Empowering museum professionals with digital and 21st century skills

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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.
Outcomes

• 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
Mu.SA RESEARCH GOAL
to update previous
e.Cult Skills findings

- 3 focus groups
- Mapping Museum professional’s needs in EL, IT, PT
- 81 experts involved
- Mapping Museum training provisions in EL, IT, PT
- 130 training programmes analyzed
- 265 responses to the survey

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?
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
Job role profiles: description

• **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.
Training course

• 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
MOOC topics

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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