ARTE 5942/5: Art Museum Education 1
Programming for Diverse Audiences
Fall 2021, Fridays 10-4:00 pm
University of North Texas System
1901 Main Street, Room 570
Dallas, Texas 75201
Angela Hall
Office Hours: Fridays 4:00-5:00 and by appointment
Email: Angela.Hall@unt.edu


REQUIRED TEXTS: PDFs available to download from Canvas.

COURSE CONTENT: This course studies the public role of the art museum with emphasis on the educator’s teaching, writing, and programming responsibilities.

COURSE OBJECTIVES: Through readings, discussion, visits to area art museums and other assignments the student will investigate the nature of the art museum experience, examine the interpretive and empathetic role of the art museum in theory and practice, and design and produce art museum-based program materials.

GRADING: One of the most important characteristics of a museum educator is excellence in written and oral communication. Performance evaluation, therefore, will emphasize the student’s demonstrated skill on written and oral assignments. Grading will be based on the following performance areas and tasks.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation</td>
<td>30%</td>
</tr>
<tr>
<td>Attendance</td>
<td>15%</td>
</tr>
<tr>
<td>Written Reading Reflections</td>
<td>25%</td>
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<tr>
<td>Final Project</td>
<td>30%</td>
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REQUIRED EQUIPMENT:

A computer, tablet, or smart phone with Internet access, a microphone, a camera, and speakers for online Zoom classes.

TECHNICAL ASSISTANCE:

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.
UNT Help Desk: [UNT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm)  
Email: helpdesk@unt.edu  
Phone: 940-565-2324  
In Person: Sage Hall, Room 130  
Walk-In Availability: 8am-9pm  
Telephone Availability:  
- Sunday: noon-midnight  
- Monday-Thursday: 8am-midnight  
- Friday: 8am-8pm  
- Saturday: 9am-5pm  
Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)

**RULES OF ENGAGEMENT:**  
Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

**ATTENDANCE:**  
Attendance, punctuality and participation are extremely important as this class is discussion-based and only meets every other week. Participation includes: completing assignments and readings on time, as well as involvement in class discussions through
asking questions, offering thoughtful insights and comments, and responding to others’ comments.

Because this class only meets bi-weekly, full participation throughout the semester can only be achieved by attending all sessions. Missing more than one class session could adversely affect your grade. Each missed and unexcused absence (after one unexcused absence) will result in an overall 3% point deduction from your final grade. Please check with me, should you need to miss more than one class session.

Occasionally we will have guest speakers during class time and/or will be visiting their museums. Therefore, timely arrival to class and preparedness for full participation in all class activities is expected. Excessive tardiness will be treated as an absence.

**LATE WORK:** Late work will not be accepted unless you have received my prior approval.

**Academic Integrity Policy:**
According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

**ADA Policy:**
UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website (https://disability.unt.edu/).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)
The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

**Emergency Notification & Procedures:**
UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

**Retention of Student Records:**
Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student’s records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University’s policy. See UNT Policy 10.10, Records Management and Retention for additional information.

**Acceptable Student Behavior:**
Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT’s Code of Student Conduct (https://deanofstudents.unt.edu/conduct) to learn more.

**Access to Information - Eagle Connect:**
Students’ access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student’s Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (https://it.unt.edu/eagleconnect).

**Student Evaluation Administration Dates:**
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (noreply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been
submitted. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu.

Sexual Assault Prevention:
UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT’s Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim’s compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation Regarding F-1 Visas:
To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

If an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification:
UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.
See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (https://policy.unt.edu/policy/07-002).

Class Recordings & Student Likenesses:
Synchronous (live) sessions in this course will be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in
any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

**Academic Support & Student Services**

**Mental Health:**
UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

**Chosen Names:**
A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](https://studentaffairs.unt.edu/care)
- [UNT ID Card](https://studentaffairs.unt.edu/care)
- [UNT Email Address](https://studentaffairs.unt.edu/care)
- [Legal Name](https://studentaffairs.unt.edu/care)

*UNT eulIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

**Pronouns:**
Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don’t assume someone’s name, we should also ask and not assume someone’s pronouns.

You can [add your pronouns to your Canvas account](https://studentaffairs.unt.edu/care) so that they follow your name when posting to discussion boards, submitting assignments, etc.

**Additional Student Support Services:**

- [Registrar](https://registrar.unt.edu/registration)
- [Financial Aid](https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center)
- [Multicultural Center](https://edo.unt.edu/multicultural-center)
• **Counseling and Testing Services** ([https://studentaffairs.unt.edu/counseling-and-testing-services](https://studentaffairs.unt.edu/counseling-and-testing-services))
• **Pride Alliance** ([https://edo.unt.edu/pridealliance](https://edo.unt.edu/pridealliance))
• **UNT Food Pantry** ([https://deanofstudents.unt.edu/resources/food-pantry](https://deanofstudents.unt.edu/resources/food-pantry))

**Academic Support Services:**
• **Academic Resource Center** ([https://clear.unt.edu/canvas/student-resources](https://clear.unt.edu/canvas/student-resources))
• **Academic Success Center** ([https://success.unt.edu/asc](https://success.unt.edu/asc))
• **UNT Libraries** ([https://library.unt.edu/](https://library.unt.edu/))
• **Writing Lab** ([http://writingcenter.unt.edu/](http://writingcenter.unt.edu/))

**PLEASE NOTE:** I will make every effort to follow the syllabus and schedule, but please realize adjustments may be necessary in order to accommodate learning/instructional needs of the class. I therefore retain the right to change the syllabus with or without notice.

If any unexpected changes need to be made, they will be announced by My UNT e-mail. Be sure your account is up to date. I will answer only course-related emails. Email content should be directly related to course content. Emails not related to the course will not be returned. Emails that contain information that is pertinent to the entire class about course-related topics will be addressed in class so that the entire group may benefit.

**ASSIGNMENTS**

1) **Reading Reflections and Questions for Speakers**

During most weeks of the semester, a Reading Reflection Paper is due. Write a maximum one paragraph summary of the first reading and a maximum one paragraph reflection of the first reading. Write a one paragraph (max) summary of the second reading and a one paragraph (max) summary of the second reading. Keep going for all of the assigned readings.

Finally, write 2 questions for each of the guest groupings we will have in class on the day that the Reading Reflection Paper is applicable to and include these at the bottom of your paper. For example, on a day when we have a morning guest and two afternoon guests from the same institution, write 2 questions for the morning guest and 2 questions for the afternoon guests for a total of 4 questions.

Papers can be single or double-spaced. Place all reading response paragraphs and questions in one document. Email your papers to my UNT email and, please, put your name on your paper!

The format should be:

1 paragraph summary of 1st reading
1 paragraph reflection of 1st reading
1 paragraph summary of 2nd reading
1 paragraph reflection of 2nd reading
2 questions for morning speaker(s) of the day the Reading Pairs Paper is due (if applicable)
2 questions for afternoon speaker(s) of the day the Reading Pairs Paper is due (if applicable)

Reflections will be graded pass/fail.

DUE: 12 PM, Noon the Thursday before class.

2) Final Project

For your final project, you must design a museum program from start to finish. You will present your new program as a coordinator would in a boardroom to museum leadership (your peers). In your presentation, you must address the following program elements:

- Chosen Museum
- Exhibition or Object/s
- Responsible staff
  - Who is involved? Does your program involve working with facilities? Marketing? Curatorial? How will you gain buy in from different departments or program areas?
- Target Audience
  - Elaborate on their age, needs, interests, availability, and the potential need for a secondary audience. Why is this the audience you’ve chosen for this exhibition or object? What about the exhibition/object might resonate with your chosen audience? What makes you think it will benefit them? What does the museum have to offer this community?
- Strategy for Audience Engagement
  - How will you reach your intended audience? What channels will you use? How will you communicate with them once a relationship is established?
- Program Overview and Goals
- Program Budget
- Program Duration
  - Does the program happen once or many times? Will it span the length of the exhibition/semester, etc., or do you hope for it to become an evergreen program?
- Potential Collaborators or Partners
  - What will their role be in the program? Will they contribute to program development or will they simply participate?
- Special Elements
  - Surprise us!
- Evaluation
  - What are your barometers for success? What data points will you measure during the program to study at a later date?
In addition to your presentation, you will submit a paper detailing the program itself, the personal motivations for your program, how you feel it would benefit your chosen museum and its community, how your program fits in with current trends in museum programming, and how the semesters experiences and readings assisted your process.

Your paper should be approximately 5-8 pages.

Final papers will be graded with a letter grade.

Due: Friday, May 12, 2023 by 5 PM

CLASS SCHEDULE

WELCOME

Friday, January 20:
Location: Dallas Campus

AM: Syllabus + Group Conversation: The Visitor Centered Perspective

PM: Audience and Program Development Kick-off

Reading:
* A reading reflection is NOT due for these readings.


ACCESSIBILITY AND EMPATHY IN THE MUSEUM

Friday, February
Location: Dallas Campus and the Dallas Museum of Art

AM (10-12 PM) Dallas Campus: Beatriz Asfora Galuban, Connections/Reconnections Educator, Meadows Museum of Art

PM: Melissa Brito, Manager of Accessibility Programs, Dallas Museum of Art

Reading:


You do not have to include these in your reflection papers, but they will be discussed as a group:


TEEN PROGRAMMING
Friday, February 10
Location: Zoom

AM: Seminar Day and Room-to-Rise Discussion
PM: Jorge E. Espinosa, Education Program Manager, Teen & Family Programs and Michelle Antonisse, Manager of School and Teen Programs, MOCA Los Angeles

Reading:


SCHOOL AND TEACHER PROGRAMMING
Friday, February 24
Location: Zoom and TBD

AM: Holly Gillette, Director of School and Teacher Programs Partnerships, Multi-visits, Los Angeles County Museum of Art
PM: TBD
Zoom Link: https://unt.zoom.us/j/88187518472

Reading: Holly’s reading list is uploaded on Canvas.

She’d also like you to check these out:
- Evenings for Educators StoryMaps
- LACMA Teachable Courses
- Communities Create LA! Youtube Series
- LACMA - The Guide

School, Teacher and Community Programs are on pages 18-21

PROGRAM DEVELOPMENT
Friday, March 10
Location: Fort Worth, Sid Richardson Museum and the Kimbell Museum of Art
AM: Leslie Thompson, Director of Education Resource, and Scott Winterrowd, Director, Sid Richardson Museum
PM: Connie Hatchette Bargainer, Education Manager and Rebecca Brand, Studio and Family Programs Coordinator, Kimbell Museum of Art

Reading: To be assigned at a later date.

PROGRAMMING FOR INCLUSIVITY AND DIFFICULT TOPICS
Friday, March 24
Location: Dallas Campus and the Dallas Holocaust and Human Rights Museum
AM: Seminar Day: Dallas Campus (Inclusive Language in the Museum)
PM: Charlotte Decoster, Ackerman Family Director of Education
Dallas Holocaust and Human Rights Museum 1-4 PM

**Extra 4 PM: Dimensions in Testimony.** The museum is offering each of you a ticket to Dimensions in Testimony. This is a truly avant-garde program. Each week, one survivor of the Holocaust will speak directly with participants via hologram. This will be the last week of this program, and you will have the opportunity to hear from Janine Oberottman. If you are able, I’d recommend taking advantage of this incredible opportunity.

Reading: To be assigned at a later date.

**Extra:** Class Night Out! (Optional, of course)
Friday, April 7
Anastasia at the Winspear Opera House
The group discount is $32 per ticket.
Please let me know if you are interested in attending. You may each bring a guest for an additional $32.

FINANCE AND PARTNERSHIPS
Friday, April 14
Location: AT&T Performing Arts Center and Dallas Campus
AM: AT&T Performing Arts Center, Various Speakers, Presentation + Tour
PM: Neiman Marcus Charitable Foundation
Reading: To be assigned at a later date.

**Extra**: Dallas Art Fair

**Friday, April 20 to Sunday, April 23**
Please let me know if you are interested in attending and I’ll secure your ticket.

**FINAL PRESENTATIONS**

**Friday, April 28**
Location: Dallas Campus

**AM**: Program Development Presentations

**PM**: Program Development Presentations