



**BULLOCK
TEXAS
STATE HISTORY
MUSEUM**

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Contact: Laura Hubbard

512.936.4600

February 4, 2013 Austin, Texas The Bullock Texas State History Museum has expanded its upper management team under the supervision of Museum Director Joan Marshall. Three new directors have been selected to serve in leadership capacities including the Director of Education, Director of Exhibits, and Director of Marketing. Each will report to Ms. Marshall.

"I am pleased that these exceptionally capable individuals are on board to help guide the museum through its next phase of significant growth in educational impact, exhibition development, and audience outreach," stated Ms. Marshall. "Each one brings a new level of creativity and proficiency that will help the Bullock evolve as the leading authority on Texas history."

DIRECTOR OF EDUCATION

Victoria Ramirez Ed.D. will serve as the museum's director of education. Her responsibilities include overseeing the expansion of educational programs for adults, families, and K-12 students. Her responsibilities include creating stronger partnerships for K-12 education statewide including teacher training, curriculum development and distance learning initiatives. Dr. Ramirez will also oversee the integration of technology throughout the museum, and will be the Museum's primary manager of community outreach initiatives, and adult and family ongoing educational programs.

Austin is the beneficiary of Dr. Ramirez's move from Houston where she worked for the Museum of Fine Arts beginning in 1999. For the past 5 years she served as the museum's education director and managed a budget of \$2.5 million and a staff of 20 while securing major funding for the department's activities. She directed all aspects of school partnerships, professional development for educators, and designed curriculum resources. During her tenure with the museum, Dr. Ramirez earned her Ed.D. in curriculum and instruction from the University of Houston.

Prior to joining Houston's Museum of Fine Arts, Dr. Ramirez served as curator of education with the Georgia Museum of Art at the University of Georgia where she developed and administered all educational programming including scholarly lectures and symposia, weekly workshop for children and families, educator workshops, and a volunteer docent program.

DIRECTOR OF EXHIBITS

As the Bullock's new director of exhibits Margaret Koch brings to the museum professional knowledge and strategic experience in curatorial design and management, conservation and research. She will lead the museum's efforts in the development of creative and compelling exhibitions designed to attract and engage visitors from across the world. Her efforts in building new partnerships with other museums, universities, and professional organizations will help raise the Bullock's reputation for groundbreaking and innovative programming.

Ms. Koch comes to Austin from the Missouri History Museum in St. Louis where she served as the director of exhibitions and research. She managed a team of 18 professionals and provided oversight for numerous history-based installations each year. Her wide range of responsibilities covered the implementation of community-based projects incorporating cross-cultural development, selection of artifacts, production, and installation. She has experience in virtually every detail of museum exhibitions including research, story line development, focus group and advisory committee reviews, production, and oversight of an annual exhibition budget in excess of \$2 million.

DIRECTOR OF MARKETING COMMUNICATIONS

The third addition to the Bullock's new management team is Laura Hubbard who has been selected as the Director of Marketing Communications. Her role is to broaden the reach and visibility of the museum's brand and to develop, plan and manage the museums marketing initiatives. Ms. Hubbard will oversee all marketing efforts including advertising, public relations, creative services, website development and social media.

Ms. Hubbard comes to the Bullock Museum from Rice University in Houston where she served as the Director of Marketing for the Jones Graduate School of Business. While employed with the Jones School, she was responsible for the development and launch of the school's website, the conceptualization and implementation of world-wide advertising programs in print, broadcast and digital mediums, and the production of collateral materials. She managed creative services including the development of publications, graphic design, photography, and printing. Her responsibilities also included proactive and reactive media relations and the fulfillment of rankings surveys. Her areas of marketing responsibilities while serving the university included the Rice MBA, MBA for Executives, MBA for Professionals and the Rice Executive Education programs.

"Each of these highly experienced professionals has been tapped to move us to our next level of excellence," commented Ms. Marshall. "We have an ambitious five-year strategic plan that will guide us into a decade of growth and success. I believe this team, and the dedicated staff that have brought us this far, will provide the commitment needed to move us forward."

ABOUT THE BULLOCK TEXAS STATE HISTORY MUSEUM

The Bullock Texas State History Museum in Austin, Texas tells the *Story of Texas* with three floors of interactive exhibits, special effects films in the Texas Spirit Theater and Austin's IMAX® Theatre which features the largest screen in Texas. The museum's education department offers fun-filled educational programming for a wide audience. Former Lieutenant Governor Bob Bullock was the force behind the creation of the Bullock Museum which is a division of the State Preservation Board.

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