THE POTENTIAL OF SMALL MUSEUMS TO BE THE FUTURE MUSEUMS

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Small Museum Definition

- A small museum’s characteristics are varied, but they typically:
  - Have an annual budget of less than $250,000.
  - Operate with a small staff with multiple responsibilities.
  - And employ volunteers to perform key staff functions.
  - Other characteristics such as the physical size of the museum, collections size and scope, etc. may further classify a museum as small.
- Is it the end-all, be-all of definitions? Certainly not, but it’s a start and gives us a rallying point for our efforts.

Where did that definition come from?

- In 2007, the Small Museums Committee distributed an electronic survey to the membership and received 455 responses out of 6,500 sent. It was designed to create a working definition for the Committee so it could better respond to the needs of small museums. Results from the survey provided the definition above.
- Sources: [https://aaslh.org/communities/smallmuseums/](https://aaslh.org/communities/smallmuseums/) (American Association for State and Local History)
Statement

- University museums considered among the small museums in this country.
- Viewed from aspects of collection development, funding, function and their role in the university as well as their core policy.
- Still need to developed in their potential.
- When the pandemic of Covid 19 hit the world, the challenges in their functions are enormous. Therefore, a number of alternative strategies need to be made so that these museums would always remain relevant.
Small Museums in Malaysia

- Lack of attention given by management
- Low number of museum visitors
- Low marketing strategy
- versus
MyMuse – a network
Go Forward

1. Reframing organizational models to focus on long-term effectiveness rather than short term efficiency.
3. Becoming learning organization.
4. Knowledge can be shared.
5. Curators should do strategic thinking.
6. Small museum network – strengthen, active and proactive

Network activities
International collaboration

HOMELANDS
CENTURIES OF CHAM MIGRATION
PHOTOGRAPHS BY JAMES SEBRIGHT

01-30 APRIL 2018
MUSEUM OF ASIAN ART
University of Malaya

OPENING CEREMONY
Sunday, 01 APRIL 2018, 10.30 am

Opening Hours
Mon - Fri 9.00 am - 5.00 pm
www.museum.um.edu.my
+603 7967 3805

Collaboration Network:
UNIVERSITY OF MALAYA
Durham University
Community engagement
Research and talk series
Popularization and communication of cultural heritage based on physical artefacts appreciation

1. To develop interactive modules about culture and artefacts for children and young learners based on children multiple intelligence.

2. To determine the impact and mechanism of children engagement based on the developed Flipped Museum modules.

3. To ascertain the factors affecting children’s preferences to modules and involvement based on their background and demography.

4. To develop a Flipped Museum learning model as a reference for other museums.
Collaboration is a key factor...
Thank you.....