

TO: Kathryn Flint
FROM: Marisa Armstrong, Adrian Jaronczyk, Kim Ruelo, Michelle White
DATE: April 10, 2006
SUBJECT: A proposal to outline our research plans for Krannert Art Museum

PURPOSE

We plan on analyzing the components of the Krannert Art Museum as an activity system that serves the community. Researching the museum's history and its workings will allow us to understand an entity that has been on campus for 45 years. We will take a closer look at the rules, subjects, tools, motives, division of labor, and community that make this system function.

QUALIFICATIONS

We all have various skills that will contribute to this project. Michelle has had previous classes within the Krannert Art Museum, which will help guide us through the museum. Kim is an art major, who has taken 14 credit hours of art history and has participated in various research projects that have involved the analysis of museum works. This will help us understand the significance of the specific artwork placed in the museum. Marisa has had class projects that have dealt with the contents within Krannert. Marisa's past jobs have given her experiences with talking to administrative faculty. Adrian has had many interviewing experiences and feels comfortable talking with people that will be instrumental to our success with this project. Adrian and Marisa's major will help us look at the business aspects of the project.

Our group understands the system has existed for 45 years and is the second largest fine arts museum in Illinois, containing thousands of pieces. We have chosen the Krannert Art Museum because it provides the community with cultural and historical perspectives. Our group members have a lot of interest in art and its affects on society.

PROPOSAL

- **TOPIC**

The main course of study we chose to pursue is the Krannert Art Museum. We will evaluate certain aspects of the museum's activity system. These aspects include rules, subject, tools, motives, community, and division of labor. These nodes will give us a better understanding of the daily operations at the museum. Upon further investigation of the activity system, we will have a firm grasp on how the whole activity system affects the surrounding community.

One of the textual tools we plan on exploring is the mission statement of the museum. This statement provides us with the main goals, objectives, and accomplishments of the museum. It also gives us a sense of the activity system's environment and how this is beneficial to the museum's success. We will take a more in-depth look at what parts of the statement are consistently followed, and other parts that may not be

adhered to quite as well. We must also keep in mind that some business documents are published for more reasons than what meets the eye. For example, while the mission statement serves as a great motivating tool, a large reason for its creation could have stemmed from standard business norms that require this type of document. Our group must keep in mind the different audiences that may be viewing this statement as well. People that are heavily invested in art may look for different components of the piece than people whom are less interested in artworks. Because the mission statement is a rather short document, we might explore other alternative textual tools to better help us facilitate our understanding of this activity system. We plan on collecting brochures from the museum as well as researching the libraries for textual documentation of the museums history and culture.

- **RESEARCH**

Because information about the Krannert Art Museum is rather limited, we must go above and beyond traditional ways of finding information. The Krannert Art Museum's website provides us with some information on the activity system, specifically pertinent rules and community involvement with the center. Another online source that will be crucial to gaining information is a contact list of the faculty at Krannert. We will interview numerous people from the museum, with the curators being crucial to our success. It seems that these people are the most educated on the works, architecture, and running of the museum. Our interviews will need to be structured accordingly to different types of audiences. Our visits to the museum should also be very helpful to observe and gain a feel for the activity system. Furthermore, we would like to gather some scholarly information from the library in the form of books and articles that were written on the museum.

- **AUDIENCE**

This proposal is geared towards the members that facilitate the functioning of the Krannert Art Museum, which include the following: the administrative staff, curators, guards, artists, and patrons. Our group will need to consider how these people interact with one another to transform a building into an art museum. We will understand the process of how an artist's idea comes to be a finished masterpiece that is placed in a commissioned gallery at the Krannert Art Museum.

TIMELINE

Fri. 3/31- Proposal

- Entire group- Purpose/Introduction, Qualifications
- *Assignment for Saturday 4/1*
 - Adrian- Topic and Research
 - Kim- Audience and Benefits
 - Michelle- Timeline
 - Marisa- Sources and Conclusion

Mon. 4/3- Proposal Due

- Entire group- Conference Report

Wed. 4/5- Group Conference at Espresso Royale @ 9 am

- Conference Report Due

Fri. 4/7- Begin research

- Meet at Krannert Art Museum during class time (9 am)
- Final touches on proposal
- Assign research parts

Mon. 4/10- Final Proposal Due

- *Assignment for Friday 4/14*
 - Bring research to lab for collaboration

Wed. 4/12- Individual research day

Fri. 4/14- Begin Paper in lab

- Assign parts for paper
- *Assignment for Monday 4/17*
 - Bring in draft individual parts of paper (may be 50% completed)

Mon 4/17- Work on paper during class time (9 am)

Wed 4/19- Finish Paper during class time (9 am)

Fri 4/21- Research Project Draft Due

- Begin Presentation in lab
 - Assign presentation parts
- *Assignment for 4/24*
 - Work on presentation part

Mon 4/24- Work on presentation during class time (9 am)

- Entire group- Conference Paper

Wed 4/26- Group Conference at Espresso Royale @ 9:30 am

- Conference Report Due

Fri 4/28- Finishing touches on presentation and final paper

Mon 5/1- Presentations

Wed 5/3- Presentations

Mon 5/8- Final Research Projects and Team Evaluations Due

BENEFITS

Studying the ethnography of this business will help us to understand how the university has tried to serve the community through art. By exploring the activity system's components, specifically its mission statement, we will have a better understanding of how this art museum has operated and impacted both students and the surrounding community. We will examine who and why certain people make use of this facility and why others do not. The group will also investigate and analyze various subjects, motives, rules, and tools that have made the museum successfully or unsuccessfully carry out their mission statement. Hopefully this project will lead our group to a better understanding of how art has impacted various cultures of the past, present, and future and to gain a greater appreciation for art. Also, we will have a better understanding of how the Krannert Art Museum fits and how essential it is within the University of Illinois at Urbana-Champaign. We hope to apply these skills of researching on the ethnography of the university's community to future businesses we may be involved in. This project will give us a chance to practice our analyzing how a business fits into a community through an in-depth research of historical records, interviews, and direct observation of their activity system. Our group will be able to question and analyze our future workplaces activity systems to better improve how we interact within our jobs. The proposal, research paper, and group presentation will improve our team working skills and the skills necessary to formulate and present effective arguments to improve the organizations that we will be a part of.

SOURCES

We will use a variety of sources in order to construct the most comprehensive project possible. These sources will include online sites, interviews with Krannert staff, museum brochures, and other documents crucial to the running of the institution.

Krannert Art Museum Brochure

Krannert Art Museum Spring 2006 Calendar. (2006). [Brochure]. Champaign, IL.
Burgund, Bonnie-designer.

Krannert Art Museum's main website:

Krannert Art Museum. <<http://www.kam.uiuc.edu/>>.

Krannert Art Museum's Mission Statement:

Mission Statement. <http://www.kam.uiuc.edu/exhibitions/museum_prof/mission_statement.html>.

Interviews with Krannert Staff:

Director, Director of Development, Security

University of Illinois School of Art and Design

School of Art and Design. <<http://www.art.uiuc.edu/a+d/index.html>>.

Article on the Krannert Art Museum:

Art Journal. <<http://links.jstor.org/sici?sici=0004-3249%28196921%2928%3A3%3C292%3ATKAM%3E2.0.CO%3B2-2>>.

CONCLUSION

Our group will work to further understand the components essential to the Krannert Art Museum. Taking an in-depth look at the rules, subjects, tools, motives, division of labor, and community that comprise this institution will provide us with an idea of how and why this center has been such an integral place on campus. We will specifically analyze the mission statement, which documents the purpose, goals, and objectives of the museum. This piece provides a basis for directing every action that the museum endeavors upon. Furthermore, the mission statement serves as an accurate portrayal of a business document. This piece illustrates an understanding of the various audiences that will view the written work, and concisely states the main objectives of the facility.

The next steps involved in this process include a trip to the museum where we can tour the facility and have the chance to talk with staff. The key questions we will have for Krannert employees will focus on how the components of the activity system work in the museum, along with how the mission statement is carried out. This will provide us with the pertinent information to begin writing the project.