

MuSA
museum sector alliance

Empowering museum professionals with digital and 21st 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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U.PORTO

AKMI ASSOCIAZIONE ITALIANA
PER LA QUALITÀ
Fondazione per la Qualità Italiana

EOPEP EUROPEAN ORGANISATION FOR THE CERTIFICATION
OF QUALIFICATIONS & VOCATIONAL SKILLS

ICOM International Council of Museums Greece

Aims

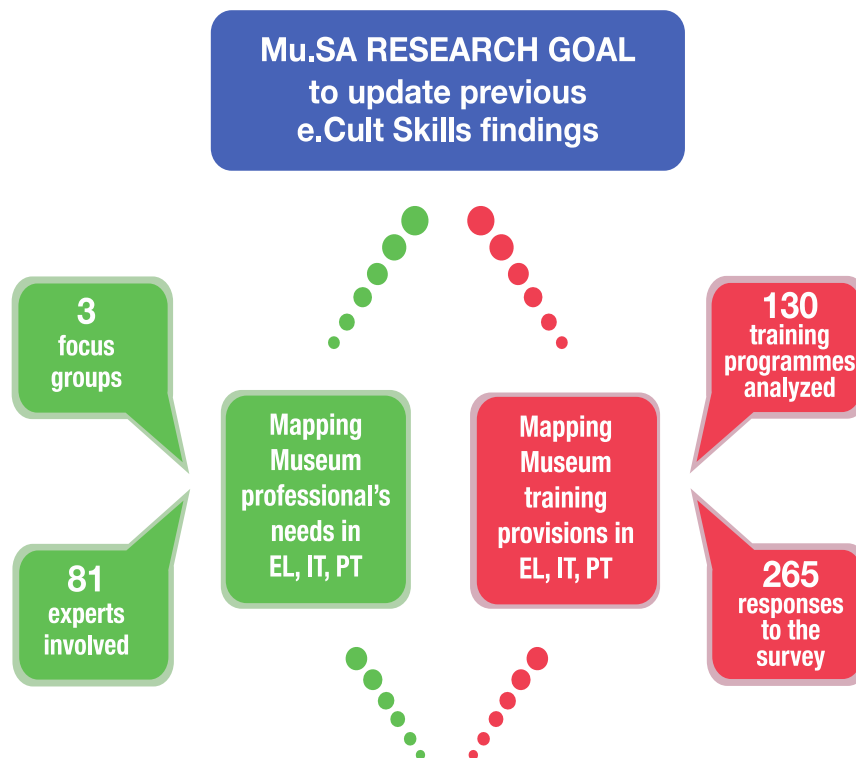
Mu.SA addresses directly the **shortage of digital and transferrable skills** identified in the museum sector and supports the **continuous professional development** of museum professionals.

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

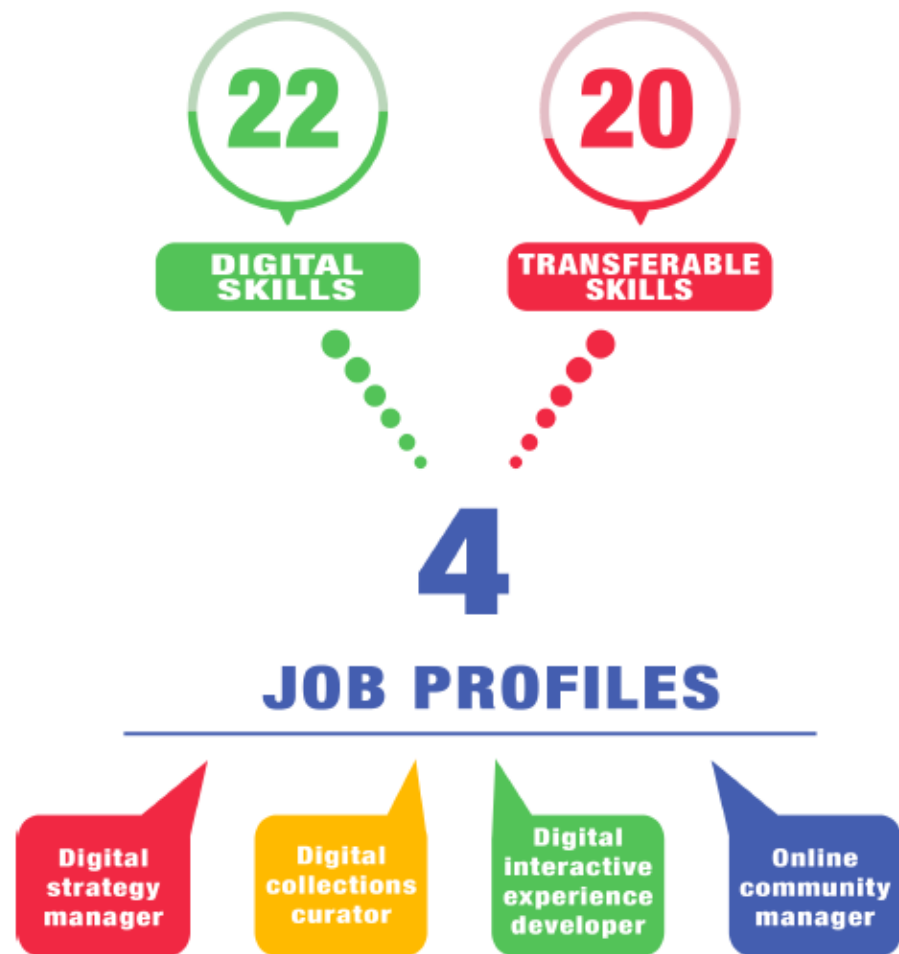
Digital cultural asset
manager

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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