

## American Association for State and Local History

# HISTORIC HOUSE MUSEUM ISSUES AND OPERATIONS

### *Oaklands Historic House Museum*

***Murfreesboro, Tennessee • April 25-26, 2013***

#### **Thursday, April 25**

8:00-8:30 am	<b>Check in and refreshments</b>
8:30-9:30 am	<b>Welcome and Introductions</b> [AASLH, Instructors, Participants]
9:30-10:00 am	<b>Challenges Facing Historic House Museums Today</b> [Max]
10:00-10:15 am	Break
10:15-11:15 am	<b>Mission: Identifying Your Passion</b> [George] Planning that's strategic and mission-based
11:15-12 noon	<b>Excellence: Maximizing the Visitors' Experience</b> [George] Creating and sustaining a seamless visitor experience
12:00-1:00 pm	Lunch on your own
1:00-2:30	<b>Excellence in Preservation</b> Care of objects, buildings, and landscapes [Max] Safety, security, and disaster planning [George]
2:30-3:00	Break
3:00-5:00	<b>Excellence in Public Programming</b> [Max] Content Audiences Methods
5:00-6:00	<b>A Real Life View</b> [Bethany and host site] A behind-the-scenes site tour
6:00	Dinner on your own

#### **Friday, April 26**

8:00-8:15 am	Coffee and refreshments
8:15-10:00	<b>Building Support: People</b> [Max] Finding your core audiences and reaching new ones
10:00-10:15	Break
10:30-12 noon	<b>Building Support: Money</b> [George]
12-1:00 pm	Lunch on your own
1:00-2:30	<b>Strategy and Sustainability</b> [Max]
2:30-2:45	Break
3:00-4:00	<b>Next Steps</b> [George] Participants develop goals, objectives, and priorities for your museum Participants integrate activities to maximize your effectiveness
4:00-4:30	<b>Conclusion and Evaluation</b> [Bethany]