

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

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**WEEK ONE**

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**SATURDAY, OCTOBER 29**

3-6 p.m.

**ARRIVALS**

Check-in to the Residence Inn by Marriott. Receive room assignments and packet of information.

6 p.m.

**ORIENTATION TO INDIANAPOLIS**

Informal get together with IHS representatives and SHA partners in the Residence Inn lounge.

**SUNDAY, OCTOBER 30**

9:00-11:00 a.m.

**WHAT'S WHERE?**

We'll get acquainted with the Indiana Historical Society, its facilities, exhibitions, collections, and some of its staff on this walking tour.

11:00-11:30

**INTRODUCTIONS**

a.m.

SHA Coordinator and partners introduce themselves.

11:30-12:30

**KEYNOTE**

Each year we invite a senior leader from the field of public history to address the class on major trends and issues facing history organizations today. How has the history field changed; what are the big issues now; what's coming next; and what's your role in leading change? *John Fleming, Museum Director in Residence, National Museum of African American Music and Director Emeritus, Cincinnati Museum Center*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

12:30-4:30 p.m. **WHO'S WHO?** (*lunch provided*)  
Time to get better acquainted. Each of you will have 8 minutes, and **ONLY 8 minutes**, to tell about yourself and your work in a memorable way. Visual aids are encouraged.

6:00 p.m. **Dinner**  
Dutch treat dinner together at local restaurant.

**MONDAY, OCTOBER 31**

8:30-9 a.m. **GETTING STARTED**  
An introduction to the seminar, its purposes and goals, with rules of the road and housekeeping details. *John Durel, SHA Coordinator*

9 a.m.-12:00 p.m. **THE RELEVANCE OF PUBLIC HISTORY—Part I**  
We will begin our work together with some fundamental questions. Do public history institutions—historical societies, history museums, historic sites, archives, preservation organization—play a meaningful role in the lives of people and communities, or do they simply supply a pleasant diversion for a relatively few individuals? How can we make history useful? What is our role, and how can we best serve our communities? *David Young, Executive Director, Cliveden of the National Trust*

12:15-1:45 p.m. **LUNCH** (*lunch provided*)  
This is an opportunity to meet our hosts, the staff and board of the Indiana Historical Society. Get to know them, and throughout the next three weeks take advantage of their knowledge of both the history field and Indianapolis.

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

2-4:45 p.m.

**THE RELEVANCE OF PUBLIC HISTORY—Part II**

We continue to consider the relevance of our work with a discussion of the History Relevance Campaign. How can we shift the way we talk about history so that others readily see its value? How can we design programs, exhibits and engagements that have a positive impact on communities and individuals? How can we demonstrate that impact and make the case for history? *Tim Grove, Chief of Education, National Air and Space Museum, Smithsonian Institution, Washington, DC*

**TUESDAY, NOVEMBER 1**

8:30-11:30 a.m.

**MILLENNIAL PERSPECTIVES**

A major theme throughout the seminar will be “change”—how we initiate, respond to, and manage changes in our audiences and work forces. In this session we will explore one driver of change, the generation of young adults known as Millennials. What changes are happening now, and what can we anticipate, in the years ahead? What roles will you play, as a leader, in helping your institution respond to these changes? *Colleen Dilenschneider, Chief Market Engagement Officer, IMPACTS, and author of Know Your Own Bone*

1:00-4:00 p.m.

**HISTORICAL INTERPRETATION**

What are the most effective ways to engage others in history? According to research by Reach Advisors, the only age cohort where a majority prefer a traditional guided tour is age 70+. Interpretation is often a weak link in that effectiveness depends upon training and the abilities of front line staff. We will discuss ways to improve tours as well as other methods of engaging the public in understanding the past. *Margo Carlock, Executive Director, National Association for Interpretation*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

5:30 p.m.            **RECEPTION AT BENJAMIN HARRISON PRESIDENTIAL SITE**  
*hosted by Charles Hyde, President & CEO*

**WEDNESDAY, NOVEMBER 2**

This is our first fieldtrip day. We will travel by bus to visit two very different local institutions, the Children’s Museum of Indianapolis and the Indiana Medical History Museum. We will see various methods of historical interpretation and consider questions of relevance and effectiveness.

8:30-9:15 a.m.    **ORGANIZATIONAL ASSESSMENT**  
All history organizations would benefit from a plan to improve their effectiveness. Using the Medical Museum as a case study, we will assess the strengths and weaknesses of an organization and offer practical recommendations for improvement. We will begin the day with a brief discussion of the SWOT method for assessing an organization. *Bob Beatty, Chief of Engagement, AASLH*

9:30 a.m.            *BUS DEPARTS FOR INDIANAPOLIS CHILDREN’S MUSEUM*

10:00-1:30        **THE POWER OF CHILDREN EXHIBIT AT THE CHILDREN’S MUSEUM OF INDIANAPOLIS**  
This exhibit provides families with an environment in which to discuss racism, prejudice, and discrimination. Using artifacts, interactive displays, video, and live dramatic performance, it presents the stories of three children in the 20th century. We will tour the exhibit and meet with staff to discuss challenges they faced in taking on sensitive topics. *Jennifer Pace Robinson, Vice President for Experience Development and Project Manager and CMI staff*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

1:30 p.m. *BUS DEPARTS FOR INDIANA MEDICAL HISTORY MUSEUM*  
**Note:** lunch on own prior to leaving the children's museum.

2:00-4:30 p.m. **INDIANA MEDICAL HISTORY MUSEUM**  
We will tour the museum, learn about its history and current programs, and engage in an assessment and discussion of its organizational strengths, weaknesses, opportunities and threats. *Sarah M Halter, Executive Director, Indiana Medical History Museum and Bob Beatty, Chief of Engagement, AASLH*

5:00 p.m. *BUS DEPARTS FOR IHS*

**THURSDAY, NOVEMBER 3**

8:30-11:30 a.m. **STRATEGIC THINKING AND MANAGING CHANGE**  
and  
1:00-4:00 p.m. Historical organizations need to think strategically about how to best serve their communities, develop the capacity to do that work, and use their resources. Changes in strategy often necessitate organizational or departmental change. Understanding the organizational and personal implications of change are necessary preparations for dealing with the discomfort and disruption as well as the energy and enthusiasm that accompany institutional change. *Barbara Franco, former Executive Director at Gettysburg Seminary Ridge Museum, Gettysburg, PA and Laura Roberts, Principal, Roberts Consulting, Cambridge, MA*

**FRIDAY, NOVEMBER 4**

8:30-9:15 a.m. **LEADERSHIP AND ORGANIZATIONAL CHANGE**  
We will consider leadership roles and styles as they relate to organizational change. *John Durel, Coordinator*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

9:30 a.m.-12:00 p.m.    **EITELJORG MUSEUM**  
We will walk down the canal to the Eiteljorg Museum to tour and meet with the director to discuss the challenges he has faced in building a valued and sustainable institution. *John Vanausdall, President and CEO, Eiteljorg Museum of American Indians and Western Art*

1:30-4:30 p.m.    **INDIANA HISTORICAL SOCIETY**  
We will delve into a case study of ongoing change at our host institution. We will learn about new strategies and programmatic directions, and discuss the challenges of managing the change process. *John Herbst, President and CEO and Kyle McKoy, Vice President for Education and Exhibits, Indiana Historical Society*

**SATURDAY, NOVEMBER 5**

8:30 a.m.-12:30 p.m.    **WEEKLY REVIEW**  
Facilitated by the coordinator, this forum will give you the chance to ask questions, pursue issues, gain additional information, and develop strategies for applying what you are learning to your current work and your career. You will also take time to complete evaluations for the week. *John Durel, Coordinator*

**SUNDAY, NOVEMBER 6 ~ FREE DAY**

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

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**WEEK TWO**

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**MONDAY, NOVEMBER 7**

8:30-11:30 a.m.    **UNDERSTANDING MUSEUM FINANCE**

What you need to know about museum financial practices. Using a case study we will cover budgets, balance sheets, P&L statements, cash flow, fund accounting, investments, and basic concepts (gross and net profits, direct and indirect costs, margin, ROI). *Jeff Matsuoka, Vice President, Business and Operations, Indiana Historical Society*

1:00-2:15 p.m.    **ADVOCATING FOR GOVERNMENT SUPPORT**

Learn how to make the case for history and what it takes to advocate for government funding. This will include a visit to the Indiana State House and a talk with a member of the General Assembly. *Michael Murphy, Trustee, Indiana Historical Society*

2:30-4:30 p.m.    **FUNDRAISING, DEVELOPMENT AND WORKING WITH BOARDS—PART I**

This two-part session provides practical concepts and tools, covering attitudes about money and philanthropy, steps in the development process, and the array of development programs, including membership, annual fund, major donor cultivation, planned giving and capital campaigns. It also addresses the role of the board in governance and fund development. Exercises are designed to increase your understanding of philanthropy and overcome any reservations you may have about asking others for money. *Anita N. Durel, Durel Consulting Partners*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

**TUESDAY, NOVEMBER 8**

8:30-11:30 a.m. **FUNDRAISING, DEVELOPMENT AND WORKING WITH BOARDS—PART II** *Anita N. Durel*

1:00-4:00 p.m. **REVENUE MODELS AND FINANCIAL SUSTAINABILITY**  
Faced with mounting and rapidly changing economic challenges, history leaders are developing new revenue models in order to build sustainable institutions. In a case study we will develop a new revenue model for an institution that has for many years been unable to meet its stewardship obligations with available resources. *Larry Yerdon, President, Strawberry Banke Museum*

5:00-6:30 p.m. **TECHNOLOGY**  
This is an optional activity, for those interested in the latest thinking about the use of technology. We will visit Plow Digital, a hip group with creative ideas and high tech tools that have been used by Indiana Historical Society to engage visitors in innovative ways. *Kyle McKoy, Vice President for Education and Exhibits, Indiana Historical Society*

**WEDNESDAY, NOVEMBER 9**

8:30-11:30 a.m. **SAVING PLACES**

1:00-4:00 p.m. The public's engagement with history is often associated with a particular place. In this session we will discuss trends in the historic preservation movement and the roles such places play in creating vibrant and resilient communities. *Katherine Malone-France, VP for Historic Sites and Tom Mayes, Deputy General Counsel, National Trust for Historic Preservation*

4:00-4:30 p.m. **CLASS PHOTO**



**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

**THURSDAY, NOVEMBER 10**

8:30 a.m.-11:30 p.m. **USING DIALOGUE TO CONNECT PAST TO PRESENT**

The International Coalition of Sites of Conscience is a worldwide network dedicated to transforming places that preserve the past into dynamic spaces that promote civic action on today's struggles for human rights and justice. More than 200 institutions across 55 nations form the coalition, including more than seventy from the U.S. We will discuss and practice strategies to connect the past to the present, including proven techniques for developing questions and activities that help participants feel comfortable and know their input is valued. *Sarah Pharaon, Senior Director, Methodology and Practice, International Coalition of Sites of Conscience*

1:00-4:00 p.m. **DECOLONIZING MUSEUM PRACTICE**

The Abbe Museum, operating from two locations in Bar Harbor, Maine, has the mission to inspire new learning about the Wabanaki Nations with every visit. In August 2015, the museum completed its most ambitious strategic plan to date, committing to develop and implement decolonizing practices in a museum setting. We will discuss that nature of decolonizing museum practice and how it offers opportunities for Wabanaki people to feel connected to the Abbe, promote cultural authority, and encourage collaboration and involvement with and between tribal community members and the museum field. Decolonizing museum practice can offer restorative justice approach to museum work. The Abbe is a member of the International Coalition of Sites of Conscience and the morning and afternoon sessions will dovetail through examples and collaborative discussion. *Cinnamon Catlin-Legutko, President & CEO, Abbe Museum*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

***NOTE: Tomorrow, Friday, will be a long day, beginning as usual at 8:30 and going late into the night. We will end class at 4 today to allow time for dinner and an early night so that you are well rested.***

**FRIDAY, NOVEMBER 11**

This is our second fieldtrip. We will spend the day and into the evening at Conner Prairie Interactive History Park.

8:30 a.m.      *BUS DEPARTS*

9:30-11:30 a.m.    **LEADERSHIP AND ORGANIZATIONAL CHANGE**  
In another case study we will explore leadership challenges and opportunities at Conner Prairie, long known for innovation in historical interpretation and engaging the public. *Norman Burns, President & CEO*

12:00-1:00 p.m.    *LUNCH*

1:00-3:00 p.m.    **INTERPRETING THE HISTORY OF RACE AND RACISM**  
In recent years there has been increased willingness to tackle difficult history involving race and racism. Building on concepts presented on Thursday, we will survey current developments and discuss the challenges of this important work. *Richard Josey, Minnesota Historical Society*

3:15-5:00 p.m.    **INTERPRETING RACE AT CONNER PRAIRIE**  
In 1998 the Conner Prairie staff developed an innovative approach to interpreting slavery using living history. *Follow the North Star* continues to introduce and immerse guests in the Underground Railroad as it functioned in Indiana in the years leading up to the Civil War. We will discuss with staff the benefits and challenges of this program, as well as new

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

initiatives they are undertaking to broaden the interpretation of history of race in Indiana. *Catherine Hughes, Director of Interpretation and Evaluation, Conner Prairie and Keesha Dixson, Executive Director of Asante Children's Theater*

5:00-6:30 p.m. *DINNER*

7:00 and 7:15 p.m. **FOLLOW THE NORTH STAR: LIVING HISTORY EXPERIENCE**  
You will have the option of taking part in this nationally recognized living history program.

9:00 p.m. *DEPARTURE FOR IHS*

**SATURDAY, NOVEMBER 12**

9 a.m-1 p.m. **WEEKLY REVIEW**

Facilitated by the coordinator, this forum will give you the chance to ask questions, pursue issues, gain additional information, and develop strategies for applying what you are learning to your current work and your career. You will also take time to complete evaluations for the week. *John Durel, Coordinator*

**SUNDAY, NOVEMBER 13 ~ FREE DAY**

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

---

**WEEK THREE**

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**MONDAY, NOVEMBER 14**

8:30 a.m.-11:30 **EXHIBITIONS AND COMMUNITY**

p.m.

This session explores how exhibitions can strengthen connections between a history organization and its constituencies. After tracing how museums' relationships to audiences have evolved over time and looking at some cutting-edge models, we will focus on how to do community-engaged work from within one's existing institution. How can we bring contemporary relevance to seemingly traditional historical topics? How does turning outward in one's exhibition program change how people work across the museum? How can one approach community engagement in the right way at the right time for one's organization?  
*Benjamin Filene, Director of Public History/Professor of History, University of North Carolina Greensboro*

1:00-4:00 p.m. **TRANSFORMING THE EXPERIENCE OF OBJECTS**

In this era of change and innovation, the ways in which we collect, manage and use historical collections are changing. We will engage in discussion with two people who are leading this change, addressing fundamental questions concerning what we collect, how to gain intellectual control of what we have, and how to best use artifacts to engage others in meaningful and relevant history. *Trevor Jones, Director, Nebraska Historical Society and Elee Wood, Director, Museum Studies Program, Associate Professor of Museum Studies and Education, IUPUI*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**  
*SUBJECT TO CHANGE*

**TUESDAY, NOVEMBER 15**

8:30-11:30 a.m. **EVALUATION OF VISITOR EXPERIENCES**

and

1:30-4:30 p.m.

We will learn about evaluation as a planning tool and put theory to work as you gather into teams to design an evaluation of an experience at one of your institutions. *Conny Graft, Principal, Conny Graft Research and Evaluation, Williamsburg, VA*

**WEDNESDAY, NOVEMBER 16**

8:30-11:30 a.m. **LOOKING AHEAD**

In reflecting on our discussions of how history organizations are changing, we will consider recent research on trends shaping American society, and what this means for your work ahead. *James Chung, Reach Advisors*

1:00-4:00 p.m.

**BUILDING A WINNING TEAM**

Building on the premise that a history organization's most valuable asset is its staff, and working with examples from your own workplace experiences and with some of the best thinkers on the subject of leadership and motivation, this session will introduce concepts and best practices for building effective teams and nurturing organizational health. *Kent Whitworth, Executive Director, Kentucky Historical Society and members of KHS leadership team*

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

**THURSDAY, NOVEMBER 17**

8:30-11:30 a.m.    **LEADING FROM THE MIDDLE**

1:00-4:00 p.m.

Over the three weeks of the seminar you will have learned about the issues and trends facing history organizations, and have begun to develop your own ideas of how your own institution should change. What are some strategies for leading change when you are not in a position of authority? How can you gain the support of your executive director or supervisor, or your board for those of you who direct smaller organizations? The session will include a guided discussion about your plans for going home and returning to the office. This session will help you deal, conceptually and emotionally, with balancing life and work, with setting priorities and managing your time, and with leading and managing successfully in the months and years ahead. *Julie I. Johnson, J2R2 Leadership and Change Associates*

**FRIDAY, NOVEMBER 18**

8:30-10 a.m.    **WEEKLY REVIEW**

Our third and final review of the week that was. You will also take time to complete evaluations for the week. *John Durel, Coordinator*

10:15 a.m.-  
12 p.m.

**PARTING THOUGHTS**

With representatives of SHA's sponsoring institutions sitting with us, share your thoughts and comments on your three weeks in Indianapolis attending SHA. Also discuss how you might put newly acquired ideas and skills to work, maintain friendship and connections made during the seminar, and your readiness to address some big issues you left behind or, perhaps, take on some newer, bigger challenges at home.

**Class of 2016**  
**Developing History Leaders @SHA**  
**Curriculum & Session Descriptions**

*SUBJECT TO CHANGE*

12:00-1:30 p.m. **GRADUATION SHA ALUMNI LUNCH** *(lunch provided)*  
Enjoy lunch with local museum professionals who have attended the seminar in previous years and receive your SHA pin and certificate.

4 p.m. to ??? **IT'S YOUR PARTY!**  
The spotlight is now on you, the Class of 2016, as you celebrate your time together at SHA with an event you have been planning just for this occasion.

**SATURDAY NOVEMBER 19: FAREWELL AND KEEP IN TOUCH**