

University of Wyoming Art Museum
Academic Plan 2009-2014

I. Mission & Aspirations

With *Imagine Learning from the Masters* as a guiding principle, the mission of the UW Art Museum is to collect, preserve, exhibit, and interpret a broad spectrum of the visual arts of the highest quality and of national and international prominence for Wyoming's academic and education communities, citizens, and visitors. Accredited by the American Association of Museums, the Art Museum provides leadership in the arts, education, and museum professions.

We aspire to establish the Art Museum as a nationally-recognized regional museum that supports the University of Wyoming's mission of promoting learning through creative opportunities for research, scholarship, and professional development; promoting diversity, academic freedom, and mutual respect; and stewarding the arts in Wyoming. Advances over the last planning cycle have significantly addressed these goals, and set the stage for even greater advancements in serving our various constituents.

II. Previous Planning Accomplishments

Achieve reaccreditation by the American Association of Museums	<i>Provisional accreditation pending completion of the humidification system was granted in fall 2008.</i>
Advance cooperative and curricular connections with UW colleges, departments, and programs; cultural institutions statewide and globally; and others that further the Art Museum's programmatic goals.	<i>Increased use of collections and exhibitions by art and other departments</i> <i>New curricular/pre-professional opportunities established with CoE, MFA in Creative Writing, Albany County School District, Wyoming Arts Council</i> <i>Further Russian Initiative with the Saratov State Museum</i>
Acquire and implement collections management system; achieve public access to the Art Museum collection through an Internet search engine integrated with the UW Libraries, AHC, and Law Library	<i>PastPerfect software acquired; data transfers to be refined in 2009 following conclusion of Institute of Museum and Library Services content/value assessment</i> <i>Re-digitization of collection is needed prior to integrated internet search opportunities</i>
Explore funding opportunities to add an Art Historian/Curator of Collections to the Art Museum staff to facilitate collection development, curation, research, and scholarship	<i>Curator of Collections/Art Historian position established in 2006</i> <i>Two failed searches in 2006, 2007; 2008 search underway</i>

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	<i>Major gifts of national importance received for the collection</i>
Resolve art collecting issues with the AHC and strengthen Art Museum collections through reinvigorating the Art Museum Collections Committee and its activities	<i>AHC art collecting policy for future established in 2005; retroactive policy and resolution remains</i> <i>Art Museum's collection committee meets as necessary</i>
Enhance <i>Art Express</i> (<i>Ann Simpson Artmobile Program</i> and <i>Regional Touring Exhibition Service</i>) through exploring new initiatives with the Outreach School, other UW units and statewide agencies, and Art Museum board members	<i>Ann Simpson Artmobile Program has been folded into K-12 education initiatives via Teacher Institute and Master Teacher; Touring Exhibition Service needs to be added to K-12 education initiatives.</i>
Achieve our fund-raising goal for the <i>Distinction</i> campaign and further the National Advisory Board development with long-term goals outlined in the Art Museum's Long Range Development Plan	<i>Exceeded fund-raising goal for Distinction campaign</i> <i>Annual Gala (NAB event) has had annual increases in funds raised</i>
Further internship, work-study, and part-time employment opportunities in the museum and explore the development of a cohesive internship program	<i>Museum Internship Program has advanced, first paid internships offered summer 2008 for Sculpture: A Wyoming Invitational</i> <i>Anticipate program will continue to develop under new Curator of Collections</i>
Advance use of the Art Museum and Museum Store by UW students, faculty, and staff; classes from other colleges/universities along the Front Range, and the public through increased promotion/marketing efforts	<i>Increased promotion/marketing efforts have been slow to be implemented. Assessing store inventory and promotion policy is underway.</i>
Address issues of leaks and security in the Centennial Complex	<i>Concrete work to correct leaks at the front entrance and terrace are complete; window leaks remain.</i> <i>Security upgrades in public areas are complete; storage area upgrades remain.</i>
Explore reopening a food service component to the Centennial Complex to enhance visitor experience and increase use of the Centennial Complex by the academic and local community	<i>Café opened by UW Food Service 2003; closed in 2008.</i> <i>Revisit use of Centennial Complex Restaurant</i>

III. Relevant institutional priorities

Furthering the national prominence of the Art Museum is a priority that positively impacts exhibition, education, and collection development programs. The recently completed Institute of Museum and Library Services funded Collection Advancement Project provides a guiding document, identifying strengths in collecting areas, specifying artists that should be a priority for future acquisitions, offering recommendations for object deaccessioning, identifying collection research needs, and potential exhibitions that could be of national significance.

Increasing methods for undergraduate and graduate opportunities in the Art Museum will advance with the hiring of a Curator of Collections and a Master Teacher. The curator will anchor the Museum Internship Program, connect with the proposed Museum Studies Minor (an interdisciplinary curriculum spear-headed by the Art Department), and enable expanded use of the collection by faculty and students, including new graduate student opportunities. The siting of the new Art Building near the Centennial Complex offers stronger potential for curricular, pre-professional, and leadership opportunities with the Art Department.

With the addition of the Master Teacher to the education program, the Art Museum is poised to advance its new model of museum-based K-12 learning, furthering connections with K-12 students and teachers statewide, advancing enrichment programs with the Albany County School District, furthering curricular support of pre-service College of Education students, and offering professional opportunities for training and teaching.

The museum's **service to the state** through the *Ann Simpson Artmobile* remains a primary outreach program for the university. A recognized national model for outreach, the Wyoming Arts Council has partnered with the Art Museum for a minimum of 3 years to support outreach to under-served constituents statewide. Its delivery has been integrated into the museum-based learning model. The *Regional Touring Service*, which reaches significant numbers of statewide viewers annually, will be added to this education initiative.

Sculpture: A Wyoming Invitational has introduced public art to our campus and community, and opens an opportunity for the museum to continue its **leadership role** in an as-yet-to-be defined public art program in the future.

With advancing national recognition and increasing use of the museum by faculty, students, teachers, and the public, a plan for maintenance, repair, and expansion of the Centennial Complex is fundamental to advancing the **university's cultural and arts assets**. Renovation projects over the last five years have addressed water-leaks in storage areas under the sculpture terrace and the front entrance, security enhancements (hardware and software upgrades) in the public areas, fire suppression replacement in areas of the facility that receive and house collections, lighting upgrades, humidification upgrades, and resolving the vibrating walls issue.

Advancements in collections and education are straining existing facilities and an expansion to the Centennial Complex is increasingly necessary. Facility needs include a state-of-the-art auditorium for public programs, studio classrooms for K-12 and adult education programs, volunteer facilities, collection storage, print study room to enable increased access to collections-based research and study, and support facilities (offices, coatroom, bathrooms, etc.).

Advancements and successes in the museum's programs are impacting staff and volunteers. Future staffing needs are anticipated to include (not in priority order) an Assistant Director (1 FTE, benefitted) to assist the Director in managing daily museum operations; a Volunteer Coordinator (1/2 FTE, benefitted) to staff the docent program; and increasing the Publicist position from ½ FTE non-benefitted to 3/4 FTE benefitted. Once the Curator of Collections and Museum Registrar are hired, an assessment of part-time, work-study, and internship support in the collections department will be necessary.

IV. Action items

- A. **Endow Master Teacher position (Excellence).** The Master Teacher position has been funded for four years with Wyoming Excellence Funds and a challenge to secure a permanent source of funding. An endowment would establish permanent funding for the salary, benefits, and general operating needs. The Master Teacher applies, implements, and assesses the new educational model that is the basis for creating a learning experience in the museum's education programs. The establishment of the Master Teacher position has engendered new partnerships with the College of Education and Wyoming's K-12 teachers through teacher training and interdisciplinary approaches to teaching and learning that satisfy benchmark and curricular goals.
- B. **Advance Museum Internship Program and add Graduate Assistant opportunities (Access).** Over the past 5 years, the Art Museum has formalized its Museum Internship Program by offering internship-for-credit opportunities to 4th year and graduate students from diverse disciplines. Students in art, education, creative writing, business, anthropology, humanities, and American Studies have benefited. Paid internships were offered in the summer of 2008, enabling 5 students to work directly with internationally known sculptors and the museum staff. Paid internships offer increased professional experience and responsibility; adding this aspect to the Internship Program would advance its service to students and establish the program as a viable professional opportunity. Adding Graduate Assistantship opportunities (we envision 2 eventually) would provide key graduate opportunities for future scholars and museum professionals.
- C. **Further the Art Museum-based Learning model for K-12 education (Excellence).** With a Master Teacher on the education department team, a new model of art museum-based learning was developed. This model uses the principles of observation, inquiry, research, creativity, and reflection to offer in-depth learning experiences that can be applied to students of all ages and tailored to meet specific needs of K-12 curricular benchmarks, enrichment programs, teacher institutes, and classes for students of all ages. We continue to work with UW faculty, especially in the College of Education, and K-12 teachers statewide to implement, assess, and refine this model which is anchored on the Art Museum's exhibitions and has at its core the Art Museum's mission to present art and education programs of the highest quality.
- D. **Establish Facilities Plan for Maintenance, Repair, and Expansion of the Centennial Complex (Cultural Assets).** The Centennial Complex continues to have maintenance and repair issues; a plan to identify and prioritize repairs would facilitate a reasoned approach to funding requests and needs. In addition, the Art Museum has increasing facility expansion needs to support advancing elementary, secondary, undergraduate, and graduate learning opportunities; supporting our volunteers (more than 75 board

members and docents); and advancing access to collections for research, scholarship, and class use.

- E. **Take leadership role in furthering the Public Art Program (Leadership).** The recent success of the major public art exhibition, *Sculpture: A Wyoming Invitational*, has been an important step forward in raising the awareness and interest in having art on our campus and in our community. New buildings in the construction pipeline create an opportunity to establish a public art program on campus that could elevate interest in future students, faculty, and staff as well as establish a nationally important collection at UW. With an existing process in place for art on campus, the foundation for continuing art on campus is laid.
- F. **Implement Collections Advancement Project recommendations, including resolving issues of art in the AHC (Cultural Assets).** The new Curator of Collections position and a restructuring of the collections department, combined with the Institute of Museum and Library Services Collection Advancement Project report and new endowment funds for collections and conservation, set the stage for significant advancements in the museum's collection, its content, quality, use, and access. With advances in the AHC collecting policy and forthcoming refinement of the Art Museum collecting priorities, an assessment of art in the AHC that is more appropriately placed in the Art Museum for purposes of preservation, interpretation, exhibition, and access is now possible.

V. Implementation

- A. Endow Master Teacher Position
Lead: Director of Development
Implementation: FY 2013
- B. Advance Museum Internship Program and add Graduate Assistant opportunities
Lead: Director & Chief Curator
Initiate in FY2010, assess annually, implement as staff time and funding enables
- C. Further Art Museum-based Learning model
Lead: Education Curator
Implementation: ongoing with FY 2010 deadline for integrating curriculum-based information for *Regional Touring Exhibition Service*
- D. Establish Facilities Plan for Maintenance, Repair, and Expansion of the Centennial Complex
Lead: Director with AHC Director and other appropriate representatives
Implementation: FY 2011
- E. Take a leadership role in furthering the Public Art Program
Lead: Director & Chief Curator
Implementation: FY 2013
- F. Collections Advancement Project recommendations, including resolving issues of art in the AHC

Lead: Curator of Collections
Implementation: FY 2013

APPENDIX

Goals and guiding principles have been established in each of the museum's departments to facilitate achievement of institutional goals.

A. Institutional

- Advance public art on campus: ownership, maintenance, insurance, and organization
- Facility – repair and expansion
 - Replace light-beam intrusion system on terrace
 - Complete security hardware upgrades (keypads, non-public areas, pan-tilt-zoom camera at loading dock, west side video enhancements, address roof access security issues)
 - Carpet upgrades (art museum office, multi-purpose room, security office)
 - Expansion needs: auditorium, classrooms, study room, volunteer , collection, and support facilities
- Advance internship program (add paid intern opportunities)
- Create graduate assistant opportunities

B. Collections

- Implement recommendations identified in the Institute of Museum and Library Services Collection Advancement Project report: re-structure collection areas, priority acquisition goals, deaccessions, research projects, major exhibitions for national travel
- Initiate digitization of collection project to ultimately provide internet access to collection objects
- Continue works on paper re-housing project, framing conservation, and conservation
- Advance scholarly use of and access to the collection

C. Exhibitions

- Advance national/international programs and recognition
- Mount/present exhibitions of under-represented groups (Latino, Native American, etc.)
- Secure process of continuing *Sculpture: A Wyoming Invitational*
- Enhance interpretive information via new technologies

D. Education

- Further K-12 and CoE connections with permanent Master Teacher position
- Connect with juvenile justice judges
- Work with senior centers and heritage groups in summer time
- Assess and re-structure Shelton Art Studio program
- Create lesson plans for touring exhibitions to enable statewide use for curricular benchmarks
- Reach under-represented groups (Latino, ARK, Native American, etc.)
- Create part-time volunteer coordinator

E. Development

- Endow Master Teacher position
- Advance major donor / endowment support of museum programs
- Advance corporate sponsorship aspect of funding base beyond event sponsorship

F. Museum Store

- Reverse deficit status of the Museum Store
 - Re-visit mission statement
 - Identify and build new constituent groups (focus groups)
 - Create and implement marketing plan
 - Create and implement new brand
 - Expand logo production line/reproduction line