

**MuSA**  
museum sector alliance

# Empowering museum professionals with digital and 21<sup>st</sup> century skills

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**culture  
ACTION  
europe**

**ICOM** International Council of Museums Portugal

**Symbola** FONDAZIONE PER LE QUALITÀ ITALIANE



**mg meltingPro** LEARNING



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Regione Emilia-Romagna  
**ibc** istituto per i beni artistici  
culturali e naturali

**U.PORTO**

**AKMI** ASSOCIAZIONE ITALIANA  
KOLLETTIVA PER LA QUALITÀ  
EDUCATIVA E SCOLASTICA

**EOPEP** EUROPEAN ORGANISATION FOR THE CERTIFICATION  
OF QUALIFICATIONS & VOCATIONAL TRAINING

**ICOM** International Council of Museums Greece

## Aims

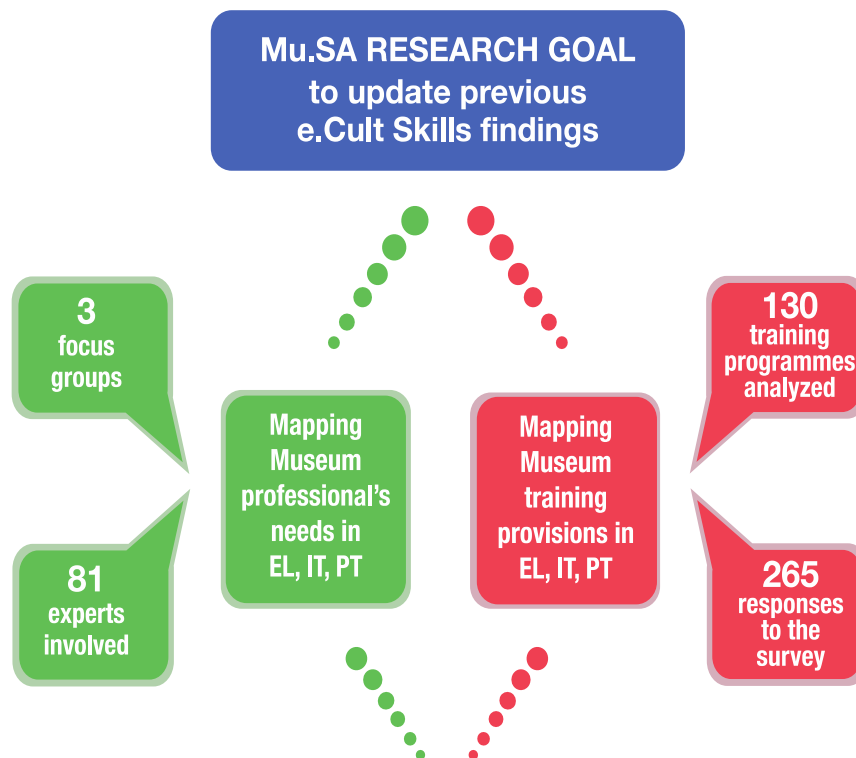
Mu.SA addresses directly the **shortage of digital and transferrable skills** identified in the museum sector and supports the **continuous professional development** of museum professionals.

Project outputs will directly benefit **museum professionals, unemployed and students in the cultural sector**, as well as the museums themselves.



- Identification of **digital and transversal competences** for museum professionals
- Using these, a set of **emerging job role profiles** have been composed
- For each profile, a modular **VET curriculum** will be designed, using learning outcomes and principles of adult education
- Complete **3-stage training courses** will be developed by combining **digital OERs**
- An **online platform** will be used to support a community of practice by facilitating sharing and exchange of knowledge, experiences and best practices

# Research stage



**Digital and transferable skills and competences  
needs in the museum sector in Greece, Italy and Portugal**

**NEW EMERGING JOB PROFILES**

## Museum Professionals in the Digital Era

- This report summarizes the key findings of the research carried out in Greece, Portugal and Italy.
- The report **identifies the fundamental digital and transferable competences** needed by museum professionals in order to make museums thrive within a digital society.



## Emerging Job Profiles for Museum Professionals

- This report provides **detailed description of the four emerging job role-profiles** selected on the basis of the research findings in the museum sector in Greece, Italy and Portugal.



## Museum of the Future

- To understand what role the digital driver is playing in the modernization of the industry, we asked some questions to ten internationally renowned European museums.
- What will **happen to museums** when digital technology shows its full potential?
- What **features** will the museum of the future have?
- How will it **seize the opportunities** offered by digital innovation?
- What **competences** does this industry need?

# Museum of the Future

Insights and reflections from  
10 international museums



## DIGITAL TRANSFORMATION DECALOGUE

1. Develop strong leadership to support a mental shift in rethinking existing processes in digital terms;
2. Build digital confidence for the whole staff of a museum;
3. Support continuing professional development regarding new technology;
4. Understand audiences' needs for implementing meaningful experiences;
5. Develop soft skills as well as specific digital skills;
6. Learn from your peers and from the audiences;
7. Support digitization of museum collections and archives;
8. Change towards open approaches;
9. Develop a safe space to experiment and fail through a trial and error process;
10. Improve internal and external collaborations;





## Job role profiles

### Digital strategy manager

Digital cultural manager,  
Cultural ICT manager

### Digital collections curator

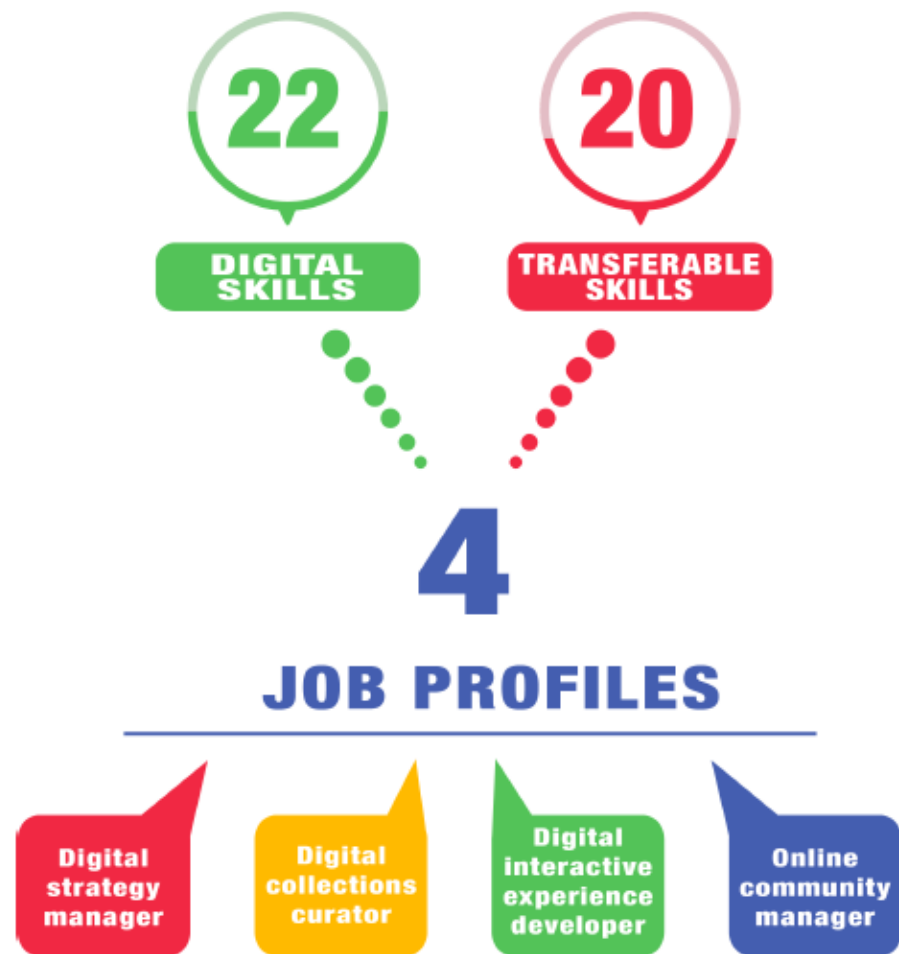
Digital cultural asset  
manager

### Interactive experience developer

Interactive experience  
designer

### Online community manager

Online cultural  
community manager



- **Digital Strategy Manager**

- supports a museum's technological and digital innovation,
- has a good knowledge of how a museum works and provides them with updated information about digital products, and
- plays a mediating role between the internal museum departments and external stakeholders.

- **Digital Collections Curator**

- improves the museum's digital preservation, management and exploitation plan for all digital or digitized cultural contents,
- develops online and offline exhibitions and content,
- produces metadata according to recognised international standards, and
- provides information on copyright and protection of digital cultural property according to international standards.

- **Digital Interactive Experience Developer**

- carries out audience research and observation analysis,
- designs and develops interactive and innovative installations providing meaningful experiences for all types of audiences,
- develops accessibility tools, and
- facilitates communication flow between museum teams and external high tech companies.

- **Online Community Manager**

- designs and implements an online audience development plan in line with the museum's overall strategic communication plan,
- liaises effectively with other departments in order to produce content and meaningful online experiences,
- engages with, monitors and manages online audiences, and
- assesses and evaluates the effectiveness and efficiency of online activities.

- MOOC
  - Essential digital and transversal competences for museum professionals
  - First training stage common for all profiles
  - Duration: 8 weeks
  - Planned start: May 2018
- Specialization course
  - eLearning & f2f training
  - One course per profile
- Workplace learning
  - With the help of museums
- Enrollment to the MOOC will be open and free

## **eCompetences (e-CF)**

- A1. Information and business strategy alignment
- A3. Business plan development
- A7. Technology trend monitoring
- A9. Innovating
- D11. Needs identification
- E1. Forecasting
- E4. Relationship management
- E6. ICT quality management

## **Digital skills (DigComp)**

- 1.1 Browsing, searching and filtering data, information and digital content
- 1.2 Evaluating data, information and digital content
- 1.3 Managing data, information and digital content
- 2.2 Sharing through digital technologies
- 2.4 Collaborating through digital technologies
- 2.5 Netiquette
- 3.1 Developing digital content
- 4.1 Protecting devices
- 4.2 Protecting personal data and privacy
- 5.3 Creatively using digital technologies

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