

## **Career Choice Program (CCP)**

### **Orientation and Projects for College Students or Recent Graduates as Interns**

### **Exploring Careers in Museums and Public History, Non-Profits Generally, or in For-Profit Environments.**

#### **GOALS**

Using Hearthstone Historic House Museum as a vehicle, CCP provides a rich breadth of experience to college students or recent graduates that imparts the following:

- Sufficient understanding of museum operations to consider and evaluate a career in public history, museums, and in non-profit and for-profit organizations.
- Meaningful, hands-on experience in a real-world environment to gain a thorough appreciation of skills/work required for the field.
- New, market-valued skills that will increase hire-ability and likelihood of graduate school admission.

Students participating in CCP may have the opportunity to receive class credits with advisor approval and per school procedures and requirements.

All CCP participants are eligible to receive documentation evidencing the breadth of their work and letters of recommendation for entry into graduate school programs.

Hearthstone, of course, benefits by having a motivated volunteer or intern who can assist in a wide range of museum operations. The museum would appreciate but not require a four to six month commitment.

#### **ORIENTATION**

In order to provide an overview of typical museum operations, all CCP participants will receive an orientation comprising the following units divided into different blocks that can be varied to meet their schedules and interests.

Orientation includes:

- Brief tour of museum
- Review of Front of House (FOH) operations

- Experience standard tour as guest
- Review of Back of House (BOH) operations with staff members (20 minutes each)
  - o Executive Director
  - o Development Director
  - o Curation Director
  - o Volunteer Coordinator
  - o Museum Educator
  - o Events Coordinator
- The opportunity to experience special events and/or special tours as a guest
- Overview of program creation process (Executive Director)
  - o Guided standard in-person tour (Topics include Electricity / House of the Future / Appleton History / Art)
  - o Guided specialty in-person tour (examples “National Treasures Tour” and “Horrors of the Household”)
- Overview of digital tools used by the museum (Executive Director)
  - o Website
  - o Walking tours and tour engine use
  - o In-house tours and tour engine use
  - o Virtual tours (live, interactive tours for students and adults)
  - o Google Art and Culture (GA&C)
  - o Videos for non-ambulatory and other access-inhibited guests
- Overview of marketing tools (Development Director)
  - o Facebook and other social media platforms
  - o Press releases
  - o Mass media exposure
    - TV
    - Radio
    - Print
  - o Direct mail and email
- Overview of granting process (Development Director)
  - o Identification
  - o Application drafting
  - o Application process
- Overview of artifact acquisition and accession process and tools (Curation Director)
  - o Paper database
  - o Past Perfect (industry standard collections/donation management software)
  - o Department of Interior / National Park Service standards
  - o Basic procedures

- Overview of volunteer recruitment, introduction, training, and retention (Executive Director)
- Overview of business aspects of operations (Executive Director)
  - Business structure
    - 181 non-stock corporation
    - Board and officer duties
    - IRS 501(c) 3 status
  - Revenue mix
    - Program revenue and sources
    - Grant revenue and sources
  - Reporting to state to federal authorities

### **LIST OF POSSIBLE PROJECTS TO GAIN EXPERIENCE**

Please note: Two tasks are required for all new volunteers including participants in this program.

- Operations (all interns)
  - Serve as greeter to two shifts (*required*)
  - Volunteer to help with special events (typically one evening either in the FOH or BOH, *required*)

Following are a number of areas where the participant can become involved to gain real-world experience.

- Digital product creation
  - Write and/or assemble new walking tours in tour engine
  - Translation of existing walking/in-house self-guided tours into French, German, Mandarin, Hmong (Spanish completed; Italian in progress)
  - Working with GA&C to transition artifact data from archives to a world-wide audience.
  - Virtual tours for elementary school students (presenter, camera operator)
    - Kindergarten - “Basics of Electricity” (in English or Spanish)
    - Second/Third Grade - “Basics of Electricity and Beginnings of Appleton History”
    - Fourth-Sixth Grade - “The Inventions of Hearthstone”
- “Memory Project Wisconsin” digitization of non-digital recordings
  - Create process to Hands-on work to transition the following to digital
    - Audio cassettes

- VHS tapes
  - Paper documents
  - Other
- Research for upcoming exhibits and events (curation interns)
  - “Invisible No More” (Black History)
  - “Dablon and the Manitou” (First Nations History)
  - “Is this Kitty?... Applying AI to ID” (possible publishing opportunity)
  - “Servants Tour” (possible publishing opportunity)
  - “Cloth and Canvas” (The intersection of art – primarily Impressionism - and clothing in Victorian Era)
  - Speaker series for Black History, Women’s History, Pride, Hispanic Heritage, and Native American Heritage Months.
  - Other topics that could offer publication possibilities in a peer-review publication
- Theater arts FOH/BOH operations (theater interns)
  - Experiential / historical reenactment tours such as *The Other Side of the House*
  - Theatrical performances such as *Sequential Killers of the Victorian Age*
- Artifact accessioning and handling (curation interns)
  - Paper database
  - Past Perfect
  - Artifact preservation
  - Artifact restoration
  - Google Art and Culture (GA&C) “Story”
- Fundraising support (marketing interns)
  - Database addition/culling
  - Mailing support (Annual Appeal)
  - Endowment campaign support
- Volunteer support (volunteer coordination interns)
  - Interacting with our volunteers and helping develop/implement volunteer programs for a variety of audiences.
  - Using Volgistics volunteer recruitment/scheduling software
  - Helping the museum meet its diversity and inclusion goals as articulated in its D&I policy.
- Education support for following on-site and virtual programs (education interns):
  - Grade K-3 tours *The Basics of Electricity and the Beginnings of Appleton History*
  - Grade 4-6 tours *Hydroelectricity and The Inventions of Hearthstone*
  - Grade 3-7 *Invention Convention* programming (curricula and events) in affiliation with the Henry Ford Museum, Dearborn, Michigan.
  - *Spark Your Imagination* summer camps