

**UNIVERSITY OF MASSACHUSETTS AMHERST  
OFFICE OF THE SECRETARY  
THE FACULTY SENATE**

**PROGRAM REVISION APPROVAL FORM**

**35 COPIES REQUIRED**

**PROGRAM TITLE:** Certificate in Cultural Landscape Management

**PLEASE CHECK: GRADUATE**  **UNDERGRADUATE**

**DEPARTMENT** Landscape Architecture and Regional Planning **HEAD/CHAIR:** Elisabeth Hamin

**SCHOOL OR COLLEGE** SBS **DEAN:** Robert Feldman

**Submission Date:** **Proposed Starting Date:**

**I. PROPOSAL DEVELOPMENT**

**A. Describe the Proposal.**

This interdisciplinary certificate in Cultural Landscape Management will allow students to specialize in a growing area of heritage management and historic preservation in the U.S. and abroad: the management, conservation, and interpretation of cultural landscapes. The certificate program offers students the opportunity to deepen their understanding of the theory and practice of cultural landscape research, documentation, analysis, interpretation, and design. The fifteen-credit requirement has nine credits of required courses within the department of Landscape Architecture and Regional Planning and at least one course involving practical experience, travel, and/or a studio application.

The certificate in Cultural Landscape Management will respond to an existing and growing need in the fields of landscape architecture, planning, historic preservation, heritage management, public history, historic site management, and related activities for professionals trained specifically in the theory and techniques of cultural landscape management. From historic urban centers to rural historic districts, this has been an increasingly important area of heritage management of the last thirty years. Within the professions of landscape architecture and regional planning, the need for better and more specific education and training in this area is pronounced, and this will be the first university certificate program to specifically address the opportunity.

**B. Provide a brief overview of the process for developing the Proposal.**

This proposal has been developed by the faculty of Landscape Architecture and Regional Planning, under Elizabeth Brabec (professor), Ethan Carr (associate professor), and Flavia Montenegro-Menezes (assistant professor), and in coordination with faculty in the departments of anthropology, history, and architecture & design and the Center for Heritage and Society.

## **II. PURPOSE AND GOALS**

**Describe the Proposal's purpose and the particular knowledge and skills to be acquired.**

**This certificate curriculum will convey a body of knowledge and skills developed in the fields of landscape architecture, planning, heritage conservation, historic preservation, public history, anthropology, and other disciplines over the last thirty years. Local, state, national, and international agencies, as well as land trusts and other non-profit organizations, have incorporated the identification, documentation, and management of heritage landscapes into their responsibilities and activities. Many communities also identify non-designated heritage landscapes independently and so are the primary agents in managing their own heritage.**

**Cultural landscape management draws on a body of knowledge and skills developed both in academia and in the professional practice of cultural landscape management as practiced by private consultants and professionals in government agencies in the U.S. and abroad. This curriculum has been developed to meet both academic standards and the needs and standards of the government agencies and non-profit organizations that set the standards for the conservation of heritage resources nationally and internationally.**

**The proposed curriculum is based on this body of knowledge as a means of bringing together a coherent and effective means of conveying the theory and practice that will allow students to become more effective in various disciplines and professions through a thorough grounding in cultural landscape management practices. Each of the three required courses has been developed in complementary fashion, emphasizing theory, practice, international, domestic, urban, and rural case studies and experience.**

## **III. RESOURCES**

**If this proposal requires no additional resources, say so and briefly explain why. If this proposal requires additional resources, explain how they will be paid for. For proposals involving instruction, indicate how many new enrollments are expected and whether the courses have room to accommodate them.**

**No additional resources required. This certificate program will be taught by tenured and tenure-track faculty in the department of Landscape Architecture and Regional Planning, as will the elective courses taught in the other UMass departments.**

## **GRADUATE CERTIFICATE IN CULTURAL LANDSCAPE MANAGEMENT**

### **The Cultural Landscape Management Certificate Program**

This interdisciplinary certificate offers students the opportunity to deepen their understanding of the theory and practice of cultural landscape research, documentation, analysis, interpretation, design, policy, and planning. Cultural landscapes may be urban or rural, and they include parks, gardens, historic sites, agricultural landscapes, and ethnographic landscapes. Often cultural landscapes are “protected” landscapes, recognized as World Heritage Sites, National Parks, National Heritage Areas, or bounded and designated in some other way as heritage resources. Other cultural landscapes may not be officially designated but encompass landscapes reflective of a particular culture or interactions of several cultures—often minority cultures—and the patterns they have developed socially and on the land. In either case, cultural landscapes are places with significance and meaning for those who create them, live in them, or experience them as visitors.

### **Criteria for Coherence of the Certificate Program**

Cultural landscape management draws on a body of knowledge and skills developed in the fields of landscape architecture, planning, heritage conservation, historic preservation, public history, anthropology, and other disciplines over the last thirty years. The living heritage of cultural landscapes has been recognized since the 1980s internationally by the IUCN, UNESCO, and ICOMOS, and in the United States by the National Park Service, the National Trust for Historic Preservation, the Advisory Council on Historic Preservation, and numerous state and local agencies. Because of the importance of cultural landscapes to communities and their “sense of place,” many different government agencies, as well as land trusts and other non-profit organizations, have incorporated the identification, documentation, and management of cultural landscapes into their responsibilities and activities. Many communities also independently identify cultural landscapes and so are the primary agents in managing their own heritage. Cultural landscapes are now understood as a significant category of cultural resources, demanding specific theory, training, and practice for successful conservation and management.

The Cultural Landscape Management Certificate curriculum will rely on a coherent body of knowledge incorporated into three required courses, all within the Department of Landscape Architecture and Regional Planning, which are specifically designed to cover policy, theory, practice, and case studies in this growing specialization. An additional active learning requirement (field study, studio, or internship) requires students to apply what they learn to a real world problem. An elective selected from a list of courses from outside the home department provides an interdisciplinary context. These electives have been selected in consultation with the faculties of the departments of anthropology, architecture, and history where the most important opportunities for collaboration in the field exist. In addition, the coherence of the certificate program will be based on the professional field of cultural landscape management as practiced by professional consultants and within government agencies and other organizations nationally and internationally.

### **Overlap of the Certificate Program with Other Academic Programs**

The proposed Cultural Landscape Management Certificate has some common areas of interest with other academic programs at the university, particularly in the departments of anthropology, architecture, and history. The focus of this certificate, however, is on the culture and heritage embodied in landscapes, specifically, and therefore is appropriate to a department of landscape architecture and regional planning. Faculty in the departments of anthropology, architecture, and history programs have advised on this certificate proposal and any specific overlap is seen as an opportunity for collaboration.

The list of elective courses (provided here) for the Cultural Landscape Management Certificate are currently offered in the departments of anthropology, architecture, and history on a regular basis and complement the required courses for the certificate now offered in the department of landscape architecture and regional planning.

The Center for Heritage and Society also provides a framework for interdisciplinary collaboration and provides a mutual forum for faculty and students from participating departments to collaborate or simply be aware of research activities and courses offered across the disciplines.

## General Requirements

The Cultural Landscape Management Certificate will be awarded following the completion of fifteen credits of required and elective courses with electives chosen from a predetermined list.

### Required Courses (nine credits)

NB: These are existing experimental courses under review by the Faculty Senate for “regularized” course numbers simultaneously with this proposal.

*LA/RP 661 Cultural Landscapes: Documentation, Values and Policy, 3 credits  
Fall, Brabec;*

*LA/RP 662 – Cultural Heritage Policy and International Sustainability Practice, 3 credits, Spring, Montenegro-Menezes;*

*LA/RP 663 – Heritage Landscape Management, 3 credits, Fall, Carr*

### Electives (six credits)

Students may select six credits from the yearly list of approved electives. We recommend that at least three credits are from a course providing experience in the application of cultural landscape theory to a “real world” site. Options for this include:

- Studio experiences, such as LA 606: Heritage Landscape Studio (Spring)
- Field studies courses, such as LA/RP 691S: Cultural Landscape Field Study in the Czech Republic (Summer)
- Practicums and independent studies, including LA/RP 696 Practicum or 698 Independent Study (Fall, Spring, Summer). These are Internships, projects or applied experiences with a specific emphasis on cultural landscape management and taken under the guidance of one of the Certificate Advisors

Other approved electives include:

#### *Anthropology*

*Anthro 697 Historical Archaeology*

*Anthro 597PP Introduction to International Heritage Studies*

#### *Architecture & Design*

*Arch & Des 597D History and Theory of Preservation*

*Arch & Des 597C Building Conservation I*

#### *History*

*Hist 659 Public History*

*Hist 662 Museum and Historic Site Interpretation*

*Hist 691N Conservation of Nature & Culture*

*Hist 697U/797U Landscape and Memory*

#### *LARP*

*RP 553 Resource Policy and Planning (Spring)*

## Availability and Admissions Criteria

The Cultural Landscape Management Certificate is available to University of Massachusetts graduate students enrolled in a degree program in any department. The certificate is also available to non-degree students through enrollment in the University of Massachusetts Continuing and Professional Education (for application and enrollment policies, see <http://www.umasslearn.net/>).

All applicants for the certificate should submit a brief resume and a one-page letter of interest to the certificate program coordinator, Ethan Carr, before May 1 for admission to the program for the following fall (late applications are accepted on a space available basis). The letter of interest should state the candidate’s reasons for interest in the certificate program, including suggestions for specific areas of concentration and interest. Applicants should contact one of the

listed program advisors below to discuss their application. The advisors of the program will jointly decide whether to accept applicants based on their educational and professional background and potential.

**Certificate Coordinator**

Ethan Carr

**Certificate Advisors**

Elizabeth Brabec

Ethan Carr

Flavia Montenegro-Menezes

**Evaluation Plan**

The evaluation of the Cultural Landscape Certificate program will combine several proposed indicators of success, including the number of students either receiving or on track to receive the certificate, the evaluations those students give to the component courses for the certificate, and an additional survey of students completing the certificate.

**SYLLABI FOR REQUIRED COURSES:**