

SYLLABUS

Problems in Museum Administration 23-ARTH-872 Tuesdays 5:30-8:20 **Spring 2003**

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Office: 5275C DAAP Building
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Hours: 8-5 weekdays

Reserve Materials:

Organizing Your Museum: The Essentials
Manual of Museum Planning
Museum Mission Statements: Building A Distinct Identity
AAMD Salary Survey, 1999

Bibliographies:

“Planning and Organizing a New Museum”
“Museum Management”
“Collection Management”

April 1 -- I. Introduction: Problem, Purpose, Process, Product

Problem: To create a museum for a community in the United States.

Purpose: To gain an understanding of the intimate way in which a museum's community affects how a museum is organized, what it collects, how it interprets its collections, how it operates, and what type of physical plant it uses.

Process: We will create a museum for the city of _____. We will study the demographics of the area, its history, traditions, and existing institutions. This will guide us in determining the type of museum, its mission, size, building design, staffing, collections, exhibitions, public programs, and all the related materials that would be used by the museum to promote itself and serve its audience. We will create the museum from the ground up with sufficient detail to make it exist as fully on paper as if it were an actual museum.

Each unit of the course will be preceded by research on the topic for that particular unit. There will be no specific assigned readings. Bibliographies and other materials placed on reserve will provide initial guidance, but most research will be via primary resources. The class will be divided into small working groups. Each group will work as a team to develop a museum. Aspects of each museum may vary from group to group, reflecting the fact that there are a number of ways that a museum can respond to its community.

Product: Each group will present an illustrated group oral presentation of their project during the last class meeting. Each group will develop a narrative and supporting illustrative material that will be assembled in a three-ring binder or other type of bound format. This bound volume will be turned in at the time of the oral presentation.

April 8 -- II: Study the Community

Research: The city of _____ and its surrounding area
For your institution:
What is the nature of the community?

Describe the geographic area and demographics.
What is the population size?
What type of educational levels exist in the population?
Are there any sizeable minority groups?
Describe the history of the area.
How is the area unique?
What other cultural institutions exist? What are their missions?
What educational institutions exist? What fields of study do they offer?
What other entertainment activities are available to the population.
Is there any tourism bringing in audiences from elsewhere? What is the volume?
Etc.

April 15 -- III: Determine Type of Museum and Develop Mission Statement

Research: Other museum mission statements, how they may vary from institution to institution, and how that variability reflects differences in the respective museums and the communities they serve.

For your institution:

What are the nature and scope of collections?
How large is the collection?
What is the significance of the collection to the community?
What is the nature and scope of the exhibition program?
What types of educational programs are offered?
Are there permanent exhibitions? Are there temporary exhibitions?
How is the museum governed?
Compose a mission statement and by-laws for the institution.

April 22 -- IV: Determine Administrative Structure and Operating Budget

Research: Other museum organizational charts and budgets

For your institution:

What is the size of the staff?
What is the museum's operating budget?
Develop an organizational chart.
Develop an operating budget.

April 29 -- V: Determine Nature of Facility and its Floor Plan

Research: Other museum facilities – services vs. floor plans

For your institution:

How much space is needed for:
exhibitions
collection storage
staff offices
public reception area
educational programming
shipping and receiving
carpentry/preparation area
matting and framing
other support areas

Is the museum housed in an existing structure that has been adapted for museum use, or in a new structure built as a museum?

Develop a floor plan for the museum.

May 6 -- VI: Describe in Detail the Exhibitions and Educational Programs

Research: Other museum exhibitions and educational programs and the manner in which they are interrelated.

For your institution:

What are the exhibitions and how are they displayed?

Develop a detailed description.

What exhibition-related publications are available?

Create samples of each.

What educational programs are offered with each exhibition?

Develop a detailed description.

What program-related publications are available?

Create samples of each.

May 13 -- VII: How is the Museum Marketed to its Audience?

Research: Other Museum logos, printed materials and other marketing tools/methods

For your institution:

How does the Museum market itself?

What is the Museum's "look"? What is its logo?

How is the logo incorporated into all printed materials?

What types of printed materials does the Museum use for promotion?

How else might the logo be used?

Design printed materials for the Museum.

May 20 -- VIII : How does the Museum use Technology to Further its Mission?

Research ways in which other museums use technology.

For your institution:

Is technology used in exhibits? How?

Is technology used in caring for its collection? How?

Is technology used in administrative areas? How?

What does the web site look like?

Plan a web site for the museum.

May 27 -- IX: Strategic Planning

Research other museum long range plans and disaster plans

For your institution:

Who are your museum's stakeholders? Now? In five years?

What are your museum's strength and weaknesses? Now? In five years?

What are your museum's opportunities and threats? Now? In five years?

What are five major goals for the next 5 years?

Identify objectives and strategies to accomplish those goals.

Who will be responsible?

What is the time-line?

What will it cost?

June 3 -- X: Project Presentations