



VIRGINIA
ASSOCIATION
of MUSEUMS

Virginia Certificate in Museum Management

Welcome to the Virginia Association of Museums' Certificate Program. The program is designed to give participants a general understanding of all aspects of museum management. Participants can complete a certificate in as little as 3 years and may not take any longer than 5 years.

Enrollment

Enrollment into the certificate program occurs biannually: February 12 - March 31, and July 1 – July 31. Applicants will join a cohort to build a network of collaboration and support across the commonwealth. Cohorts will have access to a certificate program network to connect and communicate. Participants are required to attend a mandatory onboarding at the beginning of the program.

Core Curriculum Elements

Each of VAM's workshops and webinars will be applicable to one of the following categories. 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 following the credit requirements.

Each credit area, except for Career Development and Technology Training, will consist of six (6) hours of instruction. Credits can be obtained by attending two (2) in-person 3-hour workshops or six (6) 1-hour virtual webinars or any combination thereof. Attending the four (4) 90-minute sessions of a particular credit area at the Annual Conference will fulfill one credit area when not fulfilling multiday conference requirement.

I. Internal Affairs 2 credits (6 hours)

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

For example: Administration, Legal Issues, Operations, Budgeting, Governance-By-Laws, Core Documents, Mission, Vision & Values, Board Development, Ethics.

II. External Affairs 2 credits (6 hours)

Covers topics relating to marketing, advocating, and communicating what a museum does to reach external stakeholders, which can include current and potential donors, amongst others. Also includes collaborations and partnerships between organizations to increase effectiveness and relevancy.

For example: Public Relations, Marketing, Fundraising, Membership, Grant Writing, Advocacy
**Attending Museum Advocacy Day at either the state or federal level can fulfill one (1) credit.*

III. Collections and Exhibitions 2 credits (6 hours)

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

For example: Deaccessioning, Loans, Inventory, Storage, Conservation, Archives, Installation, Labelling, Object Mounting, Evaluation.

IV. Education/ Outreach 2 credits (6 hours)

Covers topics relating to the educational component of a museum, which is the process of

how museums share their content, mission, vision, and values with visitors.

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

V. **Human Resources 2 credits (6 hours)**

Covers topics relating to the hiring, managing, training, and staffing of a museum.

For example: Interpersonal Relationships, Management, Conflict Resolution, Diversity & Inclusion

Career or Personal Development 2 credits

One of the goals of the Certificate in Museum Management is to advance your professional career. Candidates will complete the two credits below related to their career or future goals.

One Credit: Attend at least one educational session related to professional development. For example: Resume Building, Interview Skills, Stress Management, Learning Emotional Intelligence, Leadership Skills.

One Credit: Participate in a mandatory career planning meeting with a Museum Professional, and a Resume Review to be scheduled during the program.

Technology Training 1 credit

Technology is an ever more important aspect of the museum field. Classes that focus on digital history, exhibit software, gifts shop or POS software, or other technological resources can be used to fulfill this credit (i.e. *Past Perfect Collections Management Software Training, Website Management, Inventory Management*). Classes dealing with using technology as a tool to accomplish tasks (i.e., *Social Media, Using Podcasts in Your Exhibition*) are not subject to this credit.

Multi-Day Conference

Attending a multi-day conference provides candidates with the opportunity to network with other museum professionals, learn from what other museum professionals are doing in the field, and experience working at a large-scale event. To fulfill this requirement, the candidate must attend four (4) sessions and volunteer for six (6) hours. ****Candidates can only fulfill the Multi-Day Conference Requirement OR Core Curriculum Track at a single conference. Both cannot be completed at the same conference.***

Fulfillment Requirements of Certificate Program

- Candidates must complete two credits in each core curriculum element, two credits in Professional Development, and one credit in Technology Training. The workshops cannot cover the same topic. To fulfill credits, you can take one in-person workshop and three webinars on three different topics or two (2) three-hour workshops, or six (6) webinars on six (6) different topics.
 - In addition to VAM's workshops and webinars, the following will also count as full credits:
 - A VAM Annual Conference track of four 90-minute sessions
 - Workshops offered by other professional or educational organizations. These require special approval by the Review Committee. (See attached form).
- Candidates must provide proof of attendance at one larger, multi-day program during the

certificate and volunteer for six (6) hours during the multi-day program.

- Candidate must complete a final project. This project can take many forms and should demonstrate what you learned throughout the program to improve your current position or further your career goals. Project topics must be submitted to the Certificate Program Committee for approval prior to the start of work and once completed, final projects must be defended. Opportunities to report successfully completed projects will be provided.
 - Past examples have included:
 - An exhibit, educational program, or mobile tour
 - A website, digital exhibit, or blog series
 - A professional development plan or training

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:

Email: membership@vamuseums.org
VAM Office: 804-358-3170