PROPOSAL FOR A MINOR IN MUSEUM STUDIES (Revised 4/29/2010)

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A. Summary

We propose a minor in Museum Studies. The minor, completed in conjunction with a relevant academic major, will prepare students for entry-level positions in museums and related cultural institutions and to enter graduate programs in Museum Studies and related fields. In addition, students completing Museum Studies courses will become more informed “consumers” of museums and related cultural institutions.

The minor will help prepare students for entry-level positions or graduate work in a wide range of museums: art museums, natural history museums, museums of science and technology, history museums (including those devoted to state and local history), planetariums, botanical gardens, and zoos.

The minor will formalize a program of museum-related courses already being offered in the Department of History (using HIS 4960 Topics in Public History), in combination with other current UDM courses (hereafter called ancillary courses) and will provide students with an appropriate credential.

The requirements for completion of the minor will include (using the new program course prefix MUSM):

- MUSM 4000 Introduction to Museum Studies (3 credit hours)
- Two other courses in Museum Studies selected from the following (6 credit hours):
  - MUSM 4100 Museum Education and Interpretation
  - MUSM 4200 Museum Collections Management and Care
  - MUSM 4800 Topics in Museum Studies
- MUSM 4980 Internship (3 credit hours)
- Ancillary courses chosen from an approved list (see B2b) with the approval of the minor coordinator (6 credit hours)

Total hours in proposed minor (18 credit hours).

The basic Museum Studies courses (MUSM 4000, 4100, 4200, and 4800) will provide students with the necessary introduction to the museum field, skills and concepts used in the field, and professional expectations, as well as exposure to a number of local museums.
The required internship (MUSM 4980) will provide students with practical work experience in a museum setting.

The ancillary courses will allow students to develop specific skills or knowledge appropriate to a particular area of museum work or a particular type of museum.

UDM is ideally positioned to offer the minor. Metropolitan Detroit has a large number and variety of museums and related cultural institutions, which will be important to offering quality Museum Studies courses, as well as the required internship experience. As a result, a large number of skilled and experienced local museum professionals are available to teach part-time in the program.

There is already student demand for the minor. Furthermore, significant growth in museum employment is projected nationally over the next decade. Thus, the minor is expected to be an attractive one.

The minor will be administered by the Department of History. It will be directed by a minor coordinator, who will be a member of the full-time faculty in History.

B. Description of the Minor

B1 Narrative Description

The 18 credit hour minor in Museum Studies is designed for undergraduate students with an interest in the museum field. It provides students with a basic grounding in the history, types, and functions of museums; basic skills and concepts used in museum work; an understanding of the museum profession; and practical work experience in a museum setting. Ancillary courses permit enough flexibility to allow students develop an additional competency useful in a museum career. The minor is intended to complement a student’s major in preparing them for a career in a museum or related cultural institution or graduate work in Museum Studies.

B2 All Courses in the Curriculum

B2a Basic Museum Studies Courses

The following new courses have been developed for the proposed Museum Studies minor. Syllabi for each are in the Appendix.

MUSM 4000 Introduction to Museum Studies
A basic introduction to the museum field. Topics covered include the history, types, and functions of museums; various areas of museum work, including collections, conservation, research, exhibition, and interpretation; and the nature and organization of the museum profession.

MUSM 4100 Museum Education and Interpretation
Focuses on the role of museums as a learning environment. Includes the conceptualization, planning, development, and implementation of museum exhibits and related programs.

**MUSM 4200 Museum Collections Management and Care**
Focuses on the curation and conservation of museum collections. Includes acquisition, registration, legal requirements, preservation, computerization, and proper handling.

**MUSM 4800 Topics in Museum Studies**
This topics course is a reading or research seminar involving an intensive examination of a particular topic in Museum Studies, such as diversity in museum representations, museum ethics, questions of repatriation of sacred objects and human remains, and other relevant subjects. The course content varies. It may be repeated for credit when topics change.

**MUSM 4980 Internship**
Supervised work experience in a museum setting. Prerequisites: completion of MUSM 4000 and permission of the minor coordinator.

**B2b Ancillary Courses**

The following courses are already offered at UDM. Students must complete two of these courses, selected with the approval of the minor coordinator, as part of the Museum Studies minor. No more than 6 credit hours may be counted toward the Minor in Museum Studies and a student’s major. This includes Museum Studies courses which are cross-listed with another discipline such as History. Thus, only two cross-listed MUSM/HIS courses may count toward both a student’s Museum Studies Minor and his/her major regardless of the disciplinary rubric under which the student enrolls in the course.

**ARCH 2120 Architectural History and Theory I**
An examination of the emergence and development of man’s constructed environment from antiquity to the Industrial Revolution. This course examines various architectural traditions and traces the development of architectural form as an expression of social, religious, political and technological conditions.

**BUS 3110 Organizational Management**
A study of the evolution and development of the work organization with emphasis on the relations among structures, processes and behaviors of people in organizations. Topics include: structure, processes, and informal organization.

**BUS 3120 Principles of Marketing**
A study of the principles, concepts, functions, institutions and environment of marketing as a social organization that fulfills distribution of goods and services through effective and ethical communication and distribution systems. Marketing topics to be covered
include: new product development, market research and demand assessment, promotion, advertising, pricing, distribution, global and internet marketing.

**BUS 3180 Organizational Leadership**
Traditional and contemporary theories of motivated behavior of individuals and groups are examined and related to the concepts of leadership/managerial style. An examination of the leadership function as it relates to motivation and group effectiveness.

**CST 1120 Visual Communication**
Introduction to basic concepts of visual literacy: the elements of effective visual images and image sequences. Draws from film, video, photography, and graphic arts for raw materials. The course is oriented toward the appreciative consumption of visual materials rather than their production.

**CST 2400 Principles of Public Relations**
Introduction to public relations which includes its evolution, needs, environments, and basic practices of public relations. Exposes students to PR writing assignments through the use of case studies. The first of a group of public relations courses and a useful elective for those who wish to gain an acquaintance with PR.

**CST 2500 Film Art**
An introduction to the study of the aesthetics of film through the examination of the fundamental production and design aspects of cinema as an art form. The elements of auteur theory, cinematography, color, editing, lighting, mise-en-scen, sound, and time/space are investigated in a variety of film categories.

**CST 3140 Intercultural Communication**
Using theoretical models, this course provides a comparative study of how cultural characteristics affect communication between and within cultures. Students will gain: a scholarly and reasoned view of the beliefs, values, attitudes, and social orientations of other cultures; an enhanced tolerance and appreciation for diversity; and specific communication skills designed to reduce uncertainty when communicating in perceived conditions of difference.

**CST 3400 Public Relations Writing**
Emphasis is upon developing and adapting writing skills in public relations media such as news releases, brochures and newsletters.

**EDU 4000 Introduction to Education**
Serves as an introduction to the teaching profession through classroom activities, relevant study and research, and fieldwork. Field experience in elementary or secondary schools is mandatory and forms the core of this course. Students considering teaching gain ‘first hand’ classroom experience to clarify career goals and aspirations. For those already in the field, the course allows time for critical self-reflection and focus. Students are introduced to departmental policies, procedures and
personnel as well as the State of Michigan Standards for Teaching. Extensive student interaction and participation creates a community of learners that is central to the experience and to the profession. Thirty (30) hours of field observation are required.

**FINA 2000  Introduction to the Arts**  
The student will discover their personal aesthetic and the language, principles, and methodologies needed to understand the aesthetic experience. Exposure to important works in music, painting, sculpture, drama, dance and other media are viewed in relation to their historical, sociological, cultural contexts.

**GEO 2120  Geography of Michigan**  
A study of the physical environment and the economics, cultural, political and historical geography of Michigan.

**HIS 2910  Historical Methods**  
This course is an introduction to historical research and writing. It allows students to explore the use of primary sources, the skills of historical analysis, questions of style, and diverse career paths related to history.

**HIS 3170  Social History of Art in Italy**  
The art and architecture of Italy in antiquity, the Middle Ages, and the Renaissance. Visits to museums, archaeological sites and surrounding historic cities, including Florence and Siena, are included in the course.

**HIS 3190  Introduction to World Art History**  
An introduction to art history using the collections of the Detroit Institute of Arts. The approach is comparative and considers the art of Europe, the Americas, Asia, and Africa in the context of history and culture through tours, readings, and lectures.

**HIS 3600  History of American Technology**  
A study of the changing character of the "American technological style" as seen through major U.S. technical systems (e.g. railroads, telegraph, mass production, automotive production, electronic communications, agriculture, and nuclear) in terms of technical designs and their societal contexts.

**HIS 3990  History at the Movies**  
An examination of the ways the past has been represented in motion pictures. It opens up consideration of how our society sees, remembers, and shapes historical events, personalities and traditions. Content varies.

**HIS 4560  Detroit in the 20th Century**  
An intensive examination of Detroit's dramatic changes, problems and prospects, with particular emphasis on the 20th Century. Examines "boom and bust" auto economy, the "Arsenal of Democracy," (im)migration and race, artistic and cultural contributions. Employs a multidisciplinary approach to bringing the city's past to life.
HIS 4570 Michigan History
An examination of the history of Michigan. Topics include Native American cultures; the French and British colonial period; Michigan and the American Revolution and Civil War; industrialization, politics, and (im)migration patterns in the 20th century; Michigan and the Great Lakes in the global economy.

HIS 4910 Black Abolitionist Workshop
A workshop approach to the problems and issues of research and writing in African-American history, using the resources of the Black Abolitionist Archives. Students work collaboratively on ongoing projects examining personalities, communities, and social movements between 1830 and the end of the Civil War.

HIS 4940 Introduction to Public History
Aimed at students interested in career opportunities in History beyond teaching and the law. Readings, projects, speakers, and field trips will introduce students to work in museums, archives, editing and publishing, historic preservation agencies, and historical societies.

HIS 4950 Directed Study: Historic Preservation
Ongoing research in the history and preservation of the Scripps Mansion in Lake Orion, MI. Students learn research techniques for architecture, landscape, art and craft subjects and techniques of historic preservation. This course is taught through the School of Architecture.

HIS 4960 Topics in Public History
A reading or research seminar involving an intensive examination of a particular topic in public history, such as archives, museums, editing and publishing, and historic preservation. Term content varies. May be repeated for credit when topic changes.

MUSM 4950 Directed Studies
An independent reading or research project, under the direction of a member of the History faculty, on a topic of special interest to the student from the field of Museum Studies. Open only to Museum Studies minors who have completed MUSM 4000.

PHL 3050 Aesthetics
An examination of theories regarding the valuable/beautiful in our perceptual experience of both nature and works of fine art: the nature of the aesthetic, the different aesthetics which are characteristic of different cultures, societies, and individuals; the nature of art; the importance of anything being classified as art; the functions of the arts in society; the nature of artistic creation; the non-artist's understandings of, response to, and evaluation of works of art.

POL 3200 Public Administration
The interface of politics and administration, value and fact are examined in order to understand the unique characteristics of the environment of decision-making experienced by public and quasi-public administrators, including those serving in health
care organizations and welfare agencies. Topics include legislative relations, budgeting, organization theory, personnel and labor relations, conflict resolution and collective bargaining decision-making, and administrative law.

SOC 2100  Cultural Anthropology
Examines the nature of human adaptive systems as well as culture and its various aspects including social organization, technology, economics, religions, and language as these are seen among selected cultures throughout the world. The course also studies distinctive theoretical approaches and problems of cultural change.

TRE 3060  Principles of Arts Management
The student will gain a practical understanding of what it takes to successfully operate an arts organization from a management perspective, including box office, marketing, development, company management, budgeting, fundraising, staffing, communication styles, and public speaking. The student will also gain a basic understanding of entertainment law, branding, and grant writing.

B3   Delivery Format

The basic Museum Studies courses will be offered on a two-year rotation at times that are most attractive to the student population. Ancillary courses will continue to be offered in the format chosen by the respective department.

A few weeks of each of the basic Museum Studies courses (and some ancillary courses such as HIS 3190 Introduction to World Art History) will take place in local museums and related cultural institutions. MUSM 4980 Internship will consist of practical work experience in a museum setting.

B4   Academic Integrity and Intellectual Merit

The proposed minor in Museum Studies reflects academic integrity and intellectual merit. It effectively blends the knowledge and experience of regular UDM faculty with that of local museum professionals.

MUSM 4800 will be taught by the full-time faculty in the Department of History. MUSM 4950 and 4980 will be directed by the minor coordinator, who will be a full-time member of the department. The entire full-time faculty in the Department of History has the Ph.D. and actively contributes to scholarship in their respective subfields of the discipline. They have developed close working relationships with several local museums (particularly the Detroit Institute of Arts, the Arab American National Museum, the Charles H. Wright Museum of Natural History, and the Detroit Historical Museum), participated in local museum-sponsored conferences and colloquia, and contributed to the making of specific exhibits, most notably the recent “Hero or Villain?” exhibit at the Detroit Historical Museum.
MUSM 4000, 4100, and 4200 will be taught by local museum professionals. They bring a wealth of work experience in museums and related cultural institutions, a broad knowledge of the museum profession, and specific museum specializations. The local museum professionals currently teaching equivalent courses for the Department of History include Kim Parr, director of the Crocker House Museum, and Daniel Kroupa, long-time museum educator at the Natural History Museum of Los Angeles and the Automotive Hall of Fame.

The ancillary courses will be taught by regular UDM faculty who are specialists in their respective disciplines.

An advisory board of local museum professionals will be constructed and regularly consulted about the Museum Studies minor, in order to respond to curricular, professional, and employment trends in a timely and informed manner.

B5 Unusual or Unique Characteristics of the Minor

There are several unusual or unique features of the proposed minor:

- It is designed to complement a relevant academic major – such as Biology, Communication Studies, Education, or History – in preparing students for work in entry-level positions in museums and related cultural institutions; or to enter graduate programs in Museum Studies and related fields. Employers in the museum field usually prefer a degree in a discipline related to the museum’s specialty, combined with coursework in Museum Studies and practical work experience in a museum setting. The minor, paired with an appropriate major, provides an ideal preparation.

- It will provide students with an essential combination of classroom training, exposure to a range of local museums, and practical work experience in a museum setting. All of the basic Museum Studies courses include some experience in local museums. Students will gain valuable firsthand knowledge of museum work. During Winter 2009, for example, UDM students in the equivalent course to MUSM 4000 developed an exhibit entitled “Bath City U.S.A.” that was exhibited for three months in the Community Gallery at the Detroit Historical Museum. This practical experience in Museum Studies courses is complemented and enhanced by the required internship experience (MUSM 4980).

- The ancillary courses will provide sufficient flexibility to accommodate specific interests within the museum field. They will permit students to explore and prepare for particular areas of museum work or for work in particular types of museums. Thus, a student interested in art museums could select from CST 1120, FINA 2000, HIS 3170, HIS 3190, and PHL 3050. A student interested in natural history museums could select SOC 2100. A student interested in museums of science and technology could select HIS 3600. A student interested in history museums could select from a wide range of HIS courses. A student with a specific interest in state and local history museums could select from GEO
A student interested in museums in the context of the broader field of public history could select from ARCH 2120, HIS 4910, HIS 4940, HIS 4950 (Historic Preservation), and HIS 4960. A student interested in museums treating diverse cultures could select CST 3140 and SOC 2100. A student interested in museums of moving images could select CST 2500 and HIS 3990. Students interested in museum education could select EDU 4000. Students interested in museum management could select from BUS 3110, BUS 3180, POL 3200, and TRE 3060. Students interested in museum public relations and marketing could choose from BUS 3120, CST 2400, and CST 3400. In all cases, these selections should be paired with a relevant academic major.

- It will respond to contemporary concerns in the museum field which resonate with our mission. Using MUSM 4800 Topics in Museum Studies, the program will regularly offer courses that confront issues such as diversity in museum representations, museum ethics, questions of repatriation of sacred objects and human remains, and other relevant subjects.
- It will make use of the large number and variety of museums and related cultural institutions that exist in metropolitan Detroit. These include the Detroit Institute of Arts, the Museum of Contemporary Art, the Detroit Historical Museum, the Motown Historical Museum, the Detroit Science Center, the Detroit Zoo, the Arab American National Museum, the Holocaust Memorial Center, the Charles H. Wright Museum of African American History, Cranbrook, the Henry Ford Museum and Greenfield Village, and many others. Of the three Michigan universities currently offering undergraduate minors or certificates in Museum Studies – the University of Michigan, Michigan State University, and Central Michigan University – none can match the wealth of museums that UDM has access to in metropolitan Detroit.

**B6 Effect on Related Departments or Fields of Concentration**

We expect the effect of the proposed minor in Museum Studies to be positive.

Employment in the museum field is projected to grow substantially over the next decade. The 2010-11 edition of the *Occupational Outlook Handbook* from the Department of Labor states that “public interest in science, art, history, and technology will continue creating opportunities for curators, conservators, and museum technicians. Museum attendance is expected to continue to be good. Many museums remain financially healthy.” It predicts that jobs in the museum field will grow about 25% between 2008 and 2018. This trend alone should make the minor an attractive one. Several additional students are likely to enroll at UDM each year because of the Museum Studies minor. This could bring a slight increase in the number of majors in a few related disciplines.

The statistical evidence is borne out by a good deal of anecdotal evidence. Over the past five years, a growing number of students in the History major have expressed an interest in careers in the museum field. Through museum internships, directed studies, and – over the past two years – equivalent Museum Studies courses offered using HIS
4960 Topics in Public History, a few have actively pursued such work. One is assistant manager for guest relations at the Detroit Zoo. Another is volunteer coordinator at the Detroit Historical Museum. A third is entering law school, intending to prepare for a career in museum law. Several are now enrolled in equivalent courses at UDM, while intending to pursue graduate work in Museum Studies. The availability of a designated minor in Museum Studies would likely increase the number of UDM students pursuing careers in the museum field.

Cooperating departments offering the ancillary courses would likely see a small increase in enrollment in the applicable sections.

C. Mission

In addition to the focus on issues of diversity, ethics, and repatriation mentioned in B5, the minor will resonate with UDM’s mission in other ways.

The proposed minor in Museum Studies will help prepare UDM students to fully engage our urban context, through the museums and related cultural institutions that are part of that context. Museums such as the Detroit Historical Museum help us to understand Detroit’s urban heritage. Museums such as the Wright Museum of African American History and the Arab American National Museum, for example, help us to understand particular racial and ethnic strands of that heritage.

The minor will also contribute to the intellectual development of our students and, through those who go into careers in museums and related cultural institutions, to the intellectual development of others. In *The Presence of the Past: Popular Uses of History in American Life*, Roy Rosenzweig and David Thelen document that Americans view museums as the most trustworthy vehicle for life-long learning about their heritage and culture. They observe that they are also one of the most frequently-used vehicles for this purpose and provide users with a highly-developed sense of connectedness with the past. The same is true of museums and aesthetic appreciation. Thus, they play a significant role in life-long intellectual development.

As part of it mission, the College of Liberal Arts and Education (CLAE) “prepares students to participate in a diverse and changing world.” Contemporary museums are at the forefront of that diversity and those changes. Preparing students to become specialists in the museum field, as well as informed “consumers” of museums and related cultural institutions, will also prepare them to participate fully in and better understand that diverse and changing world. Similarly, CLAE “stimulates a desire for the life-long exploration of the intellectual, spiritual, and ethical dimensions of what it means to be human.” This, too, is a key objective of Museum Studies.

D. Objectives, Learning Outcomes, and Assessment

D1 Objectives and Learning Outcomes
Upon completing the minor, students will:

- Have developed the skills and sensitivities to be more informed “consumers” of museums and related cultural institutions;
- Be prepared to work in entry-level positions in museums and related cultural institutions; and
- Be prepared to enter graduate programs in Museum Studies and related fields.

D2  Assessment

An exit interview will be conducted with all undergraduate students completing the minor. A similar interview is now conducted with all graduating History majors and minors. Each graduating minor student will be asked to respond to the same set of questions, which will be used to gauge both student satisfaction with and the effectiveness of the curriculum. As part of the Department of History’s regular assessment process, all qualitative and quantitative feedback from these exit interviews will be discussed at our annual departmental assessment meeting each April. Major weaknesses or criticisms reflected in this feedback will continue to be the basis of our discussion (and possible action) on potential curriculum revisions. In addition, we will regularly consult the advisory board we will construct to advise the Museum Studies minor.

Students completing the minor will also be required during their final term to provide the faculty of the Department of History with a portfolio consisting of three or more examples of their written work completed in Museum Studies courses taken at UDM. These examples may include reflective essays, research papers, exhibit plans, object interpretations, and other types. This assessment will allow the departmental faculty to evaluate a student’s basic skills of research, analysis of evidence, construction of an interpretative argument, writing, and documentation, as well as their specific knowledge and application of concepts in Museum Studies. This exercise will not affect the student’s grades in the courses in which the papers were completed. It also will not affect the student’s ability to graduate. The portfolio will be presented to the departmental faculty for assessment purposes only.

Revisions to the minor will require the approval of the full-time faculty of the Department of History and the CLAE Curriculum Committee, subject to all the normal review and approval processes of the College of Liberal Arts and Education.

E.  New Resources

A minor in Museum Studies will not require any additional resources.

No new courses will need to be developed. The four basic Museum Studies courses have already been offered (or are scheduled to be offered during 2010-2011) as History
electives under HIS 4960 Topics in Public History. The equivalent course to MUSM 4000 was offered during Winter 2009 and is scheduled to be offered again in Fall 2010. The equivalent course to MUSM 4100 is being offered during Winter 2010. The equivalent course to MUSM 4200 will be offered during Winter 2011. The equivalent course to MUSM 4800 was offered during Fall 2009. Each of these offerings has enrolled 15-22 students (including those enrolled for graduate credit in MLS 5960) and have been taught by local museum professionals acting as adjunct instructors or by full-time History faculty as part of their regular teaching assignment. MUSM 4950 and MUSM 4980 are not classroom courses and will be directed by full-time History faculty as part of their regular service. One of the basic Museum Studies courses will continue to be offered (on a two-year rotation) during each of the regular non-Summer terms. Thus, no new adjunct or full-time faculty will need to be hired.

No new administrative staff will be required to operate the program. One of the full-time History faculty will serve as minor coordinator as part of their regular service.

No new facilities will be required. The minor will make regular use of the wealth of museums and related cultural institutions in metropolitan Detroit to instruct students in the minor, both in basic Museum Studies courses and for completion of MUSM 4980 Internship.

No net cost increase in library resources will be required. Any books, scholarly journals, reference materials, or other publications needed to operate the minor will be covered through the existing History budget line in the Library budget.

Current enrollment figures for the basic Museum Studies courses will allow for additional students in each section without requiring additional sections. The same is true of the ancillary courses.