Assessing Excellence in Exhibitions from a Visitor-Centred Perspective  <a href="http://www.exhibitfiles.org/dfile2/ReviewWalkthrough/481/original/Framework1.pdf">http://www.exhibitfiles.org/dfile2/ReviewWalkthrough/481/original/Framework1.pdf</a></p> <p>Critical Assessment Framework  <a href="http://www.worldviewsconsulting.org/wp-content/uploads/2009/06/caf-08.pdf">www.worldviewsconsulting.org/wp-content/uploads/2009/06/caf-08.pdf</a></p>
Week 12 – Project Management	<p>Standard Practices Handbook 3<sup>rd</sup> Edition, <i>Governance and Operations</i>, pages 105 – 107</p> <p>Lee, W., Jenkins, M. and Stein, R. (2008). Agile Methods for Project Management. Conference Paper: Museums and the Web. April 9 – 12 2008.  <a href="http://www.archimuse.com/mw2008/papers/jenkins/jenkins.html">http://www.archimuse.com/mw2008/papers/jenkins/jenkins.html</a></p>
Week 13 – Final Project Presentations	

## REGISTRAR-SCHEDULED FINAL EXAM

There **will not** be a Registrar-Scheduled final exam in this course.

## GRADING SCALE

A+	96 – 100%
A	90 – 95.99%
A -	85 – 89.99%
B+	80 – 84.99%
B	75 – 79.99%
B -	70 – 74.99%

C+	65 – 69.99%
C	60 – 64.99%
C -	54 – 59.99%
D+	53 – 54.99%
D	50 – 52.99%
F	0 – 49.99%

## LATE ASSIGNMENTS

For example: 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.

## FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY ACT

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by using their ID number. You will also be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

## PLAGIARISM AND ACADEMIC MISCONDUCT

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.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor if you have any questions regarding how to document sources.

For more information on academic misconduct and the consequences thereof, please see the current University of Calgary Calendar online at <http://www.ucalgary.ca/pubs/calendar/current/k.html>.

## ACADEMIC ACCOMMODATION POLICY

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with Student Accessibility Services (403-220-8237). You must discuss your needs with your instructor **no later than** fourteen (14) calendar days after the start of the course.

For more information, please see <http://www.ucalgary.ca/access/>.

## EMERGENCY EVACUATION AND ASSEMBLY POINTS

Please note the evacuation points for this particular classroom. All classrooms on campus exit to specific places in case of emergency. The emergency assembly points differ depending upon where your classroom is located.

For information on the emergency evacuation procedures and the assembly points see <http://www.ucalgary.ca/emergencyplan/assemblypoints>.

## “SAFEWALK” PROGRAM

Campus Security will escort individuals day or night - call 403-220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

## STUDENT REPRESENTATION

There are four Arts Representatives in the Student's Union. Their addresses are as follows:

[arts1@su.ucalgary.ca](mailto:arts1@su.ucalgary.ca)  
[arts2@su.ucalgary.ca](mailto:arts2@su.ucalgary.ca)  
[arts3@su.ucalgary.ca](mailto:arts3@su.ucalgary.ca)  
[arts4@su.ucalgary.ca](mailto:arts4@su.ucalgary.ca)

Please contact them if you have any questions related to Student Union matters, events, or concerns. The Student's Union can be found online at <https://www.su.ucalgary.ca/>.

For your student Ombudsperson, please see contact [ombuds@ucalgary.ca](mailto:ombuds@ucalgary.ca) or call 403-220-6420.

## FACULTY OF ARTS ADVISING AND RESOURCES

- Have a question, but not sure where to start? The Arts Students' Centre (ASC) is your information resource for everything in Arts! Drop in at SS 102, call them at (403) 220-3580 or email them at [ascarts@ucalgary.ca](mailto:ascarts@ucalgary.ca).
- For program planning and advice, contact the Arts Students' Centre at (403) 220-3580, email them at [artsads@ucalgary.ca](mailto:artsads@ucalgary.ca), or visit them in SS102.
- For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at (403) 210-ROCK [7625] or visit them at the MacKimmie Library Block (MLB 117).