

INITIATIVE BRIEF

# INSTITUTE OF TEXAN CULTURES



## UTSA Institute of TEXAN CULTURES



*The initiative seeks to align ITC collections and programming more closely to the university's academic enterprise for the expanded benefit and enjoyment of the people of our community and state.*

**INITIATIVE LAUNCH** April 2019

### THE CHALLENGE

The ITC has not fully leveraged its connection to the university. Through comprehensive strategic planning, the university can develop a more entrepreneurial business model that would provide greater stability for ITC and mitigate any possible future state budget cuts by seeking to increase museum attendance and memberships, as well as philanthropy.

### THE IMPACT

By integrating administrative operations within UTSA Libraries, ITC's expert personnel can focus on modernizing the museum's exhibits, developing its cultural outreach and public programming, and creating a more engaging visitor experience for many future generations of Texans.

### BENEFITS TO SAN ANTONIO AND THE STATE OF TEXAS

- » Expanding the use and enjoyment of the museum's assets for students and scholars
- » Creating a more engaging visitor experience for many future generations of Texans
- » Aligning ITC, as well as the UTSA Art Collection, within the UTSA Libraries to become a greater cultural force in San Antonio

### OVERVIEW

The Institute of Texan Cultures initiative seeks to align ITC more directly to the educational mission of UTSA. One of ITC's greatest assets is that it is part of the university. The goal of this initiative is to capitalize on that connection as ITC pursues its mission to give voice to the experiences of people from across the globe who call Texas home.

### FOR MORE INFORMATION

**Dean Hendrix**  
Dean, UTSA Libraries  
210.458.4889 | dean.hendrix@utsa.edu  
www.texancultures.com

INITIATIVE BRIEF

# INSTITUTE OF TEXAN CULTURES



## COMPONENTS

- » Create a new position for Director of Academic Research, whose primary duty will be to enhance ongoing collaborations between the museum and UTSA's academic programs to create new learning opportunities for UTSA students
- » Align ITC operations with UTSA Libraries to leverage the Libraries' administrative resources and expertise in managing academic collections
- » Develop a new strategic plan for the museum to focus on creating more engaging educational and cultural experiences

## PARTNERSHIPS

- » K–12 school districts
- » UTSA colleges and departments
- » Cultural groups in San Antonio and Texas

## PHILANTHROPIC OPPORTUNITIES

- » Naming of exhibit areas
- » Support research fellowship programs
- » Support student internship programs

