

GLAM Studies / Cultural Heritage, 2025-26

CERTIFICATE

The Certificate in Cultural Heritage from Hollins University gives students from any major the opportunity to connect their studies with a potential career in one of these cultural heritage institutional fields: galleries, libraries, archives, and museums. In addition to course work, students will complete two internships (or one internship and work-study) in an area of cultural heritage. The program culminates with the capstone experience, which would enable students to both share what they've learned through the program and to create a project that would be shared with potential employers and graduate schools. Because it is a certificate program, students will be able to complete the requirements for the program through prudent choices in their general education courses and electives, thereby not adding to their total credit hours for the bachelor of arts degree.

REQUIREMENTS FOR A CERTIFICATE IN CULTURAL HERITAGE:

18 credits plus internships/work experiences

- At least **8 credits (and up to 12 credits)** from GLAM courses
 - Must include GLAM 201: Shaping Memory: Ethics and Practices of GLAM Institutions
 - At least **4 credits (and up to 8 credits)** from the following*
 - a) ART 276: Philanthropy and the Arts (4)
 - b) ART 340: Teaching Art K-12 (4)
 - c) COMM 244: Social Marketing & Campaigns (4)
 - d) CMPS 260: Applied Computing II: How to Think Like a Data Scientist (4)
 - e) EDUC 141: Schooling in American Society (4)
 - f) ENG 242: Introduction to Children's Literature (4)
 - g) ENG 342: Advanced Studies in Children's Literature (4)
 - h) ENG: Any course that counts toward the English department's concentration in Multicultural U.S. Literature (current courses are ENG 211, 220, 221, 230, 263, 281, 282, 284, 318, 319, 320, 324, 330, 346, 356, 358, 373, 375, 379, 382) (4)
 - i) HIST 264: African-American History to 1865 (4)

- j) HIST 265: African-American History 1865 to Present (4)
- k) SOC 260: Race, Class, and Gender (4)
- l) SPAN 222: Hispanic Cultures: Artifacts (4)
- m) GLAM 390: Capstone Experience (2)
- n) Two internships in the area of cultural heritage, either short-term or full-term, OR one internship plus one academic year of work-study at Hollins in the library, museum or archives.

*A SPECIAL TOPICS, or other relevant course, may be substituted with permission of the student's major/minor advisor and the certificate director.

COURSES IN CULTURAL HERITAGE:

GLAM 201: SHAPING MEMORY: ETHICS AND PRACTICES OF GLAM INSTITUTIONS (4)

Students will learn about methodology, history of collections, standard practices/procedures, information management, and digital preservation for GLAM-related institutions. New ways of storing, displaying, organizing, and interpreting tangible/intangible objects will be explored. The class will benefit from engagement with professionals in the field. Offered Term 2.

GLAM 210: BEHIND THE SCENES IN THE LIBRARY (2)

A thematic approach to the history, theory, and current issues facing libraries, this course will offer intellectual and practical preparation for those considering careers in academic, public, or school libraries. Course work is focused on professional practice and standards for libraries, and will engage students in reflection and activities related to library roles in the preservation of cultural heritage, as seen in books, films, and other cultural artifacts collected and shared through libraries.

GLAM 250: BEHIND THE SCENES IN THE ARCHIVE (2)

A thematic approach to the history, theory, and current issues facing archives, this course will offer intellectual and practical preparation for those considering careers in archives. Course work is focused on professional practice and standards for archives.

GLAM 250: ART MARKET TODAY: CONTEMPORARY ART AS COMMODITY (2)

This course will consider the commodification of contemporary art which has created a worldwide market worth over two billion dollars each year. We will discuss the numerous players within the commercial art realm, including auction houses, galleries, art advisories, art fairs, and art appraisers and their roles within the larger ecosystem as well as the

numerous ways that they overlap. We will discuss market trends and fluctuations, legal and ethical considerations, and the lack of safeguards necessary to properly regulate such a major economic sector. Instruction will be a combination of lecture, hands-on experiences, guest speakers, and visits to commercial art spaces. Offered Term 1.

GLAM 290: INDEPENDENT STUDY (2 OR 4)

Independent study conducted below the advanced level. Application must be made with faculty prior to registration.

GLAM 310: CULTURAL HERITAGE IN A DIGITAL WORLD (4)

This course will explore the use of digital technologies to preserve and share analog and born-digital cultural heritage materials. Included in the course will be an introduction to digital humanities (a growing field of research at the intersection of digital technology and humanities disciplines); a review of approaches to managing information with technology; and considerations of the user experience with online resources. Offered Term 1.

GLAM/ART 371: BEHIND THE SCENES IN THE MUSEUM (4)

Have you ever wondered what it might be like to work in a museum? A thematic approach to the history, theory, and current issues facing museums, combined with useful experience in exhibition curation, this course offers intellectual and practical preparation for entry into the museum profession. Course work is focused on professional practice and best standards used in art museums. Offered Term 2.

GLAM 390: INDEPENDENT STUDY (2 OR 4)

Independent study at advanced level. Application must be made with department faculty prior to registration. Students conducting a GLAM Capstone project should register for this course.

GLAM 399: INTERNSHIP (2 OR 4)

Application must be made with faculty prior to registration.