B-HIP Class
Arts Organizations in the “App” Age
Summer 2012

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Course Description:

With the emergence of new media and the ever-expanding use of the Internet, social media sites, and Smart Phone applications, the traditional role and scope of the museums, galleries, and performing arts center is changing. Technology is making an impact on most everything arts organizations do from fund raising to educational programming, from audience outreach to collections management. This year’s B-HIP class explores this impact of technology and will include an overview of the historical role and mission of museums and performing arts centers, and an examination of the current applications of technology. Students will be asked to review the use of technology at their intern sites and report in class with their findings. There will be readings that will contribute to our understanding of contemporary issues in the field, as well as guest lectures by museum and performing arts professional describing the real ways in which they have been applying technology.

Course Objectives:

Students will gain an understanding of the role of technology in arts organizations by:

- investigating how they historically and contemporarily communicate and interact with their audiences;
- discussing, in written and verbal form, current issues and innovative applications of technology;
- critically evaluating intern sites use of technology;
- exploring arts administration issues relating to technology including funding and budgets, ethics, and mission / vision statements.

Assignments:

Reaction papers: Each week, students will prepare 2-page reaction papers that review an aspect of interest gathered from the readings, and will relate to the intern site. These papers will be posted on Blackboard Vista.

Final project: Students will use their intern experience and what they learned in the B-HIP course to develop a grant proposal for their intern site, focusing on one specific application of technology in their area of expertise (i.e., education, marketing, curatorial).
Class Schedule:

Tuesday, May 29, 5:00 - 7:00pm  
INTRODUCTION  
Discussion about the course topic and responsibilities.

Tuesday, June 5, 5:00 - 7:00pm  
INTERACTIVITY: What’s it all about  
Introduction to topic of technology and arts organizations with a look at how historically museums have interacted with their public in terms of communication, education, and curatorial processes.

Tuesday, June 12, 5:00 - 7:00pm  
TECHNOLOGY AND PERFORMING ARTS  
Jonathan Secor will facilitate a discussion on live-performance theatres and technology.

Tuesday, June 19, 5:30 - 7:30pm  
ARTS ORGANIZATIONS AND TECHNOLOGY: A new approach  
Class discussion on current applications of technology in the various aspects of arts organizations work, with a review of what intern sites are currently doing.

Tuesday, June 26, 5:30 - 7:30pm  
INTERACTIVE LEARNING: From museum object to museum experience  
Class discussion on how people learn in museums, and the implications of technology on real and virtual experiences.

Tuesday, July 3, 5:30 - 7:30pm  
PLANNING FOR MUSEUM TECHNOLOGY PROJECTS  
Class discussion on strategic planning of museum media and technology projects.

Tuesday, July 10, 5:30 - 7:30pm  
MARKETING AND FUNDRAISING WITH TECHNOLOGY  
Class discussion on how arts organizations are using technology for promotion and development purposes. Guest speaker Joshua Fields.

Tuesday, July 17, 5:00 - 7:30pm  
CURATING WITH TECHNOLOGY (Held at The Clark)  
Richard Rand, Senior Curator, The Clark, will discuss the challenges of having to rearrange the museum’s permanent collection for the next two years as they undergo an extensive building project. He will introduce uExplore and uCurate projects that provide additional information about works in the museum’s Clark Remix, a salon-style exhibition. Viktorya Vilk, Collections Interpretation Project Manager, The Clark will talk about using technology as a means for interpretation and managing collections, providing a global perspective.
Tuesday, July 24, 5:30 - 7:30pm
LESSONS FROM THE REAL WORLD
Group discussion on what can be learned from the for profit world of entertainment / entertainment corporations that could be applied to non-profit arts organizations, or even non-profit entities in terms of technology. Assignment due: Select both a for-profit and non-profit company that you think arts organizations could learn from (could be good or bad lessons) and present in class - could be their uses of the Web, social media sites, integration of technology in museum experiences, etc.

Tuesday, July 31, 5:00 - 8:00pm
TECHNOLOGY IN PERFORMING ARTS (HELD AT EMPAC, RPI, TROY, NY)
Guest speaker, Johannes Goethels, EMPAC Director and curators. Led by Jonathan Secor. Focus on innovative use of technology in performance art, and possible concerns for arts administrators (budget, staff capabilities, mission, curatorial). Will tour facility. Dinner at Caribbean restaurant and then tour CAC with Hezzie Johanson.

Tuesday, August 7, 5:00 - 7:00pm
WORK DAY
Schedule one-on-one meetings with Laura Thompson and Jonathan Secor to discuss papers and presentations.

Tuesday, August 14, 5:30 - 7:30pm
VISUAL ARTISTS
Class discussion on the use of technology by visual artists. Guest speaker: Marianne Petit and Matt Belanger.

Friday, August 17, 9am - 1pm
FINAL PRESENTATIONS, FINAL PAPERS DUE