



VIRGINIA
ASSOCIATION
of MUSEUMS

Virginia Certificate in Museum Management

Welcome to the Virginia Association of Museums' Certificate Program. The program is designed to allow you to complete a certificate in as little as 2 years; you may not take any longer than 5 years.

Core Curriculum Elements

VAM's workshops will be applicable to one or more of the following categories, and the workshop description will include the appropriate credit area. Any non-VAM workshop used to fulfill a credit should also fall into one of these categories.

I. Internal Affairs (2 credits)

Covers topics relating to the day-to-day operations of a museum, its management, staff, and facilities.

For example: Administration, Human Resources, Legal Issues, Operations, Budgeting, Governance—By-Laws, Mission, Board Development, Ethics

II. External Affairs (2 credits)

Covers topics relating to the marketing, advocating and communicating a museum does to reach external stakeholders, including current and potential donors. Could also include collaborations and partnerships between organizations to increase effectiveness.

For example: Public Relations, Marketing, Fundraising, Membership, Grantwriting, Advocacy

III. Exhibitions (1 credit)

Covers topics relating to planning, designing or installing exhibits/ display areas in museum settings.

For example: Installation, Evaluation, Labels, Object Mounting, Furnishing Plans

IV. Career or Personal Development (1 credit)

Covers topics related to your career and future goals.

For example: Resume Building, Stress Management, Learning Emotional Intelligence.

V. Collections Management (2 credits)

Covers topics relating to caring for museum collections of all kinds.

For example: Deaccessioning, Loans, Inventory, Storage, Conservation, Archives

VI. Education/ Outreach (2 credits)

Covers topics relating to the educational component of a museum—how museums share their content with visitors.

For example: Public Programming, Standards of Learning, Docent Training, Visitor Studies

Technology Training

Technology classes that focus on software or other technological resources can be used to fulfill one relevant credit (i.e. *Pastperfect Collections Management Software Training*). Classes dealing with using technology as a tool to accomplish tasks (i.e. *Using Podcasts in Your Exhibition*) are not subject to this limit.

Fulfillment Requirements of Certificate Program

- Candidate must complete two workshops in each core curriculum element. The two workshops cannot cover the same topic. For instance, to fulfill your collections management element, you can take one conservation workshop and one workshop on loans, but not two different workshops on conservation.
 - In addition to VAM full day workshops, the following will also count as full credits:
 - A VAM Annual Conference track of four 90-minute sessions
 - One workshop in the Community Foundation's Nonprofit Learning Point program, the Tidewater Community College Academy for Nonprofit Excellence program, or the University of Richmond Institute on Philanthropy
 - One or two day workshops offered by non-partner organizations (Unless offered by AAM or AASLH, these require special approval by the Review Committee)
 - Online one credit class offered by John Tyler Community College (these count for two full credits)
 - Candidate must provide proof of attendance at one larger, multi-day program during the course of the certificate: an annual conference of VAM or other related organization
 - Candidate must complete a final project. This project could take the following forms, and should be designed specifically for this certificate requirement, not as part of your daily job:
 - An exhibit or educational program
 - A newsmagazine article
 - A website
 - Another project suggested by the candidate and approved by the Review Committee
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Contact

The Virginia Association of Museums is the sponsor of this program. If you have questions about your participation at any time during the program, please do not hesitate to contact:

Jennifer Thomas, Executive Director
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