

BOB BEATTY

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PROFESSIONAL EXPERIENCE

PRESIDENT

The Lyndhurst Group, Franklin, TN, 2016-present

History, museum, and nonprofit consulting firm providing community-focused engagement strategies for institutional planning, organizational assessments, and interpretive direction.

Core Services include:

- Strategic Planning
- Program Development and Evaluation
- Institutional Assessments
- Stakeholder Facilitation
- History Subject Matter Expertise
- Exhibitions Development
- Publications
- Fundraising and Grant Writing
- Career Counseling and Coaching

CHIEF OF ENGAGEMENT (*Served as Interim President & CEO from 2014-2015, Chief Operating Officer from 2015-2016, and Vice President for Programs from 2007-2014*)

American Association for State and Local History, Nashville, TN, 2007-2018

- Led nonprofit professional association serving a national constituency of more than 5,000 members—including historic sites, museums, libraries, archives, and other organizations
- Directed and oversaw national partnerships and programs between history organizations, museums, and other organizations to provide leadership, service, and support for those who preserve and interpret state and local history
- Created and managed \$1.5 million annual budget, a \$1.5 million endowment, and grant-funded budgets of up to several million dollars
- Authored and managed federally grant-funded projects including: National Endowment for the Humanities and the Institute for Museum and Library Services
- Managed \$2.1 million Institute for Museum and Library Services Connecting to Collections Bookshelf initiative
- Led strategic planning for AASLH's programs and services and participated in planning and implementation of marketing plans as they pertain to programming
- Oversaw all of AASLH's professional development initiatives including online and onsite workshops and seminars, soliciting and developing content for the AASLH annual meeting, and all AASLH publications
- Editor of *History News*, AASLH's quarterly magazine

- Managed more than 50 volunteers serving affinity groups and committees and supervised staff who managed another 100 national volunteers in affinity groups and committees including Leadership in History Awards, Historic Houses, and Military History
- Managing Editor, AASLH's Rowman & Littlefield/AltaMira Press imprint
- Supervised staff who coordinate national Visitors Count! benchmark and evaluation program developed in partnership with the Center for Nonprofit Management
- Oversaw staff-wide implementation of AASLH's Standards and Excellence Program (StEPs)
- Represented AASLH on committees and programs including partnerships with state, regional, and national museum and history organizations
- Managed Developing History Leaders @SHA national partner group
- Taught sessions at state and national conferences and served as guest lecturer/speaker
- Recruited, hired, and supervised seven fulltime program staff, two part-time staff, interns, volunteers, and other staffing as needed per grant and/or other contracts
- Secured local and national sponsorships for AASLH Annual Meeting

CURATOR OF EDUCATION

Orange County Regional History Center, Orlando, FL, 1999-2007

- Directed education department at AAM-accredited history museum with \$3.5 million budget
- Created and delivered museum educational programming including programs for schools, children, museum members, adult, and special or traveling exhibits ensuring both a high quality guest experience as well as an historically accurate presentation
- Established and maintained partnerships with community organizations in order to fulfill the History Center's mission as a community service institution
- Built and nurtured a partnership with Orange County Public Schools which included an annual stipend for field trips to the History Center, partnerships on Project R.E.A.L., a \$1 million U.S. Department of Education grant, hosting Social Studies Department Chair Meetings, teacher workshops, In-Service Programs, and programs for teachers and students
- Managed \$500,000 annual department budget
- Authored *Florida's Highwaymen: Legendary Landscapes* (2006)
- Recruited, hired, and supervised four fulltime Education Coordinators, one part time Managing Director, who supervised one fulltime and three part time staff, 30 actors, and more than 100 volunteers
- Sought out grant funding opportunities, authored grant proposals, and managed grant-funded projects
- Assisted in the marketing of educational programs including developing brochures, writing copy, website, interviews with print, television and radio media and other external outlets, all of which generated an average of more than 25,000 annual visitors to, and over 100,000 served by, the History Center
- Regularly presented sessions at state and regional history, museum, and arts and cultural conferences and as guest lecturer at the University of Central Florida

- Represented the History Center on local community initiatives and committees
- Staff coordinator for Museum Assessment Plan III, Public Dimension

PROGRAM MANAGER, CONTINUING PROFESSIONAL EDUCATION

Valencia Community College, Orlando, FL, 1998-1999

- Scheduled, organized, and implemented onsite training courses in leadership, team building, communication skills, and customer service for businesses in Central Florida
- Assisted sales force by attending sales calls and overseeing course coordination sessions
- Managed department which experienced a 381% increase in revenue in one year
- Researched training curriculum focusing on programs with a student-centered approach
- Interviewed and selected adjunct instructors based on client needs, company culture, and instructor expertise

PROGRAM MANAGER, NON-TRADITIONAL CAREERS/CAREER DIRECTIONS

Valencia Community College, Orlando, FL, 1996-1998

- Advised students enrolling in non-traditional career programs in the areas of career assessment, vocational counseling, and financial aid assistance
- Established and managed volunteer advisory committee
- Evaluated students for disbursement of student tuition and textbook funds
- Designed and instituted student survey to track student progress
- Analyzed and prepared mid-year and final reports for state Leadership Development Program for Equity
- Presented to community organizations regarding federal Perkins Grants and Valencia Community College programs and opportunities

TEACHING EXPERIENCE

Johns Hopkins University, 2017-present

- The Business of Museums
- Introduction to Museum Education
- Public Programming for Museums
- Modern Museums Onsite Seminar

Rutgers University - Newark, 2018-present

- Managing Cultural and Historical Organizations
- Creating and Funding Humanities Projects

Valencia Community College and University of Central Florida, 2002-2006

- History of Rock & Roll (Valencia)
- AMH 2010, American History to 1877 (Valencia)
- AMH 2020, American History 1877-present (Valencia and UCF)

EDUCATION

Middle Tennessee State University

- Ph.D., Public History, 2018

University of Central Florida

- M.A., History, 2002
- B.A., Liberal Studies, 1994

SELECTED PUBLICATIONS/EDITORIAL

- “*Sure Has Been a Fine Weekend*”: At Fillmore East and the Legacy of Duane Allman. Gainesville, FL: University Press of Florida, publication forthcoming 2022.
- “What Kind of Ancestor Will I Be?” in *The Inclusive Museum Leader*, Lanham, MD: Rowman & Littlefield Press, 2021.
- *An American Association for State and Local History Guide to Making Public History*. Lanham, MD: Rowman & Littlefield Press, 2017.
- “Running the Numbers on Attendance at History Museums in the U.S.,” *Hyperallergic*, August 2, 2018.
- “Six Strategies for Dealing with Controversial Monuments and Memorials,” *Hyperallergic*, June 7, 2018.
- “The Deaccessioning Debate in Museums,” *Hyperallergic*, March 1, 2018.
- Editor, *History News* magazine, 2007-2018.
- Managing Editor, AASLH/Rowman & Littlefield, 2007-2018.
- “Alive in Our Imagination: The Sesquicentennial of the American Civil War,” (with Rick Beard), in *The AASLH Guide to Commemoration*, Lanham, MD: Rowman & Littlefield Press, 2017.
- “Foreword,” in *The Art of Public History: Interdisciplinary Approaches, Opportunities, and Challenges*, Lanham, MD: Rowman & Littlefield Press, 2017.
- “Creating Meaning, Driving Impact as Museum Practice,” *A Case for Objects: Original Objects and Their Role in Creating Meaning*. Reach Advisors Museums R+D Quarterly Technical Report 1:30, January 2015.
- *Zen and the Art of Local History* (with Carol Kammen). Lanham, MD: Rowman & Littlefield Press, 2014.
- *Toward a Community of Practice: Initial Findings on Best Practices for Digital Encyclopedias* (coauthor). Nashville: American Association for State and Local History, 2011.
- *Florida’s Highwaymen: Legendary Landscapes*. Orlando, FL: Historical Society of Central Florida, Inc., 2006.
- Board of Editors, *Reflections from Central Florida*, 2002-2007
- “Tracks to Freedom: Central Florida and the Underground Railroad,” *Reflections From Central Florida* 3 (January 2005)
- “The Civic Origins of the Orange County Regional History Center,” *Florida Historical Quarterly* 81 (Summer 2002)

COMMUNITY SERVICE

- Coalition to Advance Learning in Archives, Libraries and Museums, 2015-present
- Tennessee War of 1812 Bicentennial Committee (Fundraising Chair), 2009-2015
- Battle of Franklin Trust, Strategic Planning Committee, 2010-2011
- Reviewer, American Alliance of Museums' Museum Assessment Program 2010-present
- Board of Directors, Workforce Advantage Academy, 2006-2007
- Chapter (Vestry), Cathedral Church of St. Luke, 2003-2006
- Mentor, Jones High School, 2003-2005
- Education and Community Resources Committee, Orange County Arts and Cultural Affairs, Vice Chair, Community Arts Audit, 2002-2006
- Board of Directors, Lake Eola Charter School 2000-2003