ANTH 405: MUSEUM ADMINISTRATION  
Spring 2006, MWF 10:00-10:50, Butte 305

Instructor: Dr. Georgia L. Fox  
Office: Room 313, Butte Hall  
Phone: 898-5583  
Email: gfox@csuchico.edu

Office Hours:  
M 2:00-4:00, W 2:00-5:00 or by appt.

COURSE DESCRIPTION

Museums have changed dramatically within the past decade, thus affecting the day-to-day operations of museum management and administration. In this course, we will explore the varied roles and responsibilities in effectively managing a museum in the new millennium, whether large or small. Topics will include museum governance, human resources management, fiscal responsibilities and fundraising, marketing and public relations, and professionalism and ethics.

LEARNING OBJECTIVES

➢ To develop a greater understanding of museum work and how museums function.  
➢ Acquire knowledge about the necessary skills involved in running a museum.  
➢ Learn about the various roles of museum personnel and their responsibilities.  
➢ Develop knowledge of employment opportunities and in consulting helpful sources.  
➢ Become familiar with the special needs of nonprofit organizations and their management.

REQUIRED TEXTS AND READINGS


COURSE REQUIREMENTS

Anthropology 405 will comprise a lecture/discussion format. Because this is a seminar-style class, you must complete the assigned readings before class. Lecture/discussion will focus on the weekly topics, readings, and any recent information relevant to the course. Class participation is crucial in mastering the course material, as well as counting toward 10 percent of your final grade.

COURSE ASSIGNMENTS AND GRADING

<table>
<thead>
<tr>
<th>Points Distribution</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term exam</td>
<td>75</td>
</tr>
<tr>
<td>Final Exam</td>
<td>75</td>
</tr>
<tr>
<td>Paper topic proposal</td>
<td>15</td>
</tr>
<tr>
<td>Paper</td>
<td>100</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>20</td>
</tr>
<tr>
<td>Class participation</td>
<td>15</td>
</tr>
<tr>
<td>Total:</td>
<td>300 pts.</td>
</tr>
</tbody>
</table>
Grading Scale

The grading scale, with 300 points possible, is as follows: 300-260 A; 259-220 B; 219-180 C; 179-140 D; 139 and below F. Please note that I do not grade on a curve, nor do I give extra credit points. The +/- system is used to determine the final grade.

Important Dates to Remember
Feb. 27 Paper topic proposal due
Mar. 6 Mid-term exam
Apr. 28 Research paper due
May 1-12 Oral presentations
May 17 Final exam

Facts of Life: Late Assignments Policy
All work must be turned in at the beginning of class on the day it is due. If you anticipate any problems turning work in on time due to a legitimate excuse, please speak to me before the assignment is due, so we can make the appropriate arrangements. Please, I do not want to hear excuses about unruly printers, computer meltdowns or the like.

Ground Rules on Academic Dishonesty and Plagiarism
Plagiarism consists of passing off, as one's own the ideas, words, and writings that belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own. When in doubt, cite! Plagiarism destroys the trust between teacher and student. If I catch plagiarism in this course, it will be dealt with swiftly. I will give your work an F and report this to the Student Judicial Affairs Office.

Class Etiquette
We want to have fun in this course, but to do so, we have simple ground rules that apply to all of us. Simple acts of courtesy are appreciated. Please be on time for class! Please observe basic good manners, and avoid leaving the classroom once class has begun, and leave your cell phone calls at the door. If you drive to campus, practice good time management, and leave the house early enough to find a parking spot.

Special Note
Students with any learning disabilities should contact the Office of Disability Support Services in Building E (next to the BMU) regarding their services. Their telephone number is 898-5959. If you have a learning disability that will affect your classroom performance (on examinations, taking notes, etc.), please discuss the situation privately with me.

The Seven Goals of the Department of Anthropology at CSU, Chico
1. An understanding of the phenomenon at that which differentiates human life from other life forms; understanding of the roles of human biology and cultural processes in human behavior and human evolution.

2. A positive appreciation of the diversity of contemporary and past human cultures and an awareness of the value of anthropological perspectives and knowledge in contemporary society.
3. Knowledge of the substantive data pertinent to the several sub-disciplines of anthropology and familiarity with the major issues relevant to each.

4. Familiarity with the forms of anthropological literature and basic data sources and knowledge of how to access such information.

5. Knowledge of the methodology appropriate to the sub-disciplines of anthropology and the capacity to apply appropriate methods when conducting anthropological research.

6. The ability to present and communicate in anthropologically appropriate ways anthropological knowledge and the results of anthropological research.

7. Knowledge of the history of anthropological thought.

CLASS SCHEDULE

PART I. THE NATURE OF MUSEUM WORK
In this first section of the course, we will examine the basic structure of museums, as well as a brief historical overview of museums, and museums as nonprofit organizations 501(c) (3).

Week 1 (Jan. 23-27)
- Wolf: Preface, Chapter 1
- Genoways and Ireland: Chapters 1-3, 9

PART II. MUSEUM GOVERNANCE
In this section, we will discuss the Board of Trustees and their rights and responsibilities, their relationship with the director and the staff, the role of the director, advisory boards, strategic planning, master plans, and the importance of the mission statement in relation to museum policies, goals, and objectives.

Weeks 2 & 3 (Jan. 30-Feb. 3):
- Wolf: Chapter 2
- Genoways and Ireland: Chapter 4

PART III. MANAGEMENT OF HUMAN RESOURCES
This section examines the hiring of staff, museum personnel policies and structures, and the role of volunteers and docents.

Weeks 4 & 5 (Feb. 6-17)
- Wolf: Chapters 3-4
- Genoways and Ireland, Chapter 7; Kirkpatrick Volunteer Manual

PART IV. MANAGEMENT OF FISCAL RESOURCES
All museums have budgets and financial responsibilities. This section will investigate a museum’s financial concerns, including salaries, operating budgets, exhibit costs and other financial obligations.

Weeks 5 & 6 (Feb. 20-Mar. 3)
- Wolf: Chapters 6-7
- Genoways and Ireland: Chapter 5

February 27, paper topic proposal due

***Midterm Exam: March 6***

***SPRING BREAK MARCH 13-17***
PART V. FUNDRAISING
Weeks 7-10 (Mar. 8-10, 20-29)
Wolf: Chapters 8-9
Genoways and Ireland: Chapter 6

Almost every nonprofit is dependent on fundraising, that is, the ability to raise money to keep the institution going, as part of an institution’s management of fiscal resources. This section will take a close look on how fundraising is accomplished, establishing a donor base, some mistakes that museums commonly make in fundraising, and the role of the endowment.

PART VI. PUBLIC RELATIONS, EDUCATION, AND COMMUNITY OUTREACH
This section delves into the importance of public relations, a museum’s public image, its educational role in the community, and how public relations campaigns are developed and maintained.
Weeks 11& 12 (Apr.3-14)
Wolf: Chapter 5
Genoways and Ireland: Chapters 11-12

PART VII. PROFESSIONALISM, ETHICS, ACCREDITATION
This section addresses some of the ethical and legal issues that museums face as well as the importance of ethical conduct in a museum’s management.
Week 13 (Apr. 17-19); No class on April 21
Wolf: Chapter 11
Genoways and Ireland: Chapters 10, 13

PART VIII: THE FUTURE OF MUSEUM MANAGEMENT
This section concludes with assessing the future role of museums in culture and society and how museums will adjust to future changes.
Week 14 (Apr. 24-28)
Wolf: Chapter 10
Genoways and Ireland: Chapters 14-15
April 28 – Research Papers Due!

May 1-May 15 will be devoted to oral presentations of student research.

***May 17, Wednesday, 10:00-11:50 am Final Exam***