



MUSEUM LIFE AT THE PHOEBE A. HEARST MUSEUM OF ANTHROPOLOGY, BERKELEY (CA)

Course ID: ARCH 300F
July 9 – August 3, 2018

FIELD SCHOOL DIRECTOR:

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INTRODUCTION

Twenty-first century anthropology museums are well positioned to shed new light on humanity's most vexing issues. Climate change, addiction, and migration are only a handful of themes that anthropology museums can explore in their often diverse and richly documented global collections. Museum professionals working in anthropology museums must therefore possess a wide range of skills and sensibilities to conduct their work that range from thoughtful collection management to descendent community collaborations.

This course will start students down this path in a four-week course at the Phoebe A. Hearst Museum of Anthropology, a 117-year old anthropology museum that resides on the University of California, Berkeley campus. The Hearst Museum cares for nearly four million objects that span 2 million years and the six inhabited continents. The Museum's mission is to "steward a vast collection of objects spanning the infinite breadth of human cultures for the advancement of knowledge and understanding." The Museum recently completed a dramatic renovation of its gallery, collection management facilities, and teaching facilities, making this an exciting time for students to train in the museum.

In this program, students will explore all aspects of museum work, including collections management, registration, informatics, cultural policy, fundraising, exhibit development, and education programming. Students will apply their knowledge and skills to a handful of museum projects designed to improve collections management, informatics infrastructure, and exhibits. Students will also receive behind-the-scenes tours of Bay Area museums. The program's ultimate goal is to provide students with a

foundation in museum studies that will prepare them for the next stage of their careers, regardless of whether or not it falls within a museum's walls.

COURSE OBJECTIVES

This program's goal is to introduce students to the complex and multi-faceted world of anthropology museum careers. Students will gain a basic understanding of key questions and discussions in the field while also developing the basic skills needed to work in museum collections, galleries, and supporting units. Qualified staff members and expert guest lectures will deliver ideas, information, and training in a combination of lectures, hands-on workshops and modules, and guided tours.

The program will take place at the Hearst Museum on the campus of the University of California, Berkeley in Berkeley, California. Field trips to Bay Area museums and collections will occur on Fridays. Students will have weekends free to explore the region's other cultural destinations.

Students will participate in the following research modules and workshops:

Collections Management Module: After being trained in best practices for object handling and safety, students will conduct a rehousing project focusing on the Museum's European Ethnology collection under staff supervision.

Registration Module: After introductions to registration practices, students will conduct an inventory on a new accession of objects as well as research background information on previously accessioned collections.

Education Module: Students will participate in the development and testing of an elementary education school program on Ancient Egypt.

Cultural Policy Workshop: Students will explore cultural policy case-studies as well as apply their thinking to case study involving an offered collection, based on a real example, where students will perform the required due diligence to determine whether or not the known provenance would lead to acceptance or refusal.

Museum Informatics Workshop: Students will learn about digital collection management systems and how to operate the Museum's Collection Space program. Students will learn to enrich the database through a data-entry project focused on the Museum's European Ethnology collection.

Development & Fundraising Workshop: Students will be introduced to the basics of museum fundraising and apply their knowledge to the design the Museum's year-end appeal.

Looking Ahead Workshop: In the final week, students will use the knowledge that have gained to design and test ideas for a forward-thinking anthropology museum.

The program begins on **Monday, July 9** and will meet every weekday until **August 3**. An intensive series of presentations and tours during the first four days will introduce the program's main themes. During the next three weeks, students will rotate through weekly hands-on modules in the morning followed by lectures or workshops in the afternoon. Fridays will be dedicated to field trips.

PREREQUISITES

None. This is hands-on, experiential learning and students will study on-site how to manage different kinds of museum-based projects. Working in a museum requires a high levels of care, safety, and precision, especially when handling museum collections. Students will often work in teams with their peers and museum staff to accomplish goals. Students are required to come equipped with sufficient excitement and adequate understanding that museum work requires diligence, patience, and respect for other societies' cultural patrimony.

ACADEMIC CREDIT UNITS & TRANSCRIPTS

Credit Units: Attending students will be awarded 8 semester credit units (equivalent to 12 quarter credit units) through our academic partner, Connecticut College. Connecticut College is a private, highly ranked liberal arts institution with a deep commitment to undergraduate education. Students will receive a letter grade for attending this field school (see grading assessment and matrix). This field school provides a minimum of 160 direct instructional hours. Students are encouraged to discuss the transferability of credit units with faculty and registrars at their home institutions prior to attending this field school.

Transcripts: An official copy of transcripts will be mailed to the permanent address listed by students on their online application. One additional transcript may be sent to the student's home institution at no additional cost. Additional transcripts may be ordered at any time through the National Student Clearinghouse: <http://bit.ly/2hvurkl>.

LEARNING OUTCOMES

On successful completion of the program, students will be able to:

- Understand the different roles and responsibilities of museum professionals
- Possess a basic foundation in registration, collection management duties, and museum cultural policy practices
- Apply their understanding of museum education practices to develop and evaluate programs
- Understand the basics of museum organization and leadership
- Have an appreciation of museum practices across a wide array of Bay Area museums and collections

GRADING MATRIX

- 20%:** Registration module
- 20%:** Collections Management module
- 20%:** Education module
- 10%:** Actively participate in museum fieldtrips
- 5%:** Development workshop
- 5%:** Cultural policy workshop activities
- 5%:** Informatics workshop activities
- 5%:** Looking ahead workshop activities
- 10%:** Attendance and participation in lectures

TRAVEL & MEETING POINT

Oakland International Airport (OAK) and San Francisco International Airport (SFO) are the two closest airports to the Hearst Museum. Amtrak Rail also passes through the Bay Area with a stop in Berkeley. For regional travel, students can use a combination of options, including the BART (Bay Area Rapid Transit) subway and AC Transit city buses. Taxis are abundant and ride services such as Uber and Lyft are easily accessible. Car parking is available on and near campus. Two- and six-hour metered street parking is available as are parking garages that offer day parking rates.

Students will meet at the Hearst Museum's lobby on Monday, July 9 at 9AM. If a student is unexpectedly delayed, please call or email the project director immediately.

ACCOMMODATIONS

Students will organize their own living and dining options throughout the program. Short-term summer housing is abundantly available in Berkeley and neighboring cities such as Oakland, Emeryville, Albany,

and Richmond. Restaurants, cafes, and grocery stores are abundant throughout the Bay Area and close to the Berkeley campus. Students will receive a 90-minute lunch break each weekday from 12PM to 1:30PM.

DISCLAIMER – PLEASE READ CAREFULLY

While the Bay Area and Berkeley, in particular, enjoys a rather safe environment, personal crime does occur on and near the Berkeley campus. These events are especially common in the evening and early morning hours. Please be aware of your surroundings and contact the police department at 911 if you encounter any issues.

COURSE SCHEDULE

Week One

July 9 Student orientation; Director's welcome; the Hearst Museum's mission and vision; introduction of instructional staff; Kroeber Hall collections tour

July 10 Introduction to anthropology museums and the Hearst Museum's history; Introduction to Registration and Collections Management (Lecture and Module Preview); Regatta Collections Facility tour

July 11 Introduction to Museum Education and Programming (Lecture and Module Preview)

July 12 Introduction to Museum Development (Lecture and Workshop Preview); Introduction to Museum Cultural Policy Practices (Lecture and Workshop Preview)

July 13 Fieldtrip to Magnes Collection of Jewish Art and Life (morning) and University of California Botanical Garden (afternoon)

Week Two

July 16 Module (morning); Museum administration and leadership (Afternoon lecture)

July 17 Module (morning); Talking and listening to donors and boards (Afternoon lecture)

July 18 Module (morning); Cultural policy workshop

July 19 Module (morning); Cultural policy workshop

July 20 Fieldtrip to Berkeley Art Museum Pacific Film Archive (morning) and Oakland Museum of California (afternoon)

Week Three

July 23 Module (morning); Conducting collections research (Afternoon lecture)

July 24 Module (morning); Museum informatics workshop

July 25 Module (morning); Museum informatics workshop

July 26 Module (morning); Museum informatics workshop

July 27 Fieldtrip to Cal Academy (morning) and DeYoung Museum (afternoon)

Week Four

July 30 Module (morning); Gallery management basics (afternoon lecture)

July 31 Module (morning); Managing visitor experiences and measuring exhibition outcomes (Afternoon lecture)

August 1 Module (morning); Looking ahead: Building an anthropology museum for the 21st century (workshop)

August 2 Module (morning); Looking ahead: Building an anthropology museum for the 21st century (workshop)

August 3 Module (morning); Wrap-up discussion and program evaluation

EQUIPMENT LIST

Students should bring notebooks, pencils (not pens!), a portable laptop computer, comfortable shoes for standing on cement floors for long periods, and a business casual outfit for development activities. The Hearst Museum will provide all other needed equipment and supplies.

MANDATORY READINGS

All readings will be made available as PDF files to enrolled students through the Hearst Museum's Box.com account.

Buck, Rebecca & Gilmore, Jean Allman. Introduction, History, Terminology; and, Guidelines, Policies and Procedures. Pp. 2-21 and 78-85 in *Collection Conundrums: Solving Collections Management Mysteries*. Washington DC: American Association of Museums, 2007.

Elsasser, Albert B. *Treasures of the Lowie Museum*. Berkeley: Robert Lowie Museum of Anthropology, University of California, Berkeley, 1968

Harjo, Susan Shown. Introduction. Pp. 3-7 in *Mending the Circle: A Native American Repatriation Guide*. Barbara Meister, ed. New York: American Indian Ritual Object Repatriation Foundation, 1996.

Jacknis, Ira. A Museum Prehistory: Phoebe Hearst and the Founding of the Museum of Anthropology, 1891–1901. *The Chronicle of the University of California* 4:47–77, 2000.

McLean, K. Whose questions, whose conversations? Pp. 70-79 in B. Adair, B. Filene, & L. Koloski (Eds.), *Letting Go? Sharing Historical Authority in a User-Generated World*. Walnut Creek, CA, Left Coast Press, 2011.

Native American Graves Protection and Repatriation Act, 25 U.S.C. 3001 et seq. [Nov. 16, 1990] ([Link](#)) and 43 CFR 10. ([Link](#)).

National Museum Directors' Council. *Museums Matter*, 2010 ([Download here](#)).

Phoebe A. Hearst Museum of Anthropology Collections Management Policy, Code of Ethics, and Strategic Plan.

Phoebe A. Hearst Museum of Anthropology [website](#), especially overview of Museum's collections [here](#). (Note to reviewers: New website with updated content will launch in December)

Phoebe A. Hearst Museum of Anthropology Collections Portal ([Link here](#)). Try searching the collection.

Ross, Bernard, and Clare Segal. *The Influential Fundraiser: Using the Psychology of Persuasion to Achieve Outstanding Results*. San Francisco, Josey-Bass, 2009 (Selection).

Simon, N. Participatory design and the future of museums. Pp. 18-33 In B. Adair, B. Filene, & L. Koloski (eds.), *Letting Go? Sharing Historical Authority in a User-Generated World*. Walnut Creek, CA, Left Coast Press, 2011.

RECOMMENDED READINGS

Skim one or two of the Museum's classic books reviewing its collection in its digital publications archive ([Link](#))

American Alliance of Museums website ([Link](#))

American Anthropological Association website ([Link](#))

Bonnichsen v. United States, 367 F.3d 864, 874 n.14 (9th Cir. 2004) ([Link](#))

Burnett, Ken. *Relationship Fundraising: A Donor Based Approach to the Business of Raising Money*, 2nd ed. San Francisco, Josey-Bass, 2009 (Selection).

Conn, Steven. *Do Museums Still Need Objects?* Philadelphia, University of Pennsylvania Press, 2010.

Cuno, James. *Museums Matter: In Praise of the Encyclopedic Museum*. Chicago, University of Chicago Press, 2011.

Society for American Archaeology website ([Link](#))

Thomas, Nicholas. *The Return of Curiosity: What Museums are Good for in the 21st Century*. London, Reaktion Books, 2016.

Western Museums Association website ([Link](#)).