



GOUCHER COLLEGE

Welch Center for Graduate and Professional Studies

SYLLABUS - Museums and Communities

Course Number.....CSP 648
Credits.....3
Semester.....Spring 2018
Instructor.....Melissa McCloud, Instructor
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Office hours by appointment

Welcome to this Course!

Today's museums are re-considering their civic missions and practices, the ways they engage new partners and audiences, and, therefore, their priorities. Many believe that the health of museums depends on becoming more civically engaged with a range of communities. Successful museums engage in dialogue about civic empowerment and often center on issues of how and where citizens seek and engage each other, about their senses of power, trust, and agency. This cornerstone course encompasses the unique and critical issues of working in today's museums, and offers strategies for connecting museums with communities in ways that position them as principal players in cultural sustainability.

Main Course Topics

1. The problems, possibilities and choices that inform the cultural practices of museums as they interact with their communities
2. The ongoing dialogue between museums and communities
3. Best strategies of working with communities
4. Key steps to achieve successful museum-community partnerships
5. Significant programs that have resulted from reaching out to communities

Program Outcomes

This course is aligned with two departmental learning outcomes, listed below. Students will meet departmental learning outcomes through successful completion of assignments and activities in core and elective courses. A list of all departmental learning outcomes can be found at: <http://www.goucher.edu/graduate-programs/ma-in-cultural-sustainability/curriculum>

Outcome 2: Exhibit professional and ethical responsibility in managing partnerships that foster community self-determination and empower community efforts in cultural documentation, preservation, revitalization and social equity.

Outcome 4: Devise, implement and evaluate actions that support cultural sustainability such as educational programs, exhibitions, performances, workshops, projects, media productions, websites, festivals and other initiatives that align with community practices.

Learning Objectives

At the conclusion of this course, you will be able to do the following:

1. Define and explain the problems, possibilities and choices that inform museums as they interact with their communities
2. Analyze the ongoing dialogue between museums and communities
3. Investigate and learn from key models
4. Devise, implement and evaluate actions that support cultural sustainability such as educational programs, exhibitions, performances, workshops, projects, media productions, websites, festivals and other initiatives that align with community practices
5. Utilize processes and strategies that lead to success
6. Develop a museum-community partnership
7. Exhibit professional and ethical responsibility in managing partnerships that foster community self-determination and empower community efforts in cultural documentation, preservation, revitalization and social equity

Course Format

- 4 PowerPoint lectures with audio
- 13 Asynchronous discussion sessions
- 3 live WebEx meetings
- 14 Assignments
- Course Project
- Assigned readings
- Online links and reading resources

Assignment Instructions

1. Student Readings Discussion Leader: Pick 2 or 3 readings discussions that you would like to lead. Sign up for these on the Readings Discussion signup page on the course website.
2. Weekly written posts: 1-2 pages each on topics assigned by the instructor. Thoughtful reflections on the topics and activities of the course.
3. Discussion Sessions: 500-750 word essays responding to specific questions or readings assigned and post these to the assigned Discussion Forum or Page (as directed) on the course website. Provide thoughtful constructive feedback on the writings of at least two of your classmates.
4. VoiceThread: Post on VoiceThread. Topics assigned by the instructor.
5. Course Project: Select a museum in your hometown that is actively engaged with its community. Contact the staff person who is leading one of the community efforts (educator, community coordinator) and ask them about opportunities for you to work on a museum-

community project during this semester. Working with this staff person, develop a semester-long museum-community project or join an ongoing museum effort. Write a 20 page paper describing your experience incorporating the learning you have made this semester. Or, if you are unable to develop a museum partnership project, set up interviews with the key staff people at the museum who are responsible for community outreach (director, educator, community coordinator, marketing, development) and interview them about their relationship with their community. Ask them for copies of their strategic and interpretive plans, attendance and demographic records. Conduct research on the museum's community (demographics, needs, values). Write a 20 page paper in which you develop and make the case for 2-4 ways in which the museum could improve its relationship with its community.

Required Readings

Bill Adair, Benjamin Filene, Laura Koloski, *Letting Go? Sharing Historical Authority in a User-Generated World*, Pew Center for Arts and Heritage: Philadelphia, 2011

Doug Borwick, *Building Communities, Not Audiences*, Arts Engaged:Winston-Salem, 2012

Pam Korza and Barbara Schaffer Bacon, (eds.) *History as Catalyst for Civic Dialogue*, Washington, DC.: Americans for the Arts, 2005 (Order from Animating Democracy website <http://animatingdemocracy.org>)

Nina Simon, *The Art of Relevance*, Museum 2.0, 2016 (<http://www.artofrelevance.org/buy/>)

The Participatory Museum (Museum 2.0, 2010)

Inspiring Action: Museums and Social Change, MuseumsEtc:Edinburgh, 2009

Grading

COURSE ELEMENTS	PERCENT (or points)
Course Project	28%
12 Assignments or VoiceThread posts	48%
12 Discussion Board posts	26%
Total	100%

Grade Scale

A	93 or more points
A-	90 - 92 points
B+	87 - 89 points
B	83 - 86 points
B-	80 - 82 points

C+	77 - 79 points
C	73 - 76 points
C-	70 - 72 points
D	60 - 69 points
F	59 points and below

Course Policies

Academic Integrity:

All final work products are to be the independent work of each student original to this course and stored in the electronic portfolio. Suspected violations of the Honor Code will be referred to the Academic Honor Board. For a description of the code and what constitutes a violation of the code, refer to Goucher College's [Academic Honor Code](#).

Accessibility Services:

Please inform me of any accommodations you need to participate fully in the course. Goucher College makes reasonable academic accommodations for students with documented disabilities. Students requesting accommodations must make their request and provide appropriate documentation to the Office of Accessibility Services (OAS). Because classes change every semester, eligible students must obtain a new accommodation letter from the Disabilities Specialist every semester and review this letter with their professors so the accommodations can be implemented. The Director of OAS is available by appointment to answer questions and discuss any implementation issues you may have. For more information, please visit Goucher College's [Academic Accommodations](#) site.

Communication:

- Faculty will be available at their Goucher email address and will respond to queries within 24-48 hours.
- Course participants are responsible for maintaining continuous involvement with faculty, fellow students and student groups. In particular, participation in all online discussions is required. Ongoing communication allows you to gain deeper insights into the content, activities and assignments in the course. Please give notice of any obstacle that prevents this.
- You are encouraged to ask questions whenever information needs clarifying.
- For questions pertaining to your assignments: send an email directly to the instructor (please do not post personal questions on the discussion board).
- For questions about assignments that may be interesting and helpful to other class members: please use the discussion board.
- For problems with technical aspects of the course website: chat with [Canvas Support](#).

E2Campus Emergency Notification System:

In an ongoing effort to better disseminate information during emergencies and campus closings, Goucher has implemented the e2Campus Notification System. The notification system will only send information regarding emergencies and campus closings as text messages* to your mobile phone. To receive these messages, you must be registered in the system. Click the following link for information about how to create your [E2Campus account](#).

Late Policy:

For proper graduate student learning to occur, pacing of content mastery is critical. Therefore, assignments are to be completed on time. If extreme circumstances prevent an assignment to be completed in a timely fashion, please notify me before the assignment is due so a new date can be negotiated. Only follow-ups completed by the due date can be redone. Late assignments without such notification will be docked.

Inclement Weather:

Online courses will not be cancelled for inclement weather when the college campus is closed. Students and faculty are expected to access their courses just as they would if the campus were open. Each faculty member and student is expected to have a contingency plan for attending online courses in case their primary computer is unavailable or out of service. Additionally, the online component of a residency or hybrid course is not affected when the college campus is closed for inclement weather, although if the residency or hybrid course has a face-to-face meeting scheduled on the closed campus, the meeting will be rescheduled for another day. The course instructor will notify students of the makeup day and time. Only in extreme situations, such as wide spread power outages, may exceptions to this policy be made by the Office of the Provost/Vice President of Academic Affairs. In such severe cases, an official statement concerning online activities will be issued via normal emergency channels.

Missed Work:

You are responsible for material covered in the course. It is your sole responsibility to obtain any materials missed.

Nondiscrimination Policy:

Goucher College does not discriminate on the basis of race, color, national origin, ethnicity, sexual orientation, gender identity, religion, sex, age, disability, marital status or genetic information in its programs and activities. The college has adopted a [Nondiscrimination Policy](#). Further details and contact information for the college's Title IX coordinator can be found on [Goucher's Nondiscrimination Notice and Policy page](#).