

*Institute for Cultural Entrepreneurship for Museum Leaders:*

*Turning Challenges into Opportunities*

Cooperstown, New York, May 6 – 9, 2012

**Application**

Participation in the Institute for Cultural Entrepreneurship for Museum Leaders is by application. Twenty applicants will be selected for 2012. Please send this application and your resume via e-mail to Elizabeth Furlow at [furlowew@oneonta.edu](mailto:furlowew@oneonta.edu) by March 1, 2012. If you have any questions, you may address them to Elizabeth.

**Candidate Information:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Institution: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Number of years in museum field \_\_\_\_\_ Number of years at institution/current position \_\_\_\_\_

Institution's Website URL: \_\_\_\_\_

**Challenge Narrative:**

A major component of the Institute is problem analysis and skill-building using situations participants bring to share and work on together. Please describe a critical entrepreneurial challenge you're currently facing at your institution that you want to turn into an opportunity. Explain why this challenge is important to you and to the institution, and the impact it would have if positively developed. Describe the major stumbling blocks and the types of resources you think the challenge needs to turn it into an opportunity. Discuss how you would like to shape and lead the transformational effort. Use as many words as you like. Brevity and clarity are appreciated. If you are accepted, this document will be shared with your fellow participants.

**A question to challenge your creativity:**

A small community museum depends on volunteers to do maintenance. This year the exterior needs painting. The committee is trying to find a way to utilize those members who have volunteered, and avoid the usual decline in volunteers when the work actually happens. You want to ensure that all potential volunteers actually participate in the project and that most of the work doesn't fall to the faithful few. What is the most creative idea you have of approaching this situation?

**Letter of Support**

Please include a letter of support from a supervisor, board member, or coworker who has worked with you for at least one year. Please ask them to address your ability to stimulate innovation within your institution and your institution's ability to support you in making change.

**For statistical purposes only:**

How did you hear about this program?

What about the program compelled you to apply?

Racial/Ethnic Background

Asian/Pacific Islander

Native American/Alaska Native

Black/African American

White (non-Hispanic)

Hispanic/Latino (can be of any race)

Multi-racial

Other

**Optional – request for reduced tuition:**

Financial aid is available. Please inquire.

**Certification:**

I certify that, to the best of my knowledge, the information I have provided in support of this application is true and accurate. I grant permission to the Cooperstown Graduate Program to verify any and all parts of my application, as well as use my image and written or verbal quotes for promotion or reporting. I further certify that, if selected for the Institute for Cultural Entrepreneurship for Museum Leaders, I will participate fully in all activities associated with it.

**Signature:** \_\_\_\_\_

(electronic signature acceptable)

**Date:** \_\_\_\_\_

*{END OF Application}*

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**Eligibility Information**

In selecting participants who will benefit most from the Institute for Cultural Entrepreneurship for Museum Leaders and contribute most to the profession, the selection committee weighs a number of factors, including a demonstrated commitment to personal leadership growth and positive impact on the museum profession. Knowing that participants learn from one another, the selection committee strives to include participants from diverse backgrounds to promote lively, useful interchange among people with common goals but differing perspectives. Only twenty participants will be selected for the 2012 Institute.

If you have any questions about how you might fit into the Institute for Cultural Entrepreneurship, please contact Gretchen Sorin, Director of the Cooperstown Graduate Program.

**Who is eligible to apply?**

Eligibility includes the ability to engage in a rigorous leadership development experience, including full participation in Institute activities and, over the course of the year, parallel work on your entrepreneurial challenge. Applicants whose responsibilities will not allow this time commitment or the ability to attend the full Institute should consider applying in another year.

Applicants will have been employed in a variety of urban and rural museums or historic preservation organizations, for a minimum of six (6) years.

Applicants are in a position of institutional responsibility and have the capability to influence policy and effect change in their institution.

**How are participants selected?**

Twenty participants are selected through a competitive application process. A selection committee representing the museum profession will evaluate each application based on the following criteria:

- Capacity to envision and effect innovation and change in his or her organization and community, and over time, in the field.
- Articulation of a compelling entrepreneurial challenge that will lead to positive impact in his or her institution and serve as a learning laboratory for applying new lessons about leadership.
- Motivation to learn and stretch and think broadly and strategically.
- Willingness to work collaboratively with others and explore new ideas.
- Evidence of commitment to the museum profession and its future development as a forward-thinking and community-responsive profession.
- Participant's institution must show support by granting paid release time and financial support where institutional policies allow.

***{END OF Eligibility Information}***