

May 3, 2016

Chancellor Robert Witt
The University of Alabama System
500 University Boulevard East
Tuscaloosa, AL 35401

Dear Chancellor Witt:

I am pleased to endorse the recommendation from Interim Provost Kevin Whitaker and Deans David Francko and Robert Olin for approval of a post-baccalaureate certificate in Museum Studies (CIP 30.1401) offered through the College of Arts and Sciences. The Graduate School has vetted this certificate and the Graduate Council passed it unanimously at its April 2016 meeting.

If you approve of this proposed post-baccalaureate certificate, I would appreciate you forwarding this request to the Board of Trustees at your earliest convenience.

Sincerely,



Stuart R. Bell
President

Enclosures

c: Interim Provost Kevin Whitaker
Dean David Francko
Dean Robert Olin
Dr. Catherine Pagani



May 3, 2016

President Stuart R. Bell
The University of Alabama
203 Rose Administration
Tuscaloosa, AL 35487

Dear President Bell:

I join Deans David Francko and Robert Olin in recommending for your approval the attached post-baccalaureate certificate in Museum Studies (CIP 30.1401) offered through the College of Arts and Sciences. The Graduate School has vetted this certificate and the Graduate Council passed it unanimously at its April 2016 meeting. This certificate meets specific needs and will attract new graduate enrollments.

If you approve of the establishment of this proposed post-baccalaureate certificate, please forward this request to the Chancellor at your earliest convenience.

Sincerely,



Kevin Whitaker
Interim Provost

Enclosures

c.: Dean David Francko
Dr. Catherine Pagani
Dean Robert Olin

April 27, 2016

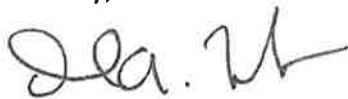
Interim Provost Kevin Whitaker
The University of Alabama
Office for Academic Affairs
254 Rose Administration Building
Tuscaloosa, AL 35487

Dear Provost Whitaker:

I join Dean Robert Olin in recommending the approval of the attached post-baccalaureate certificate in Museum Studies (CIP 30.1401) offered through the College of Arts and Sciences. The Graduate School has vetted this concentration and the Graduate Council passed it unanimously at its April 2016 meeting. This certificate meets specific needs and will attract new graduate enrollments.

If you approve of the establishment of this proposed post-baccalaureate certificate, please forward this request to President Bell at your earliest convenience.

Sincerely,



Dr. David A. Francko
Associate Provost and Dean of the Graduate School

Enclosures

c.: Dr. Catherine Pagani

TO: Dr. David Francko, Dean, Graduate School
FROM: Dr. Robert Olin, Dean *RO*
DATE: April 12, 2016
SUBJECT: Museum Studies Certificate Program

This memo is to confirm that the College of Arts and Sciences will provide the following resources to the Graduate Certificate Program in Museum Studies:

- \$1000 per year to the Director of the Museum Studies Program to support program needs and outreach activities, including guest speakers.
- Two PTTI positions to allow the teaching of MUST 502 and MUST 503 each academic year.



April 12, 2016

Dear Graduate Council:

The University of Alabama Museums strongly supports the proposed graduate certificate program in Museum Studies. In support of the program, I agree to commit \$500 annually to help fund the cost of bringing guest speakers to UA to speak to museum studies classes.

Sincerely,



Bill Bomar
Executive Director

THE UNIVERSITY OF ALABAMA

Resolution

Granting Initial Approval of and Permission to Submit to the Alabama Commission on Higher Education (ACHE) a Proposal for a Post-baccalaureate Interdisciplinary Certificate in Museum Studies (CIP 30.1401) in the College of Arts and Sciences at The University of Alabama

WHEREAS, the museum profession employs approximately 400,000 people in over 17,500 museums in the United States and the American Association of Museums and the International Council of Museums have called for additional training for museum personnel; and

WHEREAS, the University of Alabama has a rich history in museum work and a wealth of museum resources and opportunities for students; and

WHEREAS, faculty members in departments across the University have expertise in the area of museum studies and already teach a wide variety of courses in that field; and

WHEREAS, numerous graduate students have expressed interest in training in this area, and believe the graduate Certificate in Museum Studies would enhance their employment options; and

WHEREAS, the Certificate in Museum Studies will be housed in the Department of Anthropology in a public institution in the State and will make the University more competitive in the contemporary environment; and

WHEREAS, a similar certificate is not currently available at any state institution, and there are but few in the Southeast;

NOW, THEREFORE, BE IT RESOLVED by The Board of Trustees of The University of Alabama that it supports and grants initial approval of and permission to submit to the Alabama Commission on Higher Education (ACHE) a Proposal for a Post-baccalaureate Interdisciplinary Certificate in Museum Studies (CIP 30.1401) in the Department of Anthropology.

Proposal for Certificate in Museum Studies

William F. Bomar, Ph.D., Executive Director, University Museums
Ian W. Brown, Ph.D., Chair, Department of Anthropology

A. BACKGROUND

Level: Post-baccalaureate; certificate in museum studies

Need/Rationale for the Museum Studies Certificate Program:

This proposal to the Graduate School outlines the development of a new interdisciplinary certificate program in museum studies intended for graduate students who are either majoring in a traditional museum content discipline such as art history, history, anthropology, American studies, geology, or biology; or students who have completed graduate degrees in these disciplines. Generally defined as the study of all aspects of the theory and practice of museum operations, museum studies includes the history and background of museums, their role in society, and specific systems for research, conservation, education, organization, and administration. This proposed certificate program combines education in traditional academic subjects together with coursework in museum theory and practices, and practical museum field experience.

The museum profession is quite large, employing approximately 400,000 people in over 17,500 museums in the United States (“American Association of Museums (AAM): About Museums,” 2012). In Alabama alone, there are at least 154 museums located in nearly every county across the state (“Alabama Museums Association: List of Museums,” 2012). Some enter museum work through education in a museum-related academic discipline such as art, art history, anthropology, or history and gain museum-specific skills and knowledge on-the-job. Increasingly, however, people are preparing for museum work through graduate education in museum studies combined with education in traditional museum-content disciplines.

Starting with two major reports of the 1970s—the International Council of Museums’ (ICOM) *Professional Training of Museum Personnel in the World* (1972) and AAM’s *Museum Studies: A Curriculum Guide for Universities and Museums* (1973), which called for greater professionalization within the museum field, leading practitioners and scholars have expressed the need for more rigor and specialized curricula for entry-level museum professionals. Scholarly assessments by Porter (1991), Glaser and Zenetou (1996), Genoways and Ireland (2003), and Bomar (2012) have argued that graduate museum studies programs were needed, and that their curricula must be relevant to the field’s needs. Furthermore, two-thirds (67%) of museum leaders surveyed in a recent national study believe that graduate museum studies programs are appropriate preparation for entering the museum field (Bomar, 2012). While not the only route into the museum profession, graduate degrees or certificates in museum studies have clearly become commonly accepted credentials by employing museums.

The University of Alabama has a rich history in museum work and is well-positioned to establish a museum studies program with a wealth of museum resources and opportunities for student

projects and internships. One year before Yale University, UA arguably initiated the nation's first university museum in 1831, when one of the institution's founding staff members was a "curator" charged with collecting and exhibiting natural history specimens for study in the Rotunda Building. UA faculty, staff, and students have continuously been engaged in museum-based research, collecting, and exhibition from the early 20th century when discoveries at Moundville captured international attention, to today, when museum researchers conduct archaeological investigations using the latest technological tools, along with biodiversity studies through Alabama's abundant fossil record and the study of specimens of living species. Besides having extraordinary university museum resources, the Tuscaloosa and Birmingham areas offer a multitude of museums covering a wide array of disciplines that reach diverse audiences. In Tuscaloosa alone, there are multiple art museums and galleries, historic house museums, a transportation museum, an arboretum, a sports museum, and a children's museum.

A University of Alabama faculty museum studies steering committee formed in 2015 with representatives from various departments in multiple UA colleges. The committee strongly believes that the availability of a graduate certificate in museum studies would aid recruitment of new students to their departments and improve the employability of their graduates. Currently, two popular museum studies courses are regularly offered at the University of Alabama: *Museums and Anthropology* and *Museum Administration*. Additional existing courses in the Colleges of Arts and Sciences, Education, Commerce, Communication and Information Science, and Human Environmental Science could be combined with a core of museum-specific courses to provide a well-rounded curriculum for a Museum Studies Certificate program.

Once the program is established, the Dean of the College of Arts and Sciences will appoint the Museum Studies Advisory Board, a faculty committee charged with regularly reviewing the program curriculum. The Dean of the College of Arts and Sciences will also appoint a Museum Studies Internship Coordinator who will report to the Museum Studies Advisory Board at least twice per year.

Conclusion

We believe that this proposed certificate in museum studies fills a vital need at the University of Alabama and that UA is well-positioned to establish such a program. With the addition of a small number of new courses, existing course offerings could be leveraged to form a program of study that provides significant opportunities for graduate-level students to be well prepared to enter the museum field.

Demand

As of 2012, there are 54 graduate programs in the U.S. that offer either a degree or certificate in museum studies (Bomar, 2012). There are heavy concentrations of programs in the northeast and mid-west regions, but few in the Southeast, and none in Alabama (see Table 1).

Table 1: Higher Education Institutions with Graduate Museum Studies Programs in the United States

			Institutional Control		Graduate Credential(s) Offered	
			Public	Private	Degree	Certificate
Northeast	Delaware	University of Delaware	X			X
	D.C.	Corcoran College of Art and Design		X	X	
	D.C.	Johns Hopkins University		X	X	
	D.C.	George Washington University		X	X	X
	D.C.	Georgetown University		X	X	
	Maryland	Morgan State University	X		X	
	Mass.	Boston University		X		X
	Mass.	Harvard Extension School		X	X	
	Mass.	Tufts University		X		X
	New Jersey	Seton Hall University		X	X	
	New York	Bank Street College of Education		X		X
	New York	Columbia University		X	X	
	New York	Buffalo State College-SUNY	X		X	
	New York	Cooperstown Prog.-SUNY Oneonta	X		X	
	New York	New York University		X	X	X
	New York	Syracuse University		X	X	
	Penn.	University of the Arts		X	X	
	R.I.	Brown University		X	X	
Southeast	Florida	Florida International University	X			X
	Florida	Florida State University	X			X
	Florida	University of Florida	X		X	
	Florida	University of South Florida	X			X
	Georgia	University of West Georgia	X			X
	Louisiana	Southern Univ. at New Orleans	X		X	
	S.C.	University of South Carolina	X			X
	Tennessee	Middle Tennessee State University	X			X
	Tennessee	University of Memphis	X			X
Virginia	Virginia Commonwealth University	X		X		
Midwest	Illinois	Eastern Illinois University	X			X
	Illinois	Northern Illinois University	X			X
	Illinois	Northwestern University		X		X
	Illinois	University of Illinois at Chicago	X		X	
	Illinois	Western Illinois University	X		X	X
	Indiana	I.U.P.U.I.	X		X	X
	Kansas	University of Kansas	X		X	
	Michigan	Michigan State University	X			X
	Michigan	University of Michigan	X			X
	Missouri	University of Missouri-St. Louis	X			X
	Ohio	Case Western Reserve University		X	X	
	Ohio	University of Cincinnati	X			X
Wisconsin	Univ. of Wisconsin-Milwaukee	X			X	
Southwest	Arizona	Arizona State University	X		X	X
	Oklahoma	University of Central Oklahoma	X			X
	Oklahoma	University of Tulsa		X	X	X
	Texas	Baylor University		X	X	
	Texas	Texas Tech University	X		X	
	Texas	University of Texas at Austin	X			X
West	California	California State Univ., Fullerton	X			X
	California	John F. Kennedy University		X	X	X
	California	San Francisco State University	X		X	
	Colorado	University of Colorado	X		X	X
	Colorado	University of Denver		X		X
	Oregon	University of Oregon	X			X
	Washington	University of Washington	X		X	

Note: Data gathered from the Smithsonian Institution Center for Education and Museum Studies (2011) and program's websites.

As an example of demand at UA, students in the Anthropology Department have expressed a very strong interest in having a museum studies program that offers a certificate. The chair of the department meets annually with the entire graduate body to obtain feedback on the direction of the graduate MA and PhD programs and this is a subject that is repeatedly mentioned by the students. It is also recognized by Anthropology faculty that a certificate will greatly enhance a graduate student's ability to obtain employment. The existence of a certificate program will increase applications to all associated departments. Moreover, undergraduates will recognize the value of taking cross-listed (400-500 level) museum courses in order to put them in a better position for applying for graduate status in their respective departments.

Projected enrollment years 1-5 and Projected **Completions** in first 5 years of completions: During the first year our projected enrollment is five. Once we can begin intentional recruitment, we believe we can achieve new admissions of at least 10 in the second year and 15 per year in subsequent years.

Year	Projected Total Enrollments	Projected Total Completions
1	5	*
2	15	5
3	25	10
4	30	15
5	30	15

Duplication at UA or Other Alabama Institutions: none were found.

Delivery Format: Traditional courses

Semester of Expected Implementation: Fall 2016

Resources (personnel, physical facilities, equipment, library holdings):

Two new courses will need to be added, one in Collections Management and one in Museum Education/Exhibition. Two new part-time temporary instructors per year are needed for these courses in addition to the PTTI for the existing course of Museum Administration (MUST 501). Remaining courses will be taught by current faculty/staff. The internship coordinator position will be funded through fees generated through student enrollment in internship courses. A small annual budget of \$1,500 (\$500 for each of the three core courses) will be necessary to bring in guest speakers.

In anticipation of this proposal coming before the Graduate Faculty, a soft money request was submitted to the Dean of the Faculty of Arts and Sciences in December of 2015. PTTI funds have already been approved for 2016-17 to cover the instructors for both the Collections Management course (MUST 502) and the Exhibits/Education course (MUST 503). The instructors have already been selected as well. The basic required administrative course (MUST 501) is taught on a regular basis by the Executive Director of the Museum (Bill Bomar) and is indeed listed for this next fall. In addition, a new archaeology hire has been scheduled to teach

Anthropology and Museums (ANT 560) as part of his load for the spring of 2017 with the Museum Studies Certificate program in mind, so all is in place to be activated next academic year if the program itself is approved. The Executive Director of the UA Museums (Bomar) has agreed to include \$500 in his budget each year for the guest speakers need and Dean Olin has agreed to commit \$1,000 for this purpose on an annual basis.

No additional physical facilities or equipment will be needed.

It is likely that one or more new textbooks may need to be added to library holdings. According to Millie Jackson, “when there is a recommendation for a new program there is also a recommendation for new library funds needed to support the program” (email message to Lisa Dorr 4/11/16). Subscriptions should be added for the following journals:

Collections: A Journal for Museum and Archives Professionals – Print only available \$154

CRM: The Journal of Heritage Stewardship – Print only available; however, the title is suspended at this time

Exhibitionist – Print only available \$40

Journal of Museum Education – Online \$424

Museum (previously Museum News) – Print only available \$53

Museums and Social Issues – Online \$333

Museum Management and Curatorship – Online \$1,008

Statement of Support by College Committee(s), College Dean and Provost: (attached)

B. APPLICATION, ADMISSION AND GENERAL REQUIREMENTS

This proposed certificate program constitutes 15 credit hours including three required courses: Museum Administration (3 hours), either Museum Collections Management or Museum Education/Exhibition (3 hours), and Museum Internship (3 hours). The remaining six hours will come from a list of electives preapproved by the Museum Studies Advisory Board allowing students the flexibility to tailor their program of study to fit their specific career goals.

Application. Consistent with the Graduate School’s requirements, an applicant to the museum studies certificate program must have completed a bachelor’s degree and must be currently enrolled in a master’s or doctoral program of study at the University of Alabama, or have completed a graduate degree. The applicant must submit required materials including a statement of purpose and two letters of recommendation to the Museum Studies Internship Coordinator.

Admission Criteria. Consistent with the Graduate School criteria, as this is a certificate added to existing degree programs. A student may be admitted conditionally if s/he falls below the expected criteria.

Regular Admission. An applicant whose credentials meet both of the following minimum requirements may be considered for regular admission to the museum studies certificate program.

- **GPA:** For an unconditional admit, the applicant must have a grade point average of 3.0 overall, 3.0 in the last 60 semester hours in a degree program, or 3.0 for a completed graduate degree program.
- **Admission Test Scores:** For an unconditional admit, the applicant must meet minimum requirements of graduate school for admission.

General Requirements

- Completed bachelor's degree with a 3.0 minimum GPA for an unconditional admit
- Acceptance into the certificate program
- 15 credit hours required

Proposed Course of Study

Course Number	Course Name	Pre-Reqs	Pre-or Co-Reqs	Credit Hours	Semester
MUST 501	Museum Administration	None	None	3	Fall
MUST 502 OR MUST 503	Museum Collections Mgt. Museum Education/Exhibition	None	None	3	Spring Spring
MUST 500	Museum Internship	None	None	3	
	Elective from Approved List			3	
	Elective from Approved List			3	
			Total Credits	15	

Electives

Students in this program may choose electives from a selection of 500/600 level courses in the following Arts and Sciences departments: American Studies, Anthropology, Art History, Biology, Geography, Geology, History, and Theatre and Dance. Although we do have a list of potential courses in our files, a word should be offered as to how they have been selected. A prime criterion for selection is an emphasis on the handling and/or study of materials, as these are the subject of museums in terms of curation, the establishment of systematic collections, exhibition, and education. Courses that present broad overviews of subject matter relating to the type of museum are also eligible as electives. For example, if a student is interested in working in a museum devoted to Southeast Asian art, a case can be made that a course on Southeast Asian history would be perfectly appropriate for that student's curriculum. It is important to note that the Internship Coordinator must approve the selection of electives, as

this is the person who works closely with the student both in advising and in setting up the internship.

We now give a short selection of courses under the respective departments and explain why we believe these are appropriate electives for the Certificate in Museum Studies program. We are cognizant that the elective listing must always be fluid, simply because some courses that remain on the books have not been taught on a regular basis for many years. Also, as new courses constantly are being derived and do not yet have officially designated numbers, these courses might also be appropriate for a student's curriculum.

Examples of Electives:

ANT 544 Anthropology and Cemeteries

This field course focuses on the large array of grave markers that are found in burial grounds. In effect, these are museums of the dead, as they say as much about the living as they do the deceased. This is a fine elective for someone interested in anthropology, history, art and religious studies, subjects that are important for many museums.

ARH 565 Renaissance Bodies: Portraiture in Early Modern Italy

This seminar focuses on the meaning and function of portraiture as an emergent genre of representation during the fifteenth and sixteenth centuries in Italy, a perfect topic for someone designing a career in art museums.

GY 589 Forest Ecology and Vegetation Analysis

This course studies the relationships between trees and the environment, the interrelationships of organisms that compose the forest community, forest growth and development patterns, and field and laboratory techniques used in forest science and management. Anyone creating dioramas in a natural history museum would profit greatly from taking such a course.

GEO 516 Volcanology

This course is described as the study of the physical properties of magmas, eruptive mechanisms, volcanic products and the relationship between volcanism, tectonism, and human society. Such a course would be profitable for anyone working in a science museum who is interested in the impact that physical environmental forces have on human civilization.

TH 628 Problems in Theatre Arts: Design: Process and Model Making

This is a studio course, one that concentrates in scenic design for the theatre. Students execute scenic designs for five plays in the course focusing on analysis, graphic representations, portfolio building, and exploring advanced techniques for making 3-dimensional models. All of these skills fit very well with anyone interested in exhibit design in a museum context.

These are but a few examples of the dozens of courses we believe to be eligible as electives for the MUST Certificate program. In addition to the College of Arts and Sciences, potentially eligible courses also exist in the College of Commerce, the College of Communication and Information Sciences, the College of Education, and the College of Human Environmental Science.

Transfer of Credit: As per the Graduate School policy.

Certificate Completion Requirements: Completion of the required courses with a minimum 3.0 GPA.

Time Limit: As per Graduate School policy

Awarding the certificate: Awarded by the University of Alabama, College of Arts and Sciences

Hours That Might Be Used Later (if any) if admitted to concentration: N.A.

B. EVALUATION

Concentration Outcomes

- Enrollment of a minimum of 10 students per year. To be assessed annually.
- Adequate concentration progression with completion in a timely manner. Greater than 80% will progress each semester. To be assessed via the current system in place (each semester). Greater than 80% will complete. This will be assessed annually.
- Positive student perception of concentration effectiveness and value, assessed by alumni survey to be completed biennially.

Student Learning Outcomes

Upon completion of the Museum Studies Certificate program, the graduate will be able to:

- Describe the history of museums and the development of a museum profession.
- Understand the role of museums in society including the role of museums as agents of social change.
- Understand the museum's role in increasing knowledge through scholarship and interpreting that knowledge to the general public.
- Analyze various philosophical approaches to museum activities including collecting, education, exhibition, and research.
- Understand museum education theory and practical applications.
- Identify the multi-faceted functions and typical personnel in museums of various types.
- Describe typical frameworks for staff organization in museums of various types.
- Understand principles of museum leadership.
- Identify sources of funding for museum activities.
- Understand museum finance and budgeting.
- Understand approaches to museum policy on issues including collecting, governance, museum ethics, and multicultural issues.
- Discuss, analyze, and apply approaches to museum mission development and strategic planning.
- Discuss current controversial issues in museums with an understanding for ethical and legal climates.
- Develop oral and written communication skills in museum applications.

REFERENCES

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Porter, D. (1991). The Director as Initiator of Professional Standards and Training. In B. Tolles, Jr. (Ed.), Leadership for the Future: Changing Directorial Roles in American History Museums and Historical Societies (pp. 47-62). Nashville, TN: American Association for State and Local History.