

Heather M. Seferovich

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Education

M.A., American social history, BYU

B.A., History major, English minor, BYU

Professional History

Curator and Educator, Education in Zion Gallery, BYU, 2011 to the present

Curatorial Activities

- researched and conceptualized the new permanent exhibition, *Education for Eternity*
- conducted a two-part IRB-approved study of faculty who used the original permanent exhibition, *Education in Zion*
- performed usage, dwell time, wayfinding, and cross-over studies of the original permanent exhibition
- designed multiple interactive displays in *Education for Eternity* to enhance independent learning
- co-authored a national request for proposals (RFP) to design and install the new permanent exhibition
- oversaw design and installation of *Education for Eternity*, planned to last 10 years and serve at least 300,000 patrons
- initiated peer reviews of content in every temporary exhibition (unusual in museums)
- selected topics and partners for temporary exhibitions, which last between one and three years
- inaugurated LDS standard works corpus data research as an entry point for multiple exhibitions

Gallery Education

- created and coordinated with other campus museums, which have different reporting lines and budgets, for an annual BYU Night at the Museums
- worked with specific faculty in multiple departments from 11 colleges on curricula integration for events or exhibitions associated with Black History Month, Women's History Month, Hispanic Heritage Month, Native American Awareness Month, and Chinese New Year
- started 8 new event programs and helped students write 25 new FHE program scripts
- established informational semiannual luncheons for faculty and administrators about the gallery that have an 80% success rate for curricula integration within two semesters
- developed and executed more than a dozen programs and events unique to the gallery
- hosted on-site programs for 4,000+ students for New Student Orientations, 2011–14
- partnered with the Faculty Center to host “My Journey as a Scholar of Faith” lecture series, 2013–present

Administration

- managed 12,000+ sq. ft. of exhibition and performance space, including scheduling an auditorium and a lobby for special events, and coordinating/scheduling maintenance activities
- mentored student gallery educators as they created gallery programs targeting specific curricula integration across disciplines
- increased program attendance 46% in my first three years, then maintained those elevated numbers consistently on a dynamic university campus ever since
- administered the annual budget and tracked expenses by categories

Senior Executive Editor, BYU Studies, 1999–2011

Editing and Mentoring

- edited 73 books and 15 journal articles in 11 years for various authors
- managed multiple manuscripts in various stages of production
- worked with various printers on special bindings and sizes of publications
- shepherded all the books and promotional materials through the printing process
- chaired the 6-person book manuscript review committee that evaluated submissions, 2006–2011
- identified and coordinated with qualified peer reviewers for book manuscripts
- negotiated changes with authors to revise works for publication
- macroedited and microedited manuscripts for grammar, argument, and content
- collaborated with 2 university presses and 2 commercial publishers on 12 copublications
- created multiple versions of a 70+ page customized style guide for the Joseph Smith Papers Project before their first volume was published, 2001–2007
- researched relevant illustrations for publications and secured copyright permission for use
- hired, trained, and supervised 3 production editors and 11 student interns

Marketing and Publicity

- analyzed audiences and packaged information for them
- authored promotional copy for books and obtained endorsements from noted professionals
- helped organize and execute book signings, lectures, and symposia
- wrote press releases about new books and public relations events for various media outlets
- assisted production editors with the creation of fliers and digital ads to advertise publications

Coordinator of Public Programs, BYU Museum of Peoples and Cultures, 1996–1999

Exhibitions, Public Relations, and Grant Writing

- promoted 2 international, blockbuster exhibitions, *The Story of Masada* and *The Dead Sea Scrolls*
- assisted with two 2 student exhibitions, *Common Threads* and *Of Earth, Stone, and Corn*
- conducted front-end evaluations and exit evaluations on all these exhibitions
- earned a certificate in handling ethnographic materials, artifacts, and antiquities
- assisted collections managers with in-coming and out-going condition reports
- reported assessment findings to the director and board on all these exhibitions
- proposed changes, that were voted to be implemented, based on these assessment findings
- created 2 multimedia displays to augment these student exhibitions
- increased museum attendance by more than 200%
- wrote, received, and implemented 2 state grants for museum programs
- coordinated symposia and 3 lecture series

Teaching and Mentoring

- team-taught 2 graduate-level museum practices class for 2 academic years, 1997–98, 1998–99
- trained students on protocols for objects in the museum's collection that fell under the Native American Graves Protection and Repatriation Act (NAGPRA)
- created and assembled 4 anthropology teaching kits for educational outreach programs
- developed 6 to 8 lesson plans for each kit, tying the material to Utah public school curriculum
- administered a rental program for these teaching kits for outreach programs
- led gallery tours for individuals and groups, ages 4 to 99
- recruited and trained 8 volunteers to work at the museum and give gallery tours

PUBLICATIONS

Exhibitions

Peer-Reviewed Curated Exhibitions

Curator, *Education for Eternity* (2019), a permanent exhibition extending over 8,000 square feet with multiple interactive displays and customized video productions

Curator, *Cosmo: The Evolution of a Cougar* (2016), a photo exhibition of Cosmo demonstrating the Four Aims of a BYU education

Curator, *Y-Serve: Come Serve with Me* (2013), a photo exhibition showing the depth and breadth of service opportunities on campus

Curator, *Cosmo: The Credentials of a Cougar* (2012), a photo exhibition of Cosmo demonstrating the Four Aims of a BYU education

Peer-Reviewed Co-Curated Exhibitions

Co-curator, *Jesus Wept: Corpus Findings* (2018), with Emily Darowski and Kate Everson Smitheal, showing more of the corpus findings from the 127 emotion words in the LDS standard works in an infographic format across eight panels

Co-curator, *Jesus Wept: Emotions in the Scriptures* (2017), with Emily Darowski and Ben Hill, based on a corpus study of 127 emotion words in the LDS standard works

Co-curator, *Bodies Filled with Light* (2014), with Jonathan J. Wisco, pairing anatomical drawings from the last edition of *Gray's Anatomy* with verses from the LDS standard works about those anatomical parts

Peer-Reviewed Coordinating Curated Exhibitions

Coordinating curator, with Clifton Farnsworth and Paul Richards, on *Constructing a Soul* (2019)

Coordinating curator, with A. LeGrand “Buddy” Richards and Rachel Wadham, on *Karl G. Maeser: Educational Architect* (2015)

Coordinating curator, with John Rosenberg and Melinda Semadeni, on *50 Years of Fluency in the Human Conversation* (2015)

Coordinating curator, with Todd Manwaring and Alica Gettys, on *Do Good Better* (2014)

Coordinating curator, with Barbara Morgan, on *Hastening the Work: The Story of Benemerito* (2013)

Coordinating curator, with Karen Lundberg, on *The Healer's Art: A Celebration of the College of Nursing* (2012)

Traveling Exhibitions

Co-curator, *Jesus Wept: Corpus Findings* (2018), with Emily Darowski and Kate Everson Smitheal

Co-curator, *Bodies Filled with Light* (2014), with Jonathan J. Wisco

Peer-Reviewed Articles

- “Human Anatomy in the LDS Standard Works,” *Religious Educator* vol. 16 no. 3 (2015): 185–91.
- “Integrating BYU’s Education in Zion Gallery into Campus Life,” *BYU Studies Quarterly* vol. 52, no. 2 (2013): 131–39.
- “Hospitality and Hostility: Missionary Work in the American South, 1875–1898,” *Go Ye Into All the World: The Growth and Development of Mormon Missionary Work*, ed. Reid L. Neilson and Fred E. Woods (Provo, Ut: Religious Studies Center and Deseret Book, 2012), 317–340.
- “Native American Graves Protection and Repatriation Act (NAGPRA),” *America: A Study in Heritage*, rev. ed. (Dubuque, Iowa: Kendall Hunt, 1999); a 2,000-word mini-module that was peer-reviewed.
- “Zion’s Camp: A Blessed Trial,” *Mormon Heritage Magazine* 2 no. 1 (May/June 1995): 24–31; a thoroughly researched article geared to a lay audience.

Articles

- “History of the Southern States Mission,” *Pioneer Magazine*, April 2010.
- “Statistical Profile of Southern States Missionaries, 1867–1898,” *The Thetean*, 25 (1996): 47–67.
- “History of Brigham Young University,” (Salt Lake City: Heritage and Associates, 1995), a 6-page newsletter, part of their Heritage Gram Series.

Encyclopedia Articles

- “Family History Library, Salt Lake City, Utah,” *Ready Reference: Family Life* (Hackensack, New Jersey: Salem Press, 1999); a 500-word article on the resources of this institution.
- “Mary Church Terrell,” *The Encyclopedia of Civil Rights in America* (Hackensack, New Jersey: Salem Press, 1997); a 300-word entry about Mary Church Terrell, an early civil rights activist.
- “Utah Settlement by Mormons,” *Encyclopedia of North American History* (Hackensack, New Jersey: Salem Press, 1997), a 1,300-word article.

Book Reviews

- Book review of Thomas W. Stimpson, *American Universities and the Birth of Modern Mormonism, 1867–1940* (Chapel Hill: University of North Carolina Press, 2016), published in *BYU Studies Quarterly* 56 no. 4 (2017): 179–82.
- Book review of A. LeGrand “Buddy” Richards, *Called to Teach: The Legacy of Karl G. Maeser* (Provo, Ut.: Religious Studies Center; Salt Lake City: Deseret Book, 2014), published in *BYU Studies Quarterly* 54 no. 1 (2015): 190–96.
- Book review of Patrick Q. Mason, *The Mormon Menace: Violence and Anti-Mormonism in the Postbellum South* (New York: Oxford, 2011), published in *BYU Studies Quarterly* 51 no. 2 (2012): 175–80.

Awards for Edited Books

Best Documentary Award, 2010, Mormon History Association for Jill Mulvay Derr and Karen Lynn Davidson, eds., *Eliza R. Snow: The Complete Poetry*, and Richard E. Turley Jr. and Ronald W. Walker, eds., *Mountain Meadows Massacre: The Andrew Jenson and David H. Morris Collections* (Provo, Utah: Brigham Young University Press; Salt Lake City: Deseret Book, 2010), two books I edited.

Best Book Award, 2007, Mormon History Association and Utah State Historical Society for Carol Cornwall Madsen, *An Advocate for Women: The Public Life of Emmeline B. Wells, 1870–1920* (Provo, Utah: Brigham Young University Press; Salt Lake City: Deseret Book, 2006), a book I edited.

Geraldine McBride Woodward Award, 2007, Mormon History Association for Van Gessel and Reid L. Neilson, eds., *Taking the Gospel to the Japanese, 1901–2001* (Provo, Utah: Brigham Young University Press, 2006), a book I edited.

PRESENTATIONS

“From Sorrow to Joy: The Complexity of Christ’s Emotions in the Scriptures,” presentation for BYU’s Office Professional Administrators’ Conference (OPAC), March 2017.

“Education in Zion Gallery,” Presidents’ Leadership Council, BYU, March 2015.

“Faith to Persevere: The Southern States Mission, 1875–1898,” presentation for the Church History Library’s Men and Women of Faith Lecture Series, November 14, 2013, Assembly Hall, Salt Lake City.

Friday Forum speaker, College of Religious Education, January 2012.

“Hospitality and Hostility: Missionary Work in the American South, 1875–1898,” paper presented at the Religious Studies Center’s annual Church History Symposium, Brigham Young University, March 2011; article accepted for publication in the proceedings volume.

“Save Me from that Horrible Place, the Southern States Mission, 1875–1905,” paper presented at the Mormon History Association’s annual meeting, May 1994.

MENTORED EXHIBITIONS WITH STUDENTS AT EDUCATION IN ZION

Miranda Clement, *Native American Identity* (forthcoming), 12-panel conference room display with curricula integration from Native American Studies, Sociology, History, and Church History and Doctrine departments.

Devin Berghoff, *Sacred Space* (forthcoming), 4-panel alcove display.

Jessica Reschke, *We Speak of Christ*, 12-panel conference room display, with curricula integration from English, Comparative Arts and Letters, and Church History and Doctrine departments.

Chandler Kendall, *Sacred Symbolism* (2019), 4-panel alcove display.

Aubrey Lewis, *Temple Tidbits* (2019), 4-panel alcove display.

Kate Everson Smitheal, *Y Serve: Seek to Serve* (2018), 10-panel conference room display.

Chandler Kendall, *Continuing Conversations: Black and Mormon* (2018), 12-panel conference room display with curricula integration from Native American Studies, Sociology, History, and Church History and Doctrine departments.

Jessica Reschke and Alyssa Jex Blake, *Pioneer Christmas Stories* (2017), 10-panel conference room display.

Morgan Farnsworth, *Famous Mormon Scientists* (2017), 11-panel conference room display with curricula integration from the Chemistry Department.

Eileen Bocanegra, *The Church in Latin America* (2017), 12-panel conference room display with trilingual labels and curricula integration from the Spanish and Portuguese Department.

Annilyn Spjut, *Cultivating Creativity* (2017), 4-panel alcove display.

Cassie Ball, *Twenty Trailblazing Mormon Women* (2016), 10-panel conference room display with curricula integration from the Women's Studies Minor.

Annilyn Spjut, *You Don't Have to Push a Handcart: Pioneers in Every Age* (2016), 4-panel alcove display.

Annilyn Spjut, *Be Thou an Example: Inspiring Stories from Black Mormons* (2016), 4-panel alcove display.

Annilyn Spjut, *Like a Prayer unto Me: Stories Behind Popular Church Hymns* (2016), 4-panel alcove display.

Annilyn Spjut, *Stories of Book of Mormon Foreign Translations* (2016), 4-panel alcove display.

Annilyn Spjut, *BY-Woo: Dating Stories, Then and Now* (2016), 4-panel alcove display.

COMMUNITY INVOLVEMENT AND VOLUNTEER WORK

Life Sciences Student Poster Competition, judge, 2019

Central Utah Science and Engineering Fair, judge, 2011–12

Adopt-A-Platoon, 2004–2006

Utah Prehistory and Heritage Week, local organizer, 2000–2004

Utah Valley Convention and Visitors' Bureau, committee member, 1997–1999

Utah History Fair, judge 1994–1996

CITIZENSHIP

Special Collections Security Committee, 2018–present

BYU Latter-day Saint Educators Society, board member, 2016–present

Campus Communications Committee, 2016–present

Game Day Fun Committee, 2015–16

BYU Night at the Museums Coordinating Committee, 2013–present

HBLL Exhibition Committee, 2011–present

JFSB Building Committee, 2011–present

BYU Studies Book Manuscript Review Board Chair, 2006–2011

BYU Studies Church History Review Board, 2006–2011

Joseph Smith Papers Project, Central Staff Team, 2000–2007

Utah Humanities Council Speakers' Bureau, 1999–2001

Masada Exhibition Steering Committee, 1996–1997

PROFESSIONAL AFFILIATIONS

LDS International Society, 2019–present

Council for Advancement and Support of Education (CASE), 2019–present

Association of Academic Museums and Galleries (AAMG), 2012–present

American Alliance of Museums (AAM), 2012–present

Publishers Marketing Association (PMA), 2002–2008

Utah Museum Association (UMA), 1997–99, 2011–present

Utah Museum Volunteers Association (UMVA), 1997–1999

Mormon History Association (MHA), 1993–2015