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 KENNETH E. BEHRING CENTER


ETHICAL, ENTREPRENEURIAL, OR INAPPROPRIATE?
BUSINESS PRACTICES IN MUSEUMS

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THE SITUATION

- ❖ Common financial challenges
- ❖ Different strategies
 - Expedient?
 - Principled?



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GOVERNANCE


- ❖ Conflicts of interest
- ❖ Fiduciary responsibilities



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FINANCIAL MANAGEMENT


- ❖ Restricted vs. unrestricted assets
- ❖ Budgeting and resource allocation



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EARNED INCOME

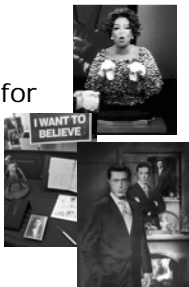
- ❖ Product development or commodification of collections?
- ❖ Transparency or confidentiality?
- ❖ Blockbuster exhibits—educational or commercial?



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MARKETING


- ❖ Use of collections for marketing
- ❖ Marketing-driven collecting



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FUND RAISING

- ❖ Conflict of interest
- ❖ Donor recognition
- ❖ Confidentiality
- ❖ Donor influence



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CONCLUSION

- ❖ Museum business vs. the business side of museums
- ❖ Not new standards but clearer articulation of their application to business practices