

## PROGRAM OVERVIEW

Museums are complex institutions that preserve our historic, scientific, artistic and cultural heritage for present and future generations. In the museum profession, people of diverse backgrounds are asked to develop multiple skills in order to care for people, objects and ideas. This certificate provides a balanced approach to professional development that incorporates all aspects of museum work: administration, collections, exhibition, interpretation, outreach and facilities management. Though the requirements are few, holding this certificate shows a commitment to the profession as a whole and positions the recipient to specialize further with additional training.

## ELIGIBILITY

This certificate is designed for non-traditional students who currently work or who have prior experience working in a museum setting, including museum professionals, museum board members, and volunteers. The program benefits from participation of both new professionals and those with extensive practical experience.

## PREREQUISITES

Because courses are delivered online to students using USU's online coursework platform, students should have basic computer skills such as email, word processing, and Internet browsing. Students with less than one year's experience in museum work are encouraged to enroll in MUSM 1010 *Introduction to Museum Studies*, which may be taken concurrently with other courses in the certificate program, but which does not substitute for any required courses.

## MENTORING

Principles of museum practice are best solidified on the job. Textbooks are no substitute for mentors who can point out errors and demonstrate best practices on site. Participants with limited experience are therefore encouraged to adopt a mentor through the Utah Museums Association during the certification process, and to complete a significant project as a capstone to their training. Contact Curtis Ashton for details.

Choose 1 course from each of the following skill sets (9 credits)

### COLLECTIONS

*Museum Collections Management*  
*Caring for Museum Collections*

### AUDIENCE

*Museum Exhibitions*  
*Education and Interpretation in Museums*

### DEVELOPMENT

*Fund Development for Museums*  
*Public Relations and Marketing for Museums*

Choose 1 additional course, either from the above or from the following (3 credits)

### ELECTIVES

*Museum Curatorship*  
*Museum Governance and Leadership*  
*Museum History and Theory*

## UTAH CERTIFICATE OF MUSEUM PRACTICE



CONTACT  
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## COURSE DESCRIPTIONS

### MUSEUM COLLECTIONS MANAGEMENT

This course introduces best practices in record keeping, cataloging, and object storage and handling for large and small museums. The roles of museum registrars, curators, and collections managers in developing a collection will be discussed. Students will review policies and procedures related to acquisition, loaned objects, and deaccessioning at actual museums in the state, providing recommendations for implementing best practices in light of museum mission and priorities. Specific definitions, tools (including electronic databases), and problems associated with object cataloging will be a major component of the course, and students will be invited to reflect on the cataloging process from both practical and philosophical perspectives.

### CARING FOR MUSEUM COLLECTIONS

A primary responsibility of any museum is to preserve the objects entrusted to its care. Through site visits and case-studies, Students will be invited to review policies and procedures related to physical facilities, preventive conservation, pest control, safe handling, and disaster planning. Guest experts will share proper storage techniques for a range of materials including art, textiles, photographs, and large objects. We will also discuss ramifications of digitization for preservation in the face of rapid technological change.

### MUSEUM EXHIBITION

This course defines museum exhibition from theoretical and historical perspectives, then provides practical insights for incorporating best practices into developing and evaluating a museum's exhibition program. Using case studies provided by upcoming exhibits from actual museums, we will discuss the life cycle of an exhibit from its initial planning through design, budgeting, installation, maintenance, take-down, and evaluation. Exhibit writing and the role of multimedia for interactivity will be highlights of the course. Students will work in teams to develop a final exhibit design statement that includes sample interpretive labels and rationales for or against including multimedia interactives.

### EDUCATION AND INTERPRETATION IN MUSEUMS

Today's museums, no matter how small, are expected to be public educational institutions. This course addresses the opportunities and challenges for interpreting museum collections in ways that engage the broadest possible audiences. After reviewing contemporary learning theories, we will evaluate current exhibits based on their potential for reaching target audiences, then prototype tools that might enhance museum experiences for the future. Best practices in volunteer programs and docent training will be discussed. Writing assignments will include developing lesson plans and learning activities correlating with Utah's K-12 curriculum, scouting requirements, or similar educational standards.

### FUND DEVELOPMENT FOR MUSEUMS

Using real-world scenarios of actual needs across the state, students work in teams to pursue funding strategies that match institutional mission. Skills and strategies taught include development planning, prospect research, grant writing and review, corporate giving, ethics and financial stewardship, and conducting annual and capital campaigns.

### PUBLIC RELATIONS AND MARKETING FOR MUSEUMS

This course explores strategies for developing a successful museum brand image that reaches target audiences and helps museums fulfill their mission. Students collaborate with actual museums across the state to research and test marketing models using multiple channels of communication. Discussions of pricing, publishing, managing friends groups and vendor contracts emphasize ethics and community responsibility.

### TUITION\*

Undergraduate	\$ 989
Graduate	\$ 1,122

\*based on 3 credits, not including books and supplies, 2011 rates

### MUSEUM CURATORSHIP

This course explores how the roles of museum curator have come to include such diverse practices as advocacy, collection development, evaluation, exhibition, public programming, research, staff mentoring, and community outreach. Designed primarily for curators, directors, and closely associated staff, we will discuss practical, day-to-day concerns balancing the many obligations curators face to their collections, to donors, to museum visitors, and to paid and unpaid staff. Case studies and writing exercises will allow students to reflect on topics such as points of collaboration between collecting institutions; compliance with museum and disciplinary best practices; evaluating collections in the face of global arts and antiquities markets; and documenting institutional memory in the face of changing demographics and technology.

### MUSEUM GOVERNANCE & LEADERSHIP

Designed primarily for board members and museum directors, this course offers insights into the process of establishing institutional policies and procedures that conform to national best practices and keep museums operating in line with their mission and goals. Principles of leadership in a non-profit environment will be discussed, including staff and volunteer motivation strategies, standards of professionalism, and leadership succession. Writing exercises will provide critical reviews and recommendations of mission statements and policy documents for museums around the state.

### MUSEUM HISTORY & THEORY

This course explores the history of museums as institutions simultaneously concerned with preserving relics of the past and educating audiences in the present. Since ancient times, people have had an interest in collecting and preserving artifacts of human ingenuity, but today's museums have acquired additional functions as public spaces committed to education, research, and recreation. Readings focus on individual and institutional innovations in practice from the Renaissance to today's Global Heritage movement. Although Western institutions figure prominently, non-Western theories and practices are also explored. Students in the certificate program will be asked to reflect on how current missions are influenced by historical contexts.

- Courses are available via distance education throughout Utah.
- Individuals 62 and older may audit courses for \$10
- Scholarships are available through the Division of Arts & Museums (Office of Museum Services) for organizations with budgets under \$250,000