

SUGGESTED READINGS

2014 CAJM CONFERENCE

The 2014 CAJM Conference, *Retreat/Forward*, is designed to offer opportunities for 'listening, facilitating, crossing boundaries, telling stories, and playing.' We are all being challenged by the realities of the economy, changing cultural landscapes, transforming technologies and learning grids, and by evolving communities and audiences. If we are to become change-makers rather than reactors, then we are going to have to face our challenges frontally, engage the big ideas, and engage in lively and substantive conversations.

The retreat is organized so that much of our time will be dedicated to small-group discussions. In these intimate conversations, everyone will be a teacher, everyone a learner, everyone a problem-solver. These breakouts are an opportunity to discover connections and to welcome surprises. We expect participants will derive a return based largely on their own investment in openness, candor, passion, and preparation.

To prepare for the conversations, we have printed in the retreat program a series of leading questions for your consideration. We have also attached to this page a short list of readings and resources that you can digest before the retreat convenes.. These are not guides on how-to-do-it; instead, they are chosen to provoke thinking, provide context, and offer salient information--in short, to help ignite our conversations.

We ask that before you arrive at the Bon Secours Retreat Center, you give some thought to three fundamental questions that will help to drive our discourse:

- What is the one critical change you would most want to see to make your own institution more effective in the next five years?
- What do you define as "success" for your institution--and how do you know that you are succeeding?
- What are the key things that CAJM can do to strengthen your institution and the field as a whole?

Cultural institutions in general, and museums in particular, find themselves in a moment of urgency. By focusing on real questions and real challenges and by emphasizing real problem-solving, the 2014 conference will impact our thinking and our practice. We welcome you to what we hope will be a thoughtful, spirited, and inspirational gathering.

Avi Decter and Zachary Paul Levine, Conference Co-Chairs

By Way of Introduction

Here are two TED Talks that challenge and inspire. The first, by Ben Cameron, program director for the arts at the Doris Duke Charitable Foundation, comments on performing arts institutions; the second, by Nina Simon, director of the Santa Cruz Museum, focuses on museums. Meanwhile, Richard Evans offers a challenging array of questions about organizational capacity to adapt and develop "next practices."

Ben Cameron: "The True Power of the Performing Arts" (12:41)

http://www.ted.com/talks/ben_cameron_tedxyc.html

Nina Simon: "Opening Up the Museum" (15:30)

<https://www.youtube.com/watch?v=aIcwIH1vZ9w>

Richard Evans: "Fueling Adaptive Capacity: A Mosaic of Learning about Adaptive Change"

<http://artsfwd.org/fueling-adaptive-capacity-mosaic-of-learning-from-summit/>

And then hit *[Fueling Adaptive Capacity: A Mosaic of Learning about Adaptive Change from the 2013 National Innovation Summit](#)*

And here are two articles specifically on Jewish museums. Both raise questions and challenge our assumptions. Barbara Kirshenblatt-Gimblett takes a global view of Jewish museums and offers a striking categorization. David Shneer interrogates the Jewish museum project in America in the context of diverse American ethnicities.

Barbara Kirshenblatt-Gimblett: "Why Do Jewish Museums Matter?"

http://www.aejm.org/django-files/cms/pool/Lecture_BKG_20.11.01.pdf

David Shneer: "Jewish Museums on the American Ethnic Museum Landscape"

<http://www.bjpa.org/Publications/downloadFile.cfm?FileID=5483>

The Changing Landscape

Radical changes in technology are among the most obvious drivers in culture and society. But they are not the only factors that are transforming the landscape in which museums and other cultural agencies operate. The AAM Center for the Future of Museums reports on key trends in

<http://www.aam-us.org/docs/center-for-the-future-of-museums/museumssociety2034.pdf?sfvrsn=0>

Other salient trends specific to education are discussed in two KnowledgeWorks pieces on the emergence of new learning grids and in an AAM report by Elizabeth Merritt and Scott Kratz (which incorporates ideas from a prior IMLS study).

KnowledgeWorks: "A Glimpse into the Future of Learning"

http://www.knowledgeworks.org/sites/default/files/A-Glimpse-into-the-Future-of-Learning-Infographic_0.pdf

KnowledgeWorks: "Disruption Digest"

<http://www.knowledgeworks.org/sites/default/files/130626%20Forecast%203.0%20Overview%5B6%5D.pdf>

Elizabeth Merritt and Scott Kratz: "Museums and the Future of Education"

<http://www.aam-us.org/docs/default-document-library/on-the-horizon-web-version.pdf?sfvrsn=0>

Bill Adair, et al., eds., *Letting Go? Sharing Historical Authority in a User-Generated World*, The Pew Center for Arts & Heritage, 2011.

Audiences and Expectations

These readings address what drives audiences and responses to them. Benjamin Filene looks at approaches to history that fire the enthusiasms of mass audiences. The AAM article highlights changes in art audiences and their expectations (and one way art museums are responding). And Randi Korn proposes that museums of excellence continually clarify their purpose (intentionality), aligning staff passions and expectations with community needs.

Benjamin Filene: "Passionate Histories"

http://libres.uncg.edu/ir/uncg/f/B_Filene_Passionate_2012.pdf

AAM Center for the Future of Museums: "Interpreting the Future of Art Museums"

<http://futureofmuseums.blogspot.com/2014/01/interpreting-future-of-art-museums.html>

Randi Korn: "The Case for Holistic Intentionality"

http://www.randikorn.com/docs/the_case%20for_holistic_intentionality_042007.pdf

Dimensions of Civic Engagement

Increasingly, American museums are being called on to master civic engagement (as distinct from community outreach), to explore with their communities contemporary issues of society, politics, economy, and identity. Barbara Schaffer Bacon and her colleagues reflect on the role of museums in civic engagement. Robert J. Stein employs a case study as a springboard for more general reflections.

Barbara Schaffer Bacon, Pam Korza, and Patricia E. Williams: "Giving Voice: A Role for Museums in Civic Dialogue"

http://animatingdemocracy.org/sites/default/files/documents/reading_room/giving_voice_a_role_for_museums_in_civic_dialogue.pdf

Robert J. Stein: "Museums and Civic Responsibility"

<http://www.slideshare.net/rstein/museums-and-civic-responsibility>

Anne Bergeron and Beth Tuttle, *Magnetic: The Art and Science of Engagement*, AAM, 2013.

***Mastering the Art of Civic Engagement: A Challenge to Museums*, AAM, 2002.**

***A Museums and Community Toolkit* [A companion to *Mastering the Art of Civic Engagement*], AAM, 2002.**

Changing Jewish Communities

Today, the organized Jewish community is experiencing profound changes in its traditional structures and networks. The recent Pew Study (<http://www.pewforum.org/2013/10/01/jewish-american-beliefs-attitudes-culture-survey/>) underscores transformations in Jewish attitudes, values, and practice. Even before the Pew Study was made public, Steven M. Cohen and Jack Wertheimer reported on changing attitudes about Jewish peoplehood. The Pew Report has generated a wide range of responses. Steven Cohen analyzes its findings and implications; Sarah Benor offers an alternative and more upbeat view of the Pew findings.

Steven M. Cohen and Jack Wertheimer: "Whatever Happened to the Jewish People"

<http://www.bjpa.org/Publications/details.cfm?PublicationID=2101>

Steven M. Cohen: "The Shrinking Jewish Middle--and What to Do about It" (see file)

Sarah Bunin Benor: "Pew Study Finds a Vibrant Jewish Community"

http://www.jewishjournal.com/cover_story/item/pew_study_finds_a_vibrant_jewish_community