Application for CPC Project Assistance
Herreshoff Maritime Museum Intellectual Property Project

SECTION 1: Organization Information

Name of Organization: Herreshoff Maritime Museum/ Americas Cup Hall of Fame (HMM)

Type of Organization: Private (non-profit)

Name of Contact Persons:
Lawrence D. Lavers
Chief Operating Officer

Address of Organization/Contact Person:
Herreshoff Maritime Museum / Americas Cup Hall of Fame
One Burnside Street, PO Box 450
Bristol, RI 02809 - 0450

Phone: (401) 253-5000 Fax: (401) 253-6222

E-mail: l.lavers@herreshoff.org

Type of Organization
Private nonprofit, 501c3.

Description of Organization and Mission:
The Herreshoff Marine Museum/ America’s Cup Hall of Fame, founded in 1971, is dedicated to the education and inspiration of the public through presentations of the history and innovative work of the Herreshoff Manufacturing Company (HMC) and the America’s Cup competition.

The Museum, bordering beautiful Narragansett Bay in Bristol, Rhode Island, is one of the nation’s most important historical maritime treasures. We celebrate excellence in design, innovation, technology, manufacturing, and education through museum displays and educational events, sponsoring symposia on classic yacht design and restoration, hosting classic yacht regattas, and operating an outstanding sailing school for youth and adults.

Over the past decades HMM has been best known for its unequaled collection of beautiful Herreshoff yachts, with accompanying “storyboard” picture exhibits, Classic Yacht Symposia, and waterfront activities. Recently, HMM has embarked on a new strategy to emphasize a more comprehensive range of maritime and America’s Cup exhibits, with exhibits featuring HMC’s U.S. Navy business, Herreshoff’s marine steam engines, America’s Cup notables, and the Reliance project, for example. The Reliance project is perhaps the most ambitious of these endeavors. The Museum is building a museum quality 1/6th scale static display replica of the famous 1903 America’s Cup winner “Reliance” which will become a cornerstone display and source of related museum exhibits. This model will be 33’ in length and more than 37’ in height.

HMM executives and directors recognize that the success of this strategy will be a major factor in creating an important regional and national museum. To that end, the Museum must also develop:

- Its museum infrastructure, notably communications, information management, documentation, and research;
• Appropriate legal underpinnings to ensure that the Museum protects its intellectual property while assuring that it does not infringe on the intellectual property of others, and
• A new exhibit strategy to include exhibit prioritization, use of varied exhibit media, and enhanced visitor experience, to name a few attributes. HMM should leverage exhibit strategies developed by other leading maritime museums.
• An improved educational outreach program to better fulfill the education part of its mission.
• Improved marketing and branding.

How did you hear about the CPC?
Through:
  Peter Wilbur
  Associate Vice President
  Community & Government Relations
  Roger Williams University

SECTION 2: Project Description

Title of the Project: Education Curriculum Project

Project Locations:
Herreshoff Maritime Museum/ Americas Cup Hall of Fame
One Burnside Street, PO Box 450
Bristol, RI 02809 - 0450

General Project Description:
Since 2009, with funding from the RWU Fund for Civic Activities, The Herreshoff Marine Museum has designed, written, and built curriculum enrichment programs which we currently use during school field trips, in-school visits, and our summer program. More students visited last year than any year in recent history -- perhaps ever. Our numbers are up and our goal is to increase student visits much more. We plan to do this by offering high quality formal and informal educational programs thoughtfully linked to the new Common Core and Next Generation curriculum standards. It is our view that these are best developed with the active involvement of educational professionals. Our efforts to date have been mostly focused on the lower grades, but we believe there is potentially great value in expanding to the high school level. To that end we have initiated discussions with the local school district and teachers to develop standards-based curricula that meet their objectives.

The project is to work with Museum representatives and Bristol / Warren teachers to (1) explicitly link our current curricula to the new educational standards, (2) develop new activities, especially around STEM (science, technology, engineering and math) related subjects, to provide rich, meaningful experiential learning to high school students, and (3) develop descriptions of the programs that show prospective teachers what standards are met by the various programs. The project would include development of study materials and curricula to be used by teachers both prior to an after visits to the Museum and activities at the Museum that demonstrate the principles being studied in the classroom.

Potential Scope of Work/Tasks for RWU CPC:
HMM anticipates that RWU CPC would manage and staff the complete project, with assistance as required by HMM staff. HMM believes this project should interest students at the Roger Williams University School of Education.

Key tasks include:

Task One: Education Curriculum Project Plan
RWU students will develop a brief Education Curriculum Project Plan to include statement of objectives, scope, resources, tasks and/ or phases, schedule, and cost estimate for HMM review and approval. The Plan should, at a minimum, cover the topics outlined in the general description above.

The Museum will make its staff available to RWU to assist in this task. It believes museum personnel would be helpful for briefing the students on:
- The content of the programs developed to date,
- The nature of materials that could be made available for educational programs, and
- Potential activities that could be used to demonstrate experientially various educational principles.

HMM believes that the following HMM community members could provide insights for the preparation of the Project Plan:
- Larry Lavers, Chief Operating Officer
- Dyer Jones, Chief Executive Officer
- Sandy Lee, Reliance Project Manager
- Margaret Church, Visitor Experience and Retail Manager
- John Palmieri, Curator Emeritus
- Norene Rickson, Librarian

This task would be completed by presentation of the draft Project Plan to HMM and CPC executives and its acceptance by HMM.

**Task Two: Understanding and Assessment of the Current Situation**
In this task students will work with Museum and school representatives to review and understand the curriculum work done to date at the Museum and the principles and format of the recently adopted standards that educators must meet.

This Task should at a minimum provide HMM with:
- A report and evaluation of the lesson plans completed to date, and
- An understanding of the principles of the new curriculum standards

This task would be completed by presentation of a report of findings to HMM and CPC executives and its acceptance by HMM.

**Task Three: Review of Alternatives and Recommendations**
In this task students will work with Museum and school representatives to review the benefits and issues with existing lesson plans as well as potential alternative curricula. Best courses of action will be recommended.

This Task should at a minimum provide HMM with:
- A review of various curriculum ideas,
- A recommendation of whether existing lesson plans should be extended, modified or abandoned,
- An assessment of the benefits and issues of each new proposed curriculum, and
- A recommendation of which curricula should be pursued.

HMM executives and staff noted above could be available in supporting roles as defined in your Project Plan

This Task would be completed by presentation of the draft Recommendations to HMM and CPC executives and its acceptance by HMM.

**Task Four: Development and Documentation of Selected Curricula**
In this task students will work with Museum and school representatives to further define, develop and document the selected curricula.

This Task should at a minimum provide HMM with:
- Lesson plans for teachers to use before and after visits to the Museum,
- Description of activities to be conducted at the Museum, and
- Specific linkage of the curricula to appropriate standards.

This Task would be completed by presentation of the draft documentation to HMM and CPC executives and its acceptance by HMM.

**Task Five: Preparation of Descriptive Materials**
This task will consist of preparing appropriate descriptive materials for use on the Museum’s web site and in discussing the various programs with teachers considering adopting one of the developed curricula.

This Task should at a minimum provide HMM with:
- A discussion of which school courses are appropriate for each curriculum,
- A description of each program and the standards covered, and
- The benefits to be gained by students who use the program.

This Task would be completed by presentation of the draft documentation to HMM and CPC executives and its acceptance by HMM.

**Proposed Project Schedule (when the tasks/project needs to be completed):**
HMM recognizes that the scope of this project may require that it extend over multiple years. However, we would like at least some curricula contemplated in this project to be completed in the 2013-2014 academic year. HMM proposes the following schedule:
- Project Plan, Understanding and Assessment, and Review of Alternatives (Tasks One, Two and Three) to be completed this fall semester.
- Development and Documentation, and Preparation of Descriptive Materials (Tasks Four and Five) to be completed for selected subjects in the spring semester 2014.
- Development and Documentation, and Preparation of Descriptive Materials (Tasks Four and Five) to be completed for remaining subjects in the academic 2014.

**Other information to help us to better understand the project** (we encourage feel free to include pictures, site documentation, maps etc.):
- We suggest a visit to the Museum to review the lesson plans and materials we currently have in place.

**Please provide the names and contact information for any staff members or volunteers who will be playing a primary role in the proposed CPC project.**
- Larry Lavers, COO, l.lavers@herreshoff.org
- Sandy Lee, Reliance Project Manager, s.lee@herreshoff.org

**What resources/previous work would the CPC be building upon that you already have completed? (Please select all items that are applicable)**
- Lesson plans developed at HMM in recent years.  
- Strategic Plan
- Marketing & Communication Plans
- Additional organizational documents
- Preliminary photos of the site/project
- Maps
What active support would your organization be able to contribute should your project be selected?

Some volunteer and staff time will be available to assist in this project.

- Funding
- Volunteers
- Staff time
- Consultants
- Other (please list)

SECTION 3: Project Outcomes

Please describe how this project will benefit your organization:

This project is an important step in developing the robust educational programs envisioned for the future of the Museum. Our mission is to “educate and inspire”. The classic boats we have on display provide their own inspiration, but we must provide the education part. This project will provide invaluable help in fulfilling this important part of our mission.

Please describe how this project might benefit the overall community, including who could benefit from this project (i.e. target groups, neighborhoods, the region/city/town as a whole, etc.).

HMM is one of Rhode Island’s better known tourist attractions, particularly internationally. A successful and vibrant museum will help to attract tourists to the Town of Bristol as well as the State of Rhode Island and the New England region.

SECTION 4: Financial Information

What is your organization’s annual operating budget?

$1.3 Million

What are your major sources of funding?

- Major donations
- Rent
- Fund-raising events
- Memberships
- Waterfront marine revenues
- Admissions
- Grants

How much funding from your annual operating budget is set aside for this project (if any)?

- None has been budgeted.
- Some small amounts may be able to be allocated to cover out-of-pocket expenses

SECTION 5: Private Sector Involvement
Have you or your organization discussed the project with practicing professionals (e.g. architect, engineer, planner, etc.)?
No, our budget does not provide enough funds to support the required professional fees.

If yes, please explain why you have chosen to seek assistance from the RWU CPC with your project request, instead of undertaking the project using fee-for-services from a paid professional:
Not Applicable

SECTION 6: Supporting Documents

Please include the following items when submitting your application:

- [] Budget for the current fiscal year
- [] List of current Board members
- [] Copies of supporting resources identified in section 2 as needed to support your application

The following files are incorporated by reference in this application:
- 2013 budget with comparisons 12 06 12
- Herreshoff Marine Museum Board of Directors April 2013