MHST 433
Management and Planning in Museums and Heritage Institutions
Winter 2014
Seminar Thursdays, 14:00 – 16:45 p.m.

Instructor: Sandra Morton Weizman
Office Location:
Office Phone:
E-Mail: s.mortonweizman@ucalgary.ca
Web Page:
Office Hours: Thursdays 10:00 – 12:00 or by appointment

Additional Information

Course Description
The course will explore various aspects of managing and planning in museums and historic sites, including such topics as Governance, policies, ethics, social responsibility, Operations, Information Management, Facilities, Human Resources, Marketing, Financial Management, Community Engagement and Collections and Programming. It will also cover some of the major changes in museums in society and the challenges they are facing as they move forward.

Objectives of the Course
Students will gain an understanding of the various types of planning in museums and will have the opportunity to gain some applied experience by working on assignments for actual museums, through field trips and class discussion.

Textbooks and Readings:
There will be no single textbook for the course, but readings will be assigned each week from a variety of sources, including:
Canadian Museums Association, Roles and Responsibilities of Museum Trustees
Canadian Museums Association, *Code of Ethics*

**Assignments and Evaluation**

Class Participation – 10%
Prepare an Ethics Policy for a Museum’s Board of Governors – Due January 30 – 10%
Group Project – four groups, each to develop a project for an assigned museum; each

group to do a 30-minute class presentation on April 10 – Due April 10 – 35%
Research Paper – choice of topics will be assigned (1- Develop a 5-year Interpretation
Plan for a museum; 2 – Develop an Exhibition Proposal with a detailed budget) Students

are expected to use several research sources beyond the course readings. Due March 7 –
25%
Take-Home Exam – two essay questions (TBD) – Due April 15 – 20%

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 SS102. A night drop box is also available for after-hours
submission. Assignments will be removed from the drop box the following morning and
stamped with the CURRENT day’s date, then placed in the instructor’s mailbox.

**Registrar-scheduled Final Examination:** No

**Policy for Late Assignments**

Assignments submitted after the deadline may be penalized with the loss of a grade (e.g.: A- to B+) for each day 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. Also you will 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](http://www.ucalgary.ca/secretariat/privacy).

**Writing Skills Statement**

Department policy directs that all written assignments (including, although to a lesser
extent, written exam responses) will be assessed at least partly on writing skills. For
details see [http://www.comcul.ucalgary.ca/needtoknow](http://www.comcul.ucalgary.ca/needtoknow). Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. Research papers must be properly documented.
If you need help with your writing, you may use the Writing Centre. Visit the website for more details: www.efwr.ucalgary.ca

**Grading System**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Grading Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>96-100</td>
</tr>
<tr>
<td>A</td>
<td>90-95.99</td>
</tr>
<tr>
<td>A -</td>
<td>85-89.99</td>
</tr>
<tr>
<td>B+</td>
<td>80-84.99</td>
</tr>
<tr>
<td>B</td>
<td>75-79.99</td>
</tr>
<tr>
<td>B -</td>
<td>70-74.99</td>
</tr>
<tr>
<td>C+</td>
<td>65-69.99</td>
</tr>
<tr>
<td>C</td>
<td>60-64.99</td>
</tr>
<tr>
<td>C -</td>
<td>55-59.99</td>
</tr>
<tr>
<td>D+</td>
<td>53-54.99</td>
</tr>
<tr>
<td>D</td>
<td>50-52.99</td>
</tr>
<tr>
<td>F</td>
<td>0-49</td>
</tr>
</tbody>
</table>

**Schedule of Lectures and Readings**

**Ethics**
Outline any requirement for ethics applications if there will be work with human subjects. http://arts.ucalgary.ca/research/research/research-ethics is one resource that can be listed for student’s information.

**Plagiarism**

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.

**Internet and Electronic Communication Device Information**

Cell phones should not be used during class. Laptops are permitted.
Academic Misconduct

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link: 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 the Student Accessibility Services (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course. For further 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 now four Arts reps because of the amalgamation, with the email addresses being arts1@su.ucalgary.ca, arts2@su.ucalgary.ca, arts3@su.ucalgary.ca, and arts4@su.ucalgary.ca. Please contact them if you have questions related to Students Union matters, events, or concerns.

For your student ombudsman, please see http://www.ucalgary.ca/provost/students/ombuds

Faculty of Arts Program Advising and Student Information Resources

- Have a question, but not sure where to start? The new Faculty of Arts Program Information Centre (PIC) is your information resource for everything in Arts! Drop in at SS102, call us at 403-220-3580 or email us at 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 (formerly the Undergraduate programs Office) at (403) 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 (403) 210-ROCK [7625] or visit them at the MacKimmie Library Block.

Schedule of Lectures and Readings

**January 9 – Introduction to the Course – What is a Museum? Do Museums Still Matter?**

**Readings:**


**January 16 – Organizational Structure – Governance and Nonprofit; Types of Museum Structures; Code of Ethics; Policies and Procedures**

**Readings:**


Code of Ethics, Canadian Museums Association –
www.museums.ca/filestorage/ethicsguidelines.pdf (Required)

American Alliance of Museums, Developing a Mission Statement – PDF Link -
(Required)

“Museum Missions: Looking at the Big Picture,” in Museum Matters: A blog about current issues in museums, 2011 – PDF Link –
http://cgpmuseummatters.wordpress.com/2011/09/28 (Optional)

**January 23** – *How does one start a new museum?* When the Building is the most important artifact – Guest Speaker – Trudy Cowan

Readings:


http://publications.gc.ca/collections/Collection/CH4-63-2002E.pdf (Required)

**January 30** – *Field Trip to Lougheed House* – Marketing and Communications and Development; long-range planning

Readings:


Readings:


**February 13** – *Field Trip to Canada’s Sports Hall of Fame* – Presentation by Janice Smith, Director of Programs, Collections and Visitor Services and George Cavanaugh, Director of Facilities and Technology Infrastructure – on planning of a new museum; exhibition planning and information technology and facilities management

**Readings:**


*Alberta Museums Association Standard Practices Handbook for Museums* 3.1.1 Collections and Public Trust; 4.1.1 Programming and Public Trust; 4.2.2 Exhibit Planning and Development, pp. pp. 149-152; 251-254; 319-342 (Required)

**February 20** – Reading Week – NO CLASS

**February 27** – Planning for Relevance – Social Responsibility, Museums and Global Sustainability, Museums of Conscience; Measuring Museum Meaning

**Readings:**


Press and Museums Association of Saskatchewan, Calgary 2005, pp. pp. 85-111 (Required)

Randi Korn, “The Case for Holistic Intentionality,” In Gail Anderson (ed.), Reinventing the Museum, pp. 212-222 (Optional)


March 6 – Field Trip to Heritage Park – Tour of parts of the site; Presentation by Ellen Gasser and Susan Reckseidler on Interpretation, Bonnie ? on Volunteer Management and Human Resources, and Sylvia Harnden, Curator, on Collections Planning and Furnishing Plans

Readings:


March 13 – Field Trip to Glenbow Museum – Presentation by Donna Livingstone, President and CEO, on challenges in future planning; Melanie Kjorlien, VP, Exhibitions, Programs and Collections, on Exhibition and Program Planning; Jessa ? on Marketing and Communications; tour of exhibit floors

Readings:


March 20 – *Management of Change and Financial Management* – HR and Building a Diverse Staff; Volunteer Recruitment, Planning for Budget Cuts and Reorganization; What Happens when a museum has to close?

Readings:


March 27 – *Museums and the Community – Planning for Partnerships; First Nations partnerships and museums; community outreach*

Readings:


Readings:


April 10 – In-class student project presentations