

AASLH  
ACADEMIC PROGRAM  
MEMBERSHIP



## INTRODUCING THE AASLH ACADEMIC PROGRAM MEMBERSHIP

This membership for Public History, Museum Studies, and related programs is designed to give faculty and their students maximum access to AASLH resources, opportunities, and training materials.

With one \$310 yearly fee, *faculty and their students get all the benefits of AASLH membership*, member prices on all AASLH products and services, plus extra benefits only available to this membership type.

With an expansive benefits package designed specifically for the needs of faculty and students, this membership gives programs the tools to enhance student experiences and prepare graduates for the job market.

For more information, contact AASLH staff:

[membership@aslh.org](mailto:membership@aslh.org)

615-320-3203

## ACADEMIC PROGRAM MEMBERSHIP BENEFITS OVERVIEW

### SUBSCRIPTIONS

- Two hardcopy subscriptions to *History News* magazine (with Technical Leaflet)
- Unlimited access to online *History News* and Technical Leaflets
- Subscription to *Dispatch*, AASLH's monthly e-newsletter, for faculty and students
- Full access to the StEPs Community, an online repository of resources and forum for AASLH's self-study standards program

### ANNUAL MEETING

- Member discount on Annual Meeting registration for faculty and students
- Special group pricing on AASLH Online Conference: \$75 for *unlimited* logins
- One \$50 Annual Meeting registration coupon (per program)
- Member discount on exhibit booth and advertising in *History News* and conference programs

### BOOKS

- 20% off books in the AASLH book series through Rowman & Littlefield
- 20% discount on bulk (5 or more) purchases of Standards and Excellence Program for History Organizations (StEPs) workbooks

### CONTINUING EDUCATION/PROFESSIONAL DEVELOPMENT

- Member prices on all AASLH Continuing Education workshops, online courses, and live webinars
- One free live webinar registration for unlimited participants from a single screen
- Unlimited free, on-demand downloads of recorded webinars

### OTHER BENEFITS

- Academic program listed on the AASLH website
- Ability to post news, announcements, and articles on the AASLH blogs
- Access to job and internship postings and use of other AASLH Career Resources
- Students and alumni can participate in the Emerging History Professionals Affinity Community

**PLUS!** AASLH will offer graduates a one-year New Professional membership (a \$45 value) at our Student membership rate (\$30). Faculty will be able to easily register and update students on the AASLH website as they join and leave the program.

## MORE DETAILS ON ACADEMIC PROGRAM MEMBERSHIP BENEFITS

ONLINE CONFERENCE BENEFITS	5
ON-DEMAND WEBINARS AVAILABLE	5-7
AASLH BOOK SERIES	8-9
TECHNICAL LEAFLETS	10-11
ONLINE CONTINUING EDUCATION	12
NEW PROFESSIONAL MEMBERSHIP	13
EMERGING HISTORY PROFESSIONALS AFFINITY COMMUNITY	13

## WHAT COMES WITH THE MEMBERSHIP?

### AASLH ONLINE CONFERENCE

Every year, the Online Conference brings the AASLH Annual Meeting to you with six live hot topic sessions and recordings of featured speakers. Each session is broadcast live from the Annual Meeting and has been designed for a virtual audience. See slides, ask questions, and interact online with presenters and the virtual audience in these live broadcasts. Take home real ideas and solutions to help you do good history!

Can't get your students together in one place to participate? Academic Program Members can sign up with the special \$75 group rate, which features unlimited logins (normal member rate for group login is \$120). The membership administrator can simply forward the link for the Online Conference to students in the program, all for one low price. Participants will have free access to all session handouts, video recordings, and other podcasts for six months after the broadcast through LearningTimes.

Learn more: [go.aaslh.org/OnlineConference](http://go.aaslh.org/OnlineConference)

### AASLH ON-DEMAND WEBINARS

AASLH on-demand brings together the best of our recorded webinars and online conference sessions. Take a class with the experts on managing and interpreting your collections, creating great exhibits, building effective boards, and more. Academic Program members get *unlimited* downloads of on-demand webinars (normal member price is \$15 for each webinar). Show them in class or assign them to students, who will be able to access them for free on the AASLH website once they have been added to the membership.

#### COLLECTIONS AND PRESERVATION

- Juggling Balls and Other High-Wire Acts: How a Well-Crafted Collections Management Policy Can Be the Safety Net That Saves Your Collection
- How Do You Use the Collection at Your Historic House?
- Is Less More? Evaluating Management Systems at Historic Sites
- The Do's and Don'ts of Working with Private Collectors and Researchers

#### EVALUATION

- Many Small Surveys, One Big Impact
- What Do History Museums Really Need to Know About Their Visitors' Experience?
- Are They Being Served: Connecticut Cultural Consumer Survey

## EXHIBITS AND INTERPRETATION

- Creating Historic House Interpretive Plans That Connect
- Redefining Audiences
- Telling a Good Story
- Support Young Children, Grow Future Audiences
- Telling a Whole History: Methods of Interpreting Domestic Servants in Historic House Museums
- Localizing Difficult Histories
- Yield to Oncoming Traffic: No Stopping Strollers and Small Feet
- The Object and Not-Object: Exploring Differences in Viewing
- Engaging Students and Teachers Through Collections
- Everything Old is New Again: Fresh Approaches to Interpretation and Exhibition of Special Collections and Archives

## GOVERNANCE

- Day-to-Day and Long-Term Board Operations to Ensure Success
- Your Most Valuable Partnership: Engaging Your Board to Ensure Success and Sustainability
- Bad Boards, Bad Boards, What'cha Gonna Do? Strategies for Fixing Poorly Functioning Museum Boards
- Recruiting, Orienting, and Engaging Board Members
- Managing Change: The Keys to Successful Transitions Within Historical Organizations

## PLANNING AND FINANCES

- Hope is Not a Strategy: Fundraising in Tough Times
- Field Services Alliance Presents Navigating Legal Landmines in Museums and Archives
- Beyond Numbers: What Does Success Look Like?
- Closing a House Museum: From Lemons to Lemonade
- The Continuum of Excellence and How Your Museum Can Be a Part of It

## PROGRAMMING AND COMMUNITY ENGAGEMENT

- The Changing Web: The Future of the (History) Website
- Too Important to Fail! Historic House Museums Meet Communities' Needs
- Using Resources Wisely: Training and Evaluating Volunteers
- Working With Community to Address Things That Matter Locally
- Adopting Technology: Challenges and Predictions
- Engaging Audiences Through Affinity Groups
- What's Radical about Radical Trust?
- Thinking Outside the Museum Walls: A New (and Possibly Old) Approach to Local History

AND MORE.....

## THE AASLH BOOK SERIES FROM ROWMAN & LITTLEFIELD

AASLH is known as the go-to-source for high quality publications for history professionals. Here you will find books ranging from the widely used *Small Museums Toolkit* to more project-specific works like *Museum Store Management*. Our books cover a wide range of topics, from interpreting slavery to cataloging antiques to applying for grants. Faculty and students attached to an Academic Program Membership save 20% off all books in the AASLH Series through Rowman & Littlefield.

### RECENT BOOKS

- *Interpreting Immigration at Museums and Historic Sites* (2016)
- *Interpreting Difficult History at Museums and Historic Sites* (2016)
- *Interpreting American Military History at Museums and Historic Sites* (2016)
- *Marketing on a Shoestring Budget: A Guide for Small Museums and Historic Sites* (2016)
- *Textile Collections: Preservation, Access, Curation, and Interpretation in the Digital Age* (2016)
- *Practical Evaluation Guide: Tools for Museums and Other Informal Educational Settings* (2016)
- *Cemetery Tours and Programming: A Guide* (2016)
- *Recruiting and Managing Volunteers in Museums: A Handbook for Volunteer Management* (2016)
- *Free and Easy Website Design for Museums and Historic Sites* (2016)
- *Interpreting Food at Museums and Historic Sites* (2016)
- *Membership Marketing in the Digital Age: a Handbook for Museums and Libraries* (2015)
- *Museum and Historic Site Management: a Case Study Approach* (2015)
- *Case Studies in Cultural Entrepreneurship: How to Create Relevant and Sustainable Institutions* (2015)
- *Environmental Sustainability and Historic Properties* (2015)
- *Interpreting African American History at Museums and Historic Sites* (2014)
- *Interpreting Native American History and Culture at Museums and Historic Sites* (2014)
- *Interpreting LGBT History at Museums and Historic Sites* (2014)
- *Interpreting the Prohibition Era at Museums and Historic Sites* (2014)
- *Interpreting Slavery at Museums and Historic Sites* (2014)
- *Leading the Historical Enterprise: Strategic Creativity, Planning, and Advocacy for the Digital Age* (2014)
- *Nomenclature 4.0 for Museum Cataloging* (2015)
- *On Doing Local History, 3<sup>rd</sup> Edition* (2014)

## MORE BOOKS

- *Programming for People with Special Needs: A Guide for Museums and Historic Sites* (2014)
- *Zen and the Art of Local History* (2014)
- *A Graveyard Preservation Primer, Second Edition* (2013)
- *Adult Museum Programs: Designing Meaningful Experiences* (2002)
- *American Artifacts of Personal Adornment, 1680-1820: A Guide to Identification and Interpretation* (2005)
- *Archives for the Lay Person: A Guide to Managing Cultural Collections* (2012)
- *Defining Memory: Local Museums and the Construction of History in America's Changing Communities* (2007)
- *Dialogue with the Past: Engaging Students and Meeting Standards through Oral History* (2004)
- *Editing Historical Documents: A Handbook of Practice* (1997)
- *Encyclopedia of Local History, 2<sup>nd</sup> Edition* (2012)
- *Exhibit Makeovers: A Do-It-Yourself Workbook for Small Museums* (2008)
- *Exploring Museum Theatre* (2004)
- *Fundraising for Small Museums: In Good Times and Bad* (2012)
- *Great Tours!: Thematic Tours and Guide Training for Historic Sites* (2002)
- *Interpreting Historic House Museums* (2002)
- *Is Your Museum Grant-Ready?: Assessing Your Organization's Potential for Funding* (2005)
- *Landscapes and Gardens for Historic Buildings: A Handbook for Reproducing and Creating Authentic Landscape Settings, 2<sup>nd</sup> Edition* (1995)
- *Leadership Matters* (2013)
- *Learning from Museums: Visitor Experiences and the Making of Meaning* (2000)
- *Museum Administration: An Introduction* (2003)
- *Museums in Motion: An Introduction to the History and Functions of Museums, 2<sup>nd</sup> Edition* (2007)
- *Nearby History: Exploring the Past Around You, 3<sup>rd</sup> Edition* (2010)
- *New Solutions for House Museums: Ensuring the Long-Term Preservation of America's Historic Houses* (2007)
- *Organizing Archival Records: A Practical Method of Arrangement and Description for Small Archives, 3<sup>rd</sup> Edition* (2012)
- *Preservation Politics: Keeping Historic Districts Vital* (2012)
- *Preventive Conservation for Historic House Museums* (2010)
- *Private History in Public: Exhibition and the Settings of Everyday Life* (2010)
- *Small Museum Toolkit* (6 Volume Set) (2011)
- *Starting Right: A Basic Guide to Museum Planning, 3<sup>rd</sup> Edition* (2012)

## AND MORE...



## TECHNICAL LEAFLETS

Since 1960, museum professionals have been sharing their expertise through these clear and succinct how-to guides. Whether you seeking information on management and administration, historical interpretation, research practices, preservation techniques, or any other subject related to the practice of state and local history, there's a Technical Leaflet that will help. Faculty and students in Academic Program Memberships have *unlimited access* to PDF downloads of AASLH Technical Leaflets.

- 273. Demonstrating Relevance (2016)
- 272. How to Design Programs for Millennials (2015)
- 271. Museum Management Tune-Up (2015)
- 270. Integrating Science at a History Museum (2015)
- 269. Improving Financial Management (2015)
- 268. Building Better Budgets (2014)
- 267. Not Just a Bunch of Facts: Crafting Dynamic Interpretive Manuals (2014)
- 266. Developing Comprehensive and Conscientious Interpretation of Slavery at Historic Sites and Museums (2014)
- 265. From (A)rts to (Z)ombies: a Young Friends Group How-to (2014)
- 264. Three Building Blocks for Developing Ethical Representations of Difficult Histories (2013)
- 263. What's the Big Idea? Using Listening Sessions to Build Relationships and Relevance (2013)
- 262. How to Plan and Implement Interpretation (2013)
- 261. Skills Most Valued for Entry-Level Professional Museum Positions (2013)
- 260. Calculating Risk: A Guide to Project Management for History Professionals (2012)
- 259. Creating Intergenerational Oral History Opportunities (2012)
- 258. The Nature of Leadership: Strategies for Leading Historical Programs (2012)
- 257. Is Your Site Grant-Ready? How to Prepare to Attract Grants (2012)
- 256. Documenting Local African American Community History: Some Guidelines for Consideration (2011)
- 255. Interpreting Difficult Knowledge (2011)
- 254. Designing Education Programs that Connect Students to Collections (2011)
- 253. An Ounce of Prevention – Worth MORE Than a Pound (2011)
- 252. The Gift of History (2010)
- 251. Copyright Issues, Rights Management, and Licensing Programs for Digital Collections by Historical Institutions (2010)
- 250. Managing Through Hard Times (2010)
- 249. Exhibit Makeovers: DIY Exhibit Planning (2010)
- 248. The Handling and Exhibition of Potentially Hazardous Artifacts in Museum Collections (2009)
- 247. House History: Some Assembly Required (2009)

**AND MORE...**

## ONLINE CONTINUING EDUCATION COURSES & WEBINARS

Faculty and students in Academic Program Memberships get member discounts on all AASLH continuing education. Member discounts in this case are as high as 65% off, not to mention several webinars each year that are free for members.

### WEBINARS

AASLH hosts new and recurring webinars throughout the year. Here are some webinars offered in 2016 (as a representative sampling):

- Grappling With Confederate Monuments and Iconography
- Developing a Membership Marketing Plan
- Keeping History Relevant
- Risk Assessment and Management for Collections
- On Being Green and Historic
- Are You Ready for Volunteers?
- Interpreting Slavery: Building a Theoretical Foundation
- Developing a Successful Volunteer Recruitment Program
- Getting Ready for Grants
- Copyright Crash Course for Museums and Memory Institutions
- Museum Management Tune-Up
- Religion and History House Interpretation

### ONLINE COURSES

AASLH offers a number of online courses every year. These range from a month to eight weeks long with a variety of formats. In addition to the courses listed below, new courses are being developed to fill the needs of our members.

- The Basics of Archives (offered 3 times a year)
- Leadership and Administration in History Organizations (offered once a year)
- Project Management for History Professionals (offered twice a year)
- Collections Management (offered once a year)

## **NEW AASLH PROGRAMS FOR STUDENTS AND EMERGING PROFESSIONALS**

### **NEW PROFESSIONAL MEMBERSHIP LEVEL**

In 2015, AASLH introduced a new membership level to better serve recent graduates and emerging professionals. This membership carries all the benefits of an individual membership at \$45 instead of the usual \$70 dues. We recognize how important it is to facilitate networking and growth for professionals in the early stages of their careers, and this new membership level will help us better reach this group with our support and services.

AASLH will offer graduates of Academic Program Memberships a one-year New Professional membership at our Student membership rate (\$30). Faculty will be able to easily supply and update a list of their students on the AASLH membership site.

### **AASLH EMERGING HISTORY PROFESSIONALS AFFINITY COMMUNITY**

In 2016, we created the Affinity Community for Emerging History Professionals (EHPs). This volunteer committee of students and new professionals supports, connects, and unites the newest generation of state and local history practitioners. This community provides support and professional development opportunities for emerging history professionals while creating and maintaining physical and digital spaces where EHPs can meet, discuss ideas, and network.

For more information, visit [go.aaslh.org/ehp](http://go.aaslh.org/ehp)

**WANT MORE INFORMATION ON THE ACADEMIC PROGRAM MEMBERSHIP?**

**CONTACT US AT [MEMBERSHIP@AASLH.ORG](mailto:MEMBERSHIP@AASLH.ORG) OR 615-320-3203**