

SFMOMA Library & Archives  
151 Third Street  
San Francisco, CA 94103

**Finding Aid to the Education Department Records, 1957-1966, bulk 1961-1966**

Collection Number: ARCH.ADM.006

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The Getty Foundation

Finding Aid written by: Dayna Holz

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## TABLE OF CONTENTS

Collection Summary	p. 2
Information for Researchers	p. 3
Administrative Information	p. 4
Administrative History	p. 5
Processing Note	p. 6
Scope and Content Note	p. 7
Series Description	p. 8-10
Container List	p. 11-15
Series 1: Educational Programming, 1958-1966	p. 11-12
1.1: Adult Education, 1958-1965	p. 11
1.2: Children's Classes, 1961-1966	p. 11
1.3: Events and Activities, 1961-1966	p. 11
1.4: Exhibitions, 1963-1966	p. 12
1.5: Film Program, 1961-1966	p. 12
1.6: INSIGHTS Program, 1965-1966	p. 12
1.7: School Tours, 1961-1966	p. 12
Series 2: Outreach, 1957-1966	p. 13
2.1: Extension Program, 1961-1966	p. 13
2.2: Publications, 1961-1966	p. 13
2.3: Publicity, 1961-1966	p. 13
2.4: Rental Gallery, 1957-1966	p. 13
Series 3: Administration, 1960-1966	p. 14-15
3.1: Correspondence, 1961-1966	p. 14
3.2: Office Business, 1960-1966	p. 14
3.3: Reports, 1961-1965	p. 14
3.4: Research, 1961-1966	p. 15

## **COLLECTION SUMMARY**

### **Collection Title**

San Francisco Museum of Art, Education Department records, 1957-1966

### **Collection number**

ARCH.ADM.006

### **Creator**

San Francisco Museum of Art

### **Extent**

3.7 linear feet (5 cartons, 1 card file box)

### **Repository**

SFMOMA Library & Archives  
151 Third Street  
San Francisco, CA 94103

### **Abstract**

Contains records generated by the Education Department mainly from 1961 through 1966. Records document the formal establishment of the Education Department within the San Francisco Museum of Art, and the Department's abundant activities during the period that centered on children's education. Materials in the collection primarily relate to educational programming and outreach conducted by the Department. Includes correspondence, reports, announcements, mailing lists, and other administrative records.

### **Language**

Records are in English.

### **Physical location**

Collection is housed in the SFMOMA Archives.

## **INFORMATION FOR RESEARCHERS**

### **Access and use restrictions**

Collection is available for use. Some materials are restricted for confidentiality or condition. Contact SFMOMA Archives.

### **Publication information**

All requests for permission to publish should be directed to the SFMOMA Archivist.

### **Preferred citation**

[Identification of item], [box year and folder title], Education Department, 1957-1966, Administrative Records, San Francisco Museum of Modern Art Archives.

### **Access points**

#### Topical Subjects

Art—Study and teaching (Elementary)—Activity programs  
Art appreciation--Study and teaching—California--San Francisco  
Art appreciation—Study and teaching (Elementary)—Activity Programs  
Art museums and community—California--San Francisco  
Art museums--Educational aspects  
Art rental and lending services—California—San Francisco  
Volunteer workers in museums

#### Corporate Names

San Francisco Museum of Art  
San Francisco Museum of Modern Art  
San Francisco Museum of Art--Archives  
San Francisco Museum of Art—History—Sources  
San Francisco Museum of Art--Records and correspondence

### **Related materials**

SFMOMA Archives Office of the Director Records, 1935-1958  
SFMOMA Archives Office of the Director Records, 1959-1965  
SFMOMA Archives Office of the Director Records, 1966-1972  
SFMOMA Archives Exhibition Records  
SFMOMA Archives Women's Board Records  
SFMOMA Archives Photographs Collection

## **ADMINISTRATIVE INFORMATION**

### **Acquisition**

Institutional records generated by SFMA or collected by SFMA staff in the performance of work duties.

### **Level of description**

Records are described at the carton level. Some records are described at the folder or item level.

### **Processed by**

Dayna Holz, 2007-2008.

## **ADMINISTRATIVE HISTORY**

Though the San Francisco Museum of Art included educational programming from its opening in 1935,<sup>1</sup> the Education Department wasn't formally established until the 1960s with the aid of a grant from the Rosenberg Foundation. The Rosenberg Foundation funded a grant to the Museum in 1961 for \$17,000 per year for three years, totaling \$51,000, which was used specifically to establish a Children's Education Department. The scope of the grant included a variety of experimental activities and an expansion of the Museum's existing educational activities.

During the years of the Rosenberg grant, and continuing beyond the funded period, the Museum held children's art classes, loaned artworks to schools via the Rental Gallery in Schools Program, held screenings of films for children, offered frequent tours to school groups, sent staff to lecture in schools through an extension program, and held trainings for educators on how to more effectively teach art to children.

Addressing the interests of older children, the INSIGHTS program was established to attract high school students to the Museum for a monthly series of informal discussions around art and culture. Heavily influenced by the contemporary youth culture, discussion topics included "The Magic of Things and the Swindle Called War," "The Illusion of Time in the Motion Picture," and "What is the Avant-garde?" (televised event). Building on the popularity of the INSIGHTS series, a group of teens calling themselves SMAC (Student Museum Advisory Council) initiated a summer series called the "INSIGHTS Workshop," an intensive program self-directed by students under the guidance of artist Ronald Dahl and Museum staff.

The efforts of successive Education Department Supervisors Keith Boyle and Clair Isaacs during the 1961-1966 period helped to professionalize the educational efforts of the Museum, relying less on the Women's Board for direction and volunteers and more on regular, trained staff. Isaacs was succeeded as Supervisor of the Education Department in 1967 by Robert Whyte, who remained with the Museum well into the 1980s.

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<sup>1</sup> For a more comprehensive overview of Museum history, see the "Administrative History" sections of the finding aids for the Office of the Director Records (ARCH.ADM.001, ARCH.ADM.004, ARCH.ADM.005)

## **PROCESSING NOTE**

The Education Department records were stored in three separate locations with boxes labeled "General Assorted," "Director," and "Education." Approximately 1.3 linear feet of material was deaccessioned, including 0.6 linear feet of duplicate copies, 0.5 linear feet of non-archival material, and 0.2 linear feet of published material transferred to the library.

Deaccessioned non-archival material included mailing lists, receipts, class enrollment lists, roll sheets, and product advertisements for visual aids (slides, overhead projectors, etc.). The hundreds of mailing lists and sheets of mailing labels were sampled to show a cross-section of mailing lists used by the department. Receipts, completed registration forms, and roll sheets were sampled as well.

A small number of legal sized documents are housed in Carton 5.

## **SCOPE AND CONTENT NOTE**

The records from the Education Department date primarily from 1961 to 1966, and are concerned largely with the official establishment of the Children's Education Department as a result of a grant from the Rosenberg Foundation. Though there are materials that document educational programs for adults and teens, the majority of the records concern activities aimed at elementary school aged children.

The Education Department records are divided into three series and numerous subseries based on groups of files within the original filing system. Series include: Educational Programming, Outreach, and Administration.

The majority of records are included in the Educational Programming series, and reflect the primary activities of the Education Department. The Department conducted classes, tours, and various events and performances within the Museum for diverse audiences and age groups.

The Outreach series addresses educational activities conducted outside of the Museum and the Department's efforts to publicize their programs. The Rental Gallery in Schools Program records are included in the Outreach series because they primarily document the Department's efforts to promote the program to schools.

The records in the Administration series document various aspects of maintaining the Department and managing programs, and include the majority of the incoming and outgoing correspondence.



## **SERIES DESCRIPTION**

### **SERIES 1: EDUCATIONAL PROGRAMMING, 1958-1966**

Cartons 1-2, Carton 5, Card File Box 1

Subseries and files within each subseries are arranged alphabetically. Divided into seven subseries: Adult Education (1.1); Children's Classes (1.2); Events and Activities (1.3), Exhibitions (1.4); Film Program (1.5); INSIGHTS Program (1.6); and School Tours (1.7).

Contains records related to classes, tours, performances, and other educational programs conducted in the Museum.

#### **SUBSERIES 1.1: Adult Education, 1958-1965**

Carton 1, folders 1-4; Carton 5, folder 1

Documents various education programs aimed at adults. Some of these were training seminars for teachers and recreation directors from the San Francisco Recreation and Park Departments, intended to educate educators on teaching art to children. Additional teacher training programs are filed with the Extension Program records.

#### **SUBSERIES 1.2: Children's Classes, 1961-1966**

Carton 1, folders 5-12; Carton 5, folders 2-3

Art and education classes offered to children. Classes in film and photography were offered.

#### **SUBSERIES 1.3: Events and Activities, 1961-1966**

Carton 1, folders 13-25; Card File Box 1

Documents educational performances and lectures, largely through "worksheets" used internally to track logistics of events.

#### **SUBSERIES 1.4: Exhibitions, 1963-1966**

Carton 1, folders 26-32

Educational materials related to specific exhibitions at SFMA; materials are largely targeted to children.

#### **SUBSERIES 1.5: Film Program, 1961-1966**

Carton 1, folders 33-38

Documents the children-centered film series at the Museum.

#### **SUBSERIES 1.6: INSIGHTS Program, 1965-1966**

Carton 2, folders 1-3

A program created exclusively for high school students. Records include correspondence, planning notes, announcements, and descriptions of events.

**SUBSERIES 1.7: School Tours, 1961-1966**

Carton 2, folders 4-15; Carton 5, folder 4

Documents school groups who toured the Museum, and consists largely of thank you letters.

**SERIES 2: OUTREACH, 1957-1966**

Carton 3, Carton 5

Subseries and files within each subseries are arranged alphabetically. Divided into four subseries: Extension Program (2.1); Publications (2.2); Publicity (2.3); and Rental Gallery (2.4).

Contains records related to educational activities conducted outside of the Museum and the Department's efforts to publicize their programs.

**SUBSERIES 2.1: Extension Program, 1961-1966**

Carton 3, folders 1-11; Carton 5, folders 5-7

Lectures by Education Department staff outside of the museum, mainly at schools. The extension program included workshops for teachers on Understanding Art and for the SCEP program (State Compensatory Education Program). The Museum and the Laguna Salada School District collaborated on a regular extension program from 1964 through 1966, where students were able to take progressively advanced classes on art appreciation.

**SUBSERIES 2.2: Publications, 1961-1966**

Carton 3, folders 12-20

Includes flyers, essays, instructional materials, and form letters that were produced by the Museum as hand-outs or used for distribution. Most of these "Publications" were mimeographed. Files of materials from 1964-1966 contained up to several dozen of each publication, and were labeled with a "D.M.M." prefix (i.e. "D.M.M. Alberto Giacometti"). It is unknown what D.M.M. stands for, but these were the same materials contained in the general Publications files. An attempt was made to keep no more than 3 duplicates of each publication, but there are generally more copies filed throughout the Publications subseries, as well as the files corresponding to the activities the materials supported (i.e. the "Alberto Giacometti" file in the Exhibitions subseries (1.4) contains the same publications as are housed in the Publications subseries).

**SUBSERIES 2.3: Publicity, 1961-1966**

Carton 3, folders 21-23

Includes clippings about Museum education programs, or press releases issued by the museum.

**SUBSERIES 2.4: Rental Gallery, 1957-1966**

Carton 3, folders 24-28

Related exclusively to the school rental program.

**SERIES 3: ADMINISTRATION, 1960-1966**

Cartons 4-5

Subseries and files within each subseries are arranged alphabetically. Divided into four subseries: Correspondence (3.1); Office Business (3.2); Reports (3.3); and Research (3.4).

Contains records related to the maintenance and management of the Education Department.

**SUBSERIES 3.1: Correspondence, 1961-1966**

Carton 4, folders 1-13; Carton 5, folder 8

Contains incoming and outgoing general Department correspondence, and correspondence with specific groups.

**SUBSERIES 3.2: Office Business, 1960-1966**

Carton 4, folders 14-21

Contains administrative records specific to the Education Department.

**SUBSERIES 3.3: Reports, 1961-1965**

Carton 4, folders 22-27

Reports written for the Board of Trustees and the Rosenberg Foundation.

**SUBSERIES 3.4: Research, 1961-1966**

Carton 4, folders 28-35

Records are related to conferences about education, reproductions and slides used for teaching, information about reference books and images, and information collected about other institutions (schools, museums, art centers, etc.).

## CONTAINER LIST

### SERIES 1: EDUCATIONAL PROGRAMMING, 1958-1966

#### SUBSERIES 1.1: Adult Education, 1958-1965

Container	Folder	Contents	Date
Carton 1	1	General	1958-1964
Carton 1	2	San Francisco Recreation and Park Department, Recreation Directors - In Service Training in Art	1963-1964
Carton 5	1	San Francisco Recreation and Park Department, Recreation Directors - In Service Training in Art, Class Work Examples	1965
Carton 1	3	Visual Art Series	[1962-1963]
Carton 1	4	Visual Art Series - Correspondence and Questionnaires	1962-1963

#### SUBSERIES 1.2: Children's Classes, 1961-1966

Carton 5	2-3	Children's Artwork - Spring 1963 (After Visiting Kandinsky Show)	1963
Carton 1	5	Correspondence	1964-1966
Carton 1	6	Correspondence - Children's Associations	1962
Carton 1	6	Correspondence and General Info	1962-1962
Carton 1	7	Duties of the Teacher Assistant	1965
Carton 1	8	General	1962-1964
Carton 1	9	General	1964-1966
Carton 1	10	General	1966
Carton 1	11	Mailing Lists	1961-1964
Carton 1	12	Rolls and Fees	1964-1966
Carton 1	7	Scholarship Students	1964

#### SUBSERIES 1.3: Events and Activities, 1961-1966

Carton 1	13	Correspondence	1965-1966
Carton 1	13	Events Not Held	1964
Carton 1	13	Events Past Held	1965-1966
Carton 1	14-15	Programs and Correspondence	1961-1962
Carton 1	16	"Sensorium"	1966
Card File Box 1		Tour Cards	1964-1966
Carton 1	17	Tuesday Lectures - The Education of the Young Artist	1966
Carton 1	18-19	Worksheets and Contracts	1961-1963
Carton 1	20-21	Worksheets and Contracts	1963-1964
Carton 1	22-24	Worksheets and Contracts	1964-1965
Carton 1	25	Worksheets and Contracts	1965-1966

**SUBSERIES 1.4: Exhibitions, 1963-1966**

Container	Folder	Contents	Date
Carton 1	26	"The Colorists: 1950-1965"	1965
Carton 1	27	General Information	1965
Carton 1	28	Alberto Giacometti	1966
Carton 1	29	Albert Gleizes	1964
Carton 1	30	Kinetic Currents	1966
Carton 1	31	"Man: Glory, Jest, and Riddle"	1964-1965
Carton 1	32	Kurt Schwitters	1966
Carton 1	27	Tentative Schedules	1963-1966

**SUBSERIES 1.5: Film Program, 1961-1966**

Carton 1	33	Children's Films - California Center of Films for Children	1964-1965
Carton 1	34	Children's Films - Programs and Bookings	1962-1966
Carton 1	35	Film Program: Children's Films - Sources	1963-1966
Carton 1	36	Correspondence	1961-1963
Carton 1	37	Correspondence	1964
Carton 1	38	Correspondence	1965-1966

**SUBSERIES 1.6: INSIGHTS Program, 1965-1966**

Carton 2	1	Attendance	1965-1966
Carton 2	1	Correspondence	1965-1966
Carton 2	2	INSIGHTS Workshop	1966
Carton 2	3	Mystery Trend	1965-1966
Carton 2	1	Possible for Future?	1965
Carton 2	2	S.M.A.C. (Student Museum Advisory Council)	1966

**SUBSERIES 1.7: School Tours, 1961-1966**

Carton 2	4	Art for the Deaf	1965
Carton 2	5	Correspondence	1964-1966
Carton 2	6	Dixie School District	1965-1966
Carton 2	4	Schedule of Suggested Exhibitions	1965-1966
Carton 2	7	Thank You Letters	1961-1962
Carton 2	8	Thank You Letters	1962-1963
Carton 2	9	Thank You Letters	1963-1964
Carton 2	10-12	Thank You Letters	1965-1966
Carton 2	13-14		
Carton 5	4	Thank You Letters - Elementary Schools	1963-1964
Carton 2	15	Thank You Letters - Westlake School	1965

**SERIES 2: OUTREACH, 1957-1966****SUBSERIES 2.1: Extension Program, 1961-1966**

Container	Folder	Contents	Date
Carton 3	1	Alamo School	1965
Carton 3	2	Correspondence and Visit Arrangements	1961-1964
Carton 3	3	Correspondence and Visit Arrangements	1964-1966
Carton 3	4	Evaluations	1963-1964
Carton 3	1	Lafayette School	1964
Carton 3	5-7	Laguna Salada School District	1964-1965
Carton 5	5	Laguna Salada School District - Children's Artwork	1964
Carton 5	6	Laguna Salada School District - Opportunity Class Project	1962-1963
Carton 3	1	Peabody School	1965
Carton 3	8-9	SCEP Workshops (State Compensatory Education Program)	1965
Carton 5	7	SCEP Workshops (State Compensatory Education Program) - Second Grade Writings, Spring 1965	1965
Carton 3	10	Teachers Workshop - Understanding Art	1964-1966
Carton 3	11	Thank You Letters	1963-1964

**SUBSERIES 2.2: Publications, 1961-1966**

Carton 3	12	Publications	1961-1962
Carton 3	13	Publications	1962-1963
Carton 3	14	Publications	1963
Carton 3	15-16	Publications	1964-1965
Carton 3	17	Publications	1966
Carton 3	18-19	Publications (D.M.M.)	1964-1966
Carton 3	20	Publications (D.M.M.): INSIGHTS	1965-1966

**SUBSERIES 2.3: Publicity, 1961-1966**

Carton 3	21	General	1963-1965
Carton 3	22	Press Releases	1964-1966
Carton 3	23	Press Releases and Clips	1961-1963

**SUBSERIES 2.4: Rental Gallery, 1957-1966**

Carton 3	24	Brochure	1965-1966
Carton 3	25	Correspondence	1964-1965
Carton 3	24	Publicity	ca. 1957-1961
Carton 3	25	Report to Women's Board	1965
Carton 3	26	School Rental Program	1960-1963
Carton 3	27	School Rental Program	1964-1966
Carton 3	28	Volunteer Docent Program	1965-1966

**SERIES 3: ADMINISTRATION, 1960-1966****SUBSERIES 3.1: Correspondence, 1961-1966**

Container	Folder	Contents	Date
Carton 4	1	Child Care Centers	1961
Carton 4	2	Colleges	1961-1964
Carton 4	3	General	1961-1962
Carton 4	4-5	General	1962-1963
Carton 4	6-7	General	1963-1964
Carton 4	8-9	General	1965
Carton 4	10-11	General	1964-1966
Carton 4	12	High Schools	1963
Carton 4	1	Juries	1964
Carton 4	13	Public Schools	1961-1962
Carton 4	2	San Francisco Parochial Schools	1961-1963
Carton 4	2	San Francisco Public Schools	1961-1962
Carton 4	2	Summer Camp and Recreation Groups	1964
Carton 5	8	Summer Camp and Recreation Groups	1966

**SUBSERIES 3.2: Office Business, 1960-1966**

Carton 4	14	Attendance	1964-1966
Carton 4	15	Contracts (Blanks)	1965-1966
Carton 4	16	Education Department and Museum - General Information	1961-1965
Carton 4	17	Job Applications Received	1965-1966
Carton 4	18	Mailing Lists	1962-1966
Carton 4	19	Museum - General Information	[1962]
Carton 4	20	Notices to Staff	1960-1961
Carton 4	21	Notices to Staff	1964-1966
Carton 4	15	Photos and Prints Loaned	1964
Carton 4	15	Visitors	1964

**SUBSERIES 3.3: Reports, 1961-1965**

Carton 4	22	Annual Reports, Rosenberg Foundation	1961-1962
Carton 4	23	Progress Reports	1961-1962
Carton 4	24	Rosenberg Foundation	1962-1963
Carton 4	25	Rosenberg Foundation - Final Report	1965
Carton 4	26	Rosenberg Foundation - Final Report Preparation	1963-1964
Carton 4	27	To the Board of Trustees and Educational Advisory Committee	1962-1964

**SUBSERIES 3.4: Research, 1961-1966**

<b>Container</b>	<b>Folder</b>	<b>Contents</b>	<b>Date</b>
Carton 4	28	Conferences: "Child Art: Its Potential in the Mental Development of Disadvantaged Children," UC Extension, March 1966	1966
Carton 4	28	Conferences: Pacific Arts Association, Asilomar	1966
Carton 4	29	Other Institutions: International Child Art Center	1965
Carton 4	29	Other Institutions: Junior League of San Francisco	1964-1965
Carton 4	30	Other Institutions: Oakland Schools and Museum	1962
Carton 4	31	Other Institutions: San Francisco Schools	1963-1964
Carton 4	32-33	Other Institutions: US Museums, Education Departments	1961-1964
Carton 4	34	Reference: Art Books	1965
Carton 4	34	Reference: Bibliographies	[1965]
Carton 4	35	Visual Aids: CIP Overslide Projector	1965
Carton 4	35	Visual Aids: Slides and Reproductions	1963