

# WT 125 Generational Plan

## Colleges and Responsibility Areas

### **Date**

March 26, 2018

### **Area of Responsibility Name**

Panhandle-Plains Historical Museum; submitted by Carol Lovelady, director of Panhandle-Plains Historical Museum

### **Introduction**

In grouping WTAMU entities for the WT 125 planning process, Panhandle-Plains Historical Museum was placed in the theme group Intellectual Resources. However, no staff member from Panhandle-Plains Historical Museum served as a member of the Intellectual Resources group and therefore, the museum was not adequately represented in the group report. Reading the summaries of the ten theme groups by the director of the museum brings to light ways in which the Panhandle-Plains Historical Museum relates to and can actively participate in achieving goals in nine of the ten theme groups. This Generational Plan Outline will address all theme groups based on current museum research and proposals contained in the White Paper provided by the museum at the outset of the WT 125 initiative.

### **Theme Group Name**

The Panhandle and Its Heart – The I-27 Corridor

#### **Key Idea (1)**

Identify and Facilitate the Evolving Needs of the Community

#### **Goal 1:**

Determine a more robust means of internal and external communication.

#### **WTAMU Action 1.1:**

Develop a Governance Board to provide the robust internal and external Communication.

#### **WTAMU Action 1.2:**

Place a member of the Panhandle-Plains Historical Museum staff on the Governance Board.

#### **PPHM Action 1.1:**

Continue to develop relationships that already exist between PPHM and the community,

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including Amarillo Area Foundation, Amarillo Chamber of Commerce, Canyon Chamber of Commerce, AISD, CISD, Region 16, Girl Scouts, Boys Scouts, child care facilities, preschools, social service organizations and businesses.<sup>i</sup>

### **PPHM Action 1.2:**

Initiate new relationships in the Amarillo/Canyon community and throughout the Panhandle.

### **PPHM Action 1.3:**

Seek assistance from members of the PPHM Board of Directors, Advisory Board and museum members.

### **PPHM Action 1.4:**

Create a PPHM Partner program and publicize entities that partner with the museum.

#### **Measurable Outcome 1.1.1:**

Numbers of new relationships

#### **Measurable Outcome 1.1.2:**

Attendance at PPHM partnership events

#### **Measurable Outcome 1.1.3:**

PPHM memberships attributable to partnerships

### **PPHM Action 1.5:**

Create a task force to investigate the feasibility of an Amarillo branch of PPHM.

### **PPHM Action 1.6:**

Create a task force to investigate the feasibility of a WTAMU Quality of Life Center at PPHM focused on serving the aging population of Amarillo and Canyon.<sup>ii</sup>

#### **Measurable Outcome 1.1.1:**

No information submitted

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### **Theme Group Name**

Our Relationship to Community Colleges

### **Key Idea (1)**

#### **Key Idea (1)**

Serving the Panhandle of Texas by Serving Our Students

A vitally important role for WTAMU is to successfully serve the needs of the Texas Panhandle and the surrounding region by educating students to fill important local and regional positions.

#### **Goal 1:**

Determine a more robust means of internal and external communication.

#### **PPHM Action 1.1:**

Create a certificate in Museum Studies designed to provide qualified museum directors for the 40 county and regional museums in the Texas Panhandle.<sup>iii</sup>

#### **Measurable Outcome(s) 1.1.1:**

Enrollment in the program

### **Theme Group Name**

Undergraduate Academics

### **Key Idea (1)**

#### **Key Idea (1)**

Develop Innovative Curriculum that Focuses on the Student Experience

#### **Goal 1:**

Develop an innovative curriculum that focuses on the students gaining valuable experience that translate into marketable skills.

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### **WTAMU Action 1.1:**

Form three smaller focus teams within the theme group. Group 3 in particular which will focus on the undergraduate experience inside and outside of the classroom.

### **PPHM Action 1.1:**

Request that a PPHM staff member be placed on focus team Group 3. The goal of including PPHM in the team is to recruit students of ethnic diversity to initiate the collection and interpretation of information, stories and objects relating to each student's ethnicity. The collected information, stories and objects will become part of the museum's collection.<sup>iv</sup>

### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

### **Theme Group Name**

Graduate Academics

### **Key Idea (1)**

#### **Key Idea (1)**

Explore Graduate Level Programs that Utilize an Interdisciplinary Approach

#### **Goal 1:**

Identify incentives that can be used to benefit individual Colleges or programs that support an interdisciplinary approach.

### **PPHM Action 1.1:**

Initiate an interdisciplinary investigation of The Winterthur Program in American Material Culture, a partnership between the University of Delaware and the Winterthur Museum, Garden and Library.<sup>v</sup>

### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

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## **Theme Group Name**

Residential Education Experience

## **Key Idea (1)**

### **Key Idea (1)**

On-Campus Internships Opportunities for Students Continue to Increase

### **Goal 1:**

A funding source will be set aside to support the initiative

### **WTAMU Action 1:1:**

The number of departments on campus that are utilizing internships must continue to increase to show a need, as well as the number of students who are seeking out internships.

### **PPHM Action 1.1:**

Increase the number of internships available at PPHM by seeking funding from museum supporters. (PPHM currently has 8 interns, with a variety of majors, who provide essential service.)

### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

## **Theme Group Name**

Financial Resources

## **Key Idea (1)**

### **Key Idea (1)**

Fundraising

### **Goal 1:**

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### University Fund Raising

#### **PPHM Action: 1.1:**

Create an inclusive university fundraising plan that incorporates PPHM as part of the WTAMU Department of Development and facilitates communication and cooperation between all development staff.

#### **PPHM Action 1.2:**

Seek funding from Texas A&M University for assistance in bringing the outdated, yet historically valuable, PPHM building into code compliance.

#### **PPHM Action1.3:**

Create a task force to study the feasibility of Texas A&M University establishing a Quality of Life Extension Service, much like the Texas A&M Agrilife Research and Extension Service, that will provide "quality, relevant, 'real-life learning for real life' for the people and communities of the Panhandle."<sup>vi</sup>

#### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

### **Theme Group Name**

Intellectual Resources

### **Key Idea (1)**

#### **Key Idea (1)**

Using the resources that are already provided by Information Technology and the Cornette Library, we need to create a digital archive for materials currently housed in the Panhandle-Plains Historical Museum and to catalog the artwork currently displayed throughout the campus.

#### **Goal 1:**

We should identify key faculty and staff members who oversee the PPHM archives and campus leaders who are custodians for campus artwork.

#### **WTAMU Action 1.1:**

A task force should be appointed to collect information about the archives and campus

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artwork and then formulate a plan for digitizing, storying this information and making the information available for public use.

### **PPHM Action 1.1:**

Contact the members of the task force and notify them of museum staff members who need to be included in the work of the task force.

### **PPHM Action 1.2:**

Study aspects of WTAMU digitizing the collection versus the Portal to Texas History providing the service and holding the digital records.<sup>vii</sup>

### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

## **Theme Group Name**

Research and Infrastructure

## **Key Idea (1)**

### **Key Idea (1)**

Building an Infrastructure to Support Research

### **Goal 1:**

Develop a research center for each WTAMU college and school.

### **WTAMU Action 1:1:**

Each WTAMU college and school will conduct a review process to determine unique capabilities and niche areas for developing a research center – or expanding a current center.

### **PPHM Action 1:1:**

Seek inclusion in the review process and position PPHM as a niche resource for research relating to the study of the American West, early Texas art and artists, Frank Reaugh, ranching in the Panhandle and South Plains material culture.

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## **Measurable Outcome(s) 1.1.1:**

No Information Submitted

## **Key Idea (2)**

### **Key Idea (2)**

Increase Student Involvement in Research

#### **Goal 1:**

Provide Increased Opportunities for Student Involvement in Research

#### **PPHM Action 1.1:**

Position PPHM as a research option. Begin with WTAMU faculty awareness of research opportunities at the museum.

#### **PPHM Action 1.2:**

Position PPHM as a research option for students and faculty within the Texas A&M System and Texas A&M University.

#### **PPHM Action 1.3:**

Initiate an interdisciplinary investigation of The Winterthur Program in American Material Culture, a partnership between the University of Delaware and the Winterthur Museum, Garden and Library and the potential for developing a similar program at WTAMU.<sup>viii</sup>

## **Measurable Outcome(s) 1.1.1:**

No Information Submitted

## **Theme Group Name**

Leadership Governance and Organization

## **Key Idea (1)**

### **Key Idea (1)**

Establish and Communicate a Clear and Distinctive University Identity

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### **Goal 1:**

Create a distinctive University identity that identifies central attributes and unique characteristics aligned with the University's vision and able to withstand change.

#### **WTAMU Action 1.1:**

Use common campus spaces to host university events that coalesce internal and external stakeholder involvement.

#### **PPHM Action 1.1:**

Actively promote the use of PPHM as a location for events involving internal and external stakeholders.

#### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

### **Key Idea (2)**

#### **Key Idea (2)**

Establish and Maintain a Culture of Trust

#### **Goal 1:**

No Information Submitted

#### **PPHM Action 1.1:**

History museums are consistently ranked among the most trusted institutions in our country.<sup>ix</sup> As a trusted institution the museum is a natural location for community dialogue. Seek to place PPHM in the mind of the public as a place for promoting tolerance and understanding by allowing the discussion of different perspectives in PPHM-sponsored/hosted programs.

#### **Measurable Outcome(s) 1.1.1:**

No Information Submitted

### **Key Idea (3)**

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### **Key Idea (3)**

Enhance Teaching, Scholarship and Service

### **Goal 1:**

No Information Submitted

### **WTAMU Action 1.1:**

Encourage consistent and purposeful collaboration

### **PPHM Action 1:1:**

Build relationships with WTAMU faculty and administrators to facilitate shared partnerships for the museum and the university.

### **Measurable Outcomes 1.1.1:**

Number of shared PPHM/WTAMU partnerships per year

## **Summary**

Panhandle-Plains Historical Museum provides WTAMU with singular opportunities, including:

- A first visit to WTAMU. Whether it is a family on vacation touring the museum, preschool children coming to see the dinosaurs or retirees stopping on a cross-country bus trip, PPHM is often the first visit to the WT campus. This is an opportunity the university needs to seize. Panhandle-Plains consistently receives the Trip Adviser Certificate of Excellence, indicating positive traveler reviews. WTAMU needs to link itself to PPHM – from placing university merchandise in the museum store to the maintaining the building to providing recognition of the museum in the downtown Amarillo center. WTAMU will be well-served by claiming Panhandle-Plains Historical Museum.
- An initiator. With the upcoming debut of a 3D reproduction of Georgia O’Keeffe’s *Red Landscape*, PPHM is the first museum in the U.S. to provide art for the sight-impaired. This is the stepping stone to establishing the WTAMU Quality of Life Center at PPHM, designed to provide opportunities, fellowship and services for the aging Amarillo/Canyon population.
- A national reputation. PPHM is known within the museum world for its exceptional collection, knowledgeable curators, and courteous staff. Dr. Lynn Denton, director of Public History and Center for Texas Public History, who served for 16 years as the director of the Bob Bullock Texas State History

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Museum, describes PPHM as “a landmark institution in innumerable ways. . .a state treasure.”<sup>x</sup>

- A beloved institution. The Panhandle-Plains Historical Museum has been a part of life for residents of the region for 75 years. Funds raised by citizens in Amarillo and Canyon and students at West Texas State University encouraged the Texas Legislature to help fund the museum. Newspaper reports say guests flooded into the museum when it opened its doors on April 14, 1933. When Texas Governor Bill Clements cut the museum’s funding in 1987, individuals, schools, businesses and foundations came to the rescue, providing the funds the state withheld.
- A logical partner for West Texas A&M University. “Research into public attitudes about museums shows people see museums as places of stimulating ideas, where learning is active. People see museums as fundamentally about learning for all.”<sup>xi</sup>
- A representative of WTAMU across the world. Paintings, stirrups, a Comanche headdress, prohibition-era clothing – items from PPHM are loaned worldwide. Most recently paintings were shipped from Canyon to Brussels, Belgium, at the request of Kay Bailey Hutchison, Permanent U.S. Representative to NATO.
- A vehicle for engendering community support. With its calendar full of programs and relationships with schools and businesses in Amarillo and Canyon, PPHM reaches out into the community in service and partnership. The possibilities for partnership between PPHM/WTAMU and the community are limited only by the size of the PPHM staff.
- An educational resource. Whether through Education On Demand or the university curriculum, PPHM can provide WTAMU with one-of-a-kind educational opportunities for traditional and non-traditional students. A certificate in museum studies from WTAMU/PPHM will benefit struggling museums across the Texas Panhandle.
- A research opportunity. With a collection of more than 2 million items and a renowned Research Center, PPHM is an untapped resource for researchers of the American West.
- A gift to the community. A recent study of museums by the Museums Association of the United Kingdom expressed it this way: Museums are one of the things that make a place worth living in and worth visiting. They help define a place.”<sup>xii</sup>
- A place of open dialogue. In the 2017 Annual Survey of Museum-Goers, respondents indicated museums have helped them see different perspectives and viewpoints, promoting tolerance and understanding.<sup>xiii</sup>

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### **Appendices and Additional Facts and Analysis**

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- <sup>i</sup> "Working in partnership with other organizations, museums can help people build their skills, confidence and self-esteem." Museums 2020 Study by Museums Association of the United Kingdom 7/2013
- <sup>ii</sup> PPHM White Paper for WT 125 prepared by Carol Lovelady 12/2017
- <sup>iii</sup> Discussions with Dr. Jessica Mallard, Dean of the Sybil B. Harrington College of Fine Arts and Humanities, on 2/28/18, and with Dr. Wade Shaffer, WTAMU Provost, on 3/13/18
- <sup>iv</sup> "...but the population shifts of recent decades mean that people are increasingly from a cultural background not reflected in the museum's core collections. The best museums are addressing this by bringing in communities and individuals as equal partners to shape the future of the museum." Museums 2020 Study by Museums Association of the United Kingdom 7/2013
- <sup>v</sup> [www.winterthurprogram.udel.edu/about-su/letter/director](http://www.winterthurprogram.udel.edu/about-su/letter/director)
- <sup>vi</sup> Texas A&M Agrilife Research and Extension Center at Amarillo website
- <sup>vii</sup> The Portal to Texas History, <https://texashistory.unt.edu>
- <sup>viii</sup> [www.winterthurprogram.udel.edu/about-su/letter/director](http://www.winterthurprogram.udel.edu/about-su/letter/director)
- <sup>ix</sup> <http://blogs.aaslh.org/most-trust-museums/>
- <sup>x</sup> Letter from Dr. Lynn Denton, 1/26/2018
- <sup>xi</sup> Study by Museums Association of the United Kingdom 7/2013
- <sup>xii</sup> Study by Museums Association of the United Kingdom 7/2013
- <sup>xiii</sup> 2017 Annual Survey of Museum-Goers, ExhibiTricks