

**The Foundation of the American Institute for
Conservation of Historic & Artistic Works**

THE FOUNDATION
OF THE AMERICAN
INSTITUTE FOR
CONSERVATION
OF HISTORIC AND
ARTISTIC WORKS



**Business and Management Practices for Conservators
ESTABLISHING A CONSERVATION PRACTICE**

- Do you find yourself thinking about establishing your own professional conservation practice?
- Do you do a bit of private practice now, and want to become more “business-like” about what you’re doing?
- Have you recently taken on some managerial functions for your employer, and find you want more information?

FAIC is pleased to offer the online course, “Establishing a Conservation Practice,” to meet the needs of conservators who wish to own or manage a professional conservation business. In this course, you will encounter readings, case studies, work sheets, presentations, and exercises to get you thinking and planning for success. On-line discussion forums allow you to draw on the combined experience of other participants, the course facilitator, and select outside experts. Best of all, “Establishing a Conservation Practice” comes to you. All you need is a computer with Internet access and you are ready to learn.

About the Course

“Establishing a Conservation Practice” is a four-week course. The course will begin on Thursday, January 17, 2008 and continue, with new activities and discussions each week, through Wednesday, February 13. Course materials will remain available to participants for two weeks after the course ends.

What the course will cover:

Week 1	Defining a Practice
Week 2	Establishing a Practice
Week 3	The Finances of a Practice
Week 4	Organizing a practice

In this course, you will learn to:

- Recognize the advantages and drawbacks of private practice
- Identify and define the documents that provide short and long term business guidance
- Understand the advantages and drawbacks of various business structures, such as sole proprietorship, partnership, and corporation
- Understand the role of legal, accounting, finance, marketing, employment, and other expertise in business management and maintenance
- Use model documents and spreadsheets to plan your business
- Locate additional resources on the internet and elsewhere to assist in setting up a private practice

Special note to international participants: This course is designed for conservators seeking to begin a private practice in the United States. Because legal and taxation

environments vary from one country to another, some material (perhaps 20%) will not be applicable outside the U.S.

About the Series

“Establishing a Conservation Practice” is part of FAIC’s online education series, “Business and Management Practices for Conservators.” Funded by The Getty Foundation, the series focuses on basic business skills that conservators need to know.

Time Requirements:

Expect to spend at least six hours per week on the course – roughly the equivalent of attending a full-day workshop each week. You will use this time to complete exercises and to read and respond to the work of others in the course. *You* choose when, according to your own schedule--at noon during your lunch break, in the evening with a cup of coffee by your side, or at 6 in the morning in your favorite jammies. (Although the timing of your participation is flexible, we have found that participants have difficulty keeping up with the course during extended trips.)

Is Distance Learning Right for You?

We’re glad you asked! We all learn in different ways. The last page of this description contains a short quiz to see if this type of course is a good match for your learning style.

Technical Requirements:

PC or Mac with Internet access.

Browser: if using Microsoft Windows, you will need either MS Internet Explorer 5.0 or later, or Netscape Navigator 6.2 or later, or Mozilla Firefox. If you are using Apple Macintosh, you will need Netscape Navigator 6.2 or later, Mozilla Firefox, or Safari.

Technical support (by email or phone) will be available while the class is in session between 8 a.m. and 5 p.m. Pacific Time.

Registration

The fee for this course is \$200 for AIC members, \$300 for non-members. To register, complete and return the registration form, which is available on the AIC website or from the AIC office. The registration deadline is January 15, 2008. Participants will be accepted in order of receipt of paid registration. Enrollment is limited, so early registration is advised.

About the Facilitator:

Sarah Lowengard, Ph.D., has more than twenty years’ teaching experience in both formal university classrooms and informal education programs. She has developed, taught, or led courses, workshops, and tutorials in art conservation, collections care, history, academic research and materials analysis. A private-practice art conservator since 1979, she initiated the Conservation Course Syllabus Web pages for Conservation OnLine and served on the AIC Education and Training Committee.

Credits

Course Content and Instruction: Sarah Lowengard

Instructional Design: Roberta Westwood

Project Management: Eric Pourchot

Hosting and Course Support: iCohere

Contributors and Reviewers: Jeff Brechlin, Susan Burke, Bob Cocchiaro, Elizabeth Goins, Colin Turner, Katharine A. Untch, Glenn Wharton

Special thanks to: Julia Ashley, Soren Kaplan, SCORE

This course was created with funding from the Getty Foundation. It is presented with funding from the FAIC Endowment for Professional Development, which is supported by The Andrew W. Mellon Foundation and by gifts from members and friends of the American Institute for Conservation of Historic and Artistic Works

For more information, contact:

Eric Pourchot, Professional Development Director

American Institute for Conservation of Historic & Artistic Works

1156 15th Street, NW, Suite 320

Washington, DC 20005

202-452-9545, ext. 5

Fax: 202-452-9328

Epourchot [at] aic-faic.org

<http://www.aic-faic.org>



FAIC Online Learning

Is FAIC Online Learning Right for You?

Instructions: Use this worksheet to get a snapshot of your learning style and personal characteristics. Circle the number in the response column that best describes you. Then add your circled numbers to find your score and read the comments at the bottom of the page.

Question	Yes or Always	Sometimes or Usually	No or Never
Do you start projects with enough time that you don't have to rush to finish them? Do you meet deadlines--both those you set and those set by others?	3	2	1
Can you make time in your weekly schedule to include the recommended number of hours for the course you plan to take? Can you do it each week?	3	2	1
Do you have good communication skills? Do you enjoy expressing yourself in writing?	3	2	1
Do you find class discussions helpful?	3	2	1
Are you willing to try new things?	3	2	1
Do you enjoy thinking about--and sharing with others--your own experiences?	3	2	1
Will you miss the experience of sitting in a classroom?	1	2	3
Are you comfortable using a computer?	3	2	1
Are you willing to learn from others--expert and non-expert alike?	3	2	1

Add up your score.

- 12 or below An FAIC online course probably is not for you
 13-20 Although you might find the course tough going at times, online learning is worth a try.
 18-25 We think you'll find an FAIC online course very rewarding.

Participants have reported that they got the most from their FAIC online course if they:

- are motivated and self-disciplined
- can build course time into their weekly schedule from the beginning
- are comfortable communicating in writing
- are willing to try different learning environments
- are willing to draw on their own experiences
- are willing to help others learn and to learn from others
- have the computer skills to participate in all course activities