

Facing new challenges in the museum profession. Mu.SA project goals and contribution

Museum@Digit

Alexandre Matos
ICOM Portugal
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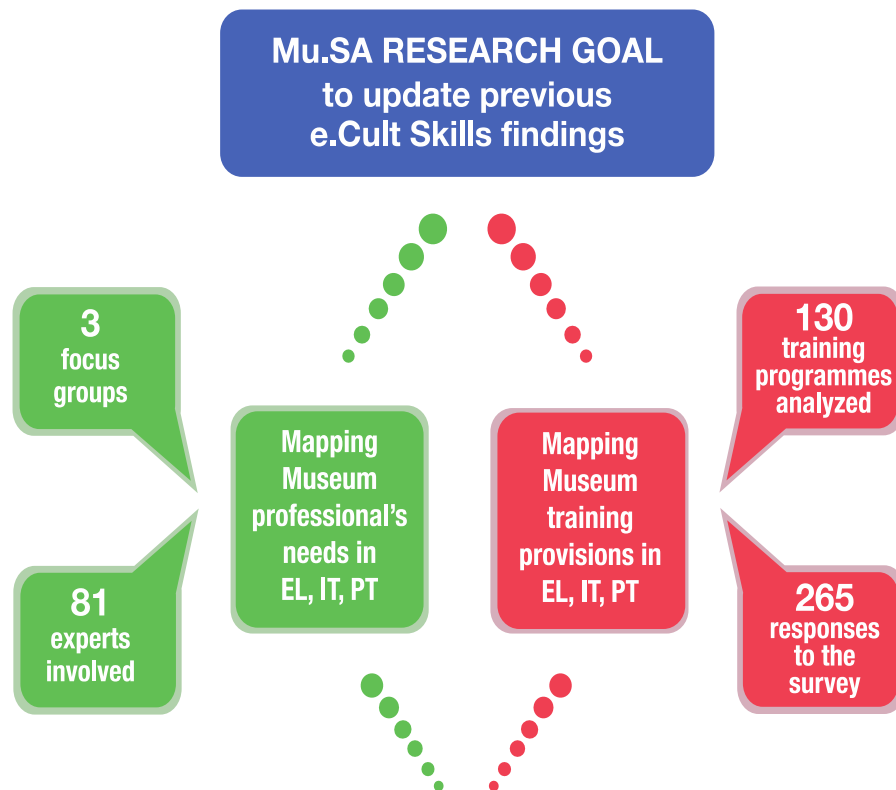
Aims

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.



- 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



**Digital and trasferable 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

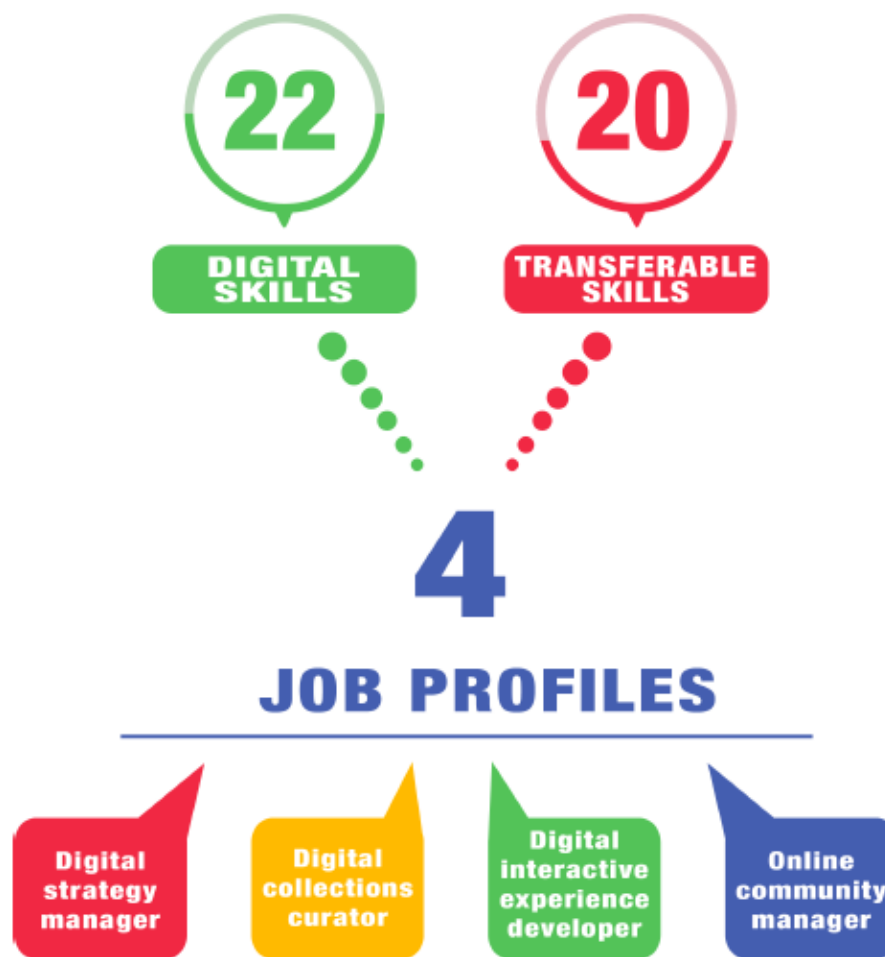
Digital cultural asset
manager

Interactive experience developer

Interactive experience
designer

Online community manager

Online cultural
community manager



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**

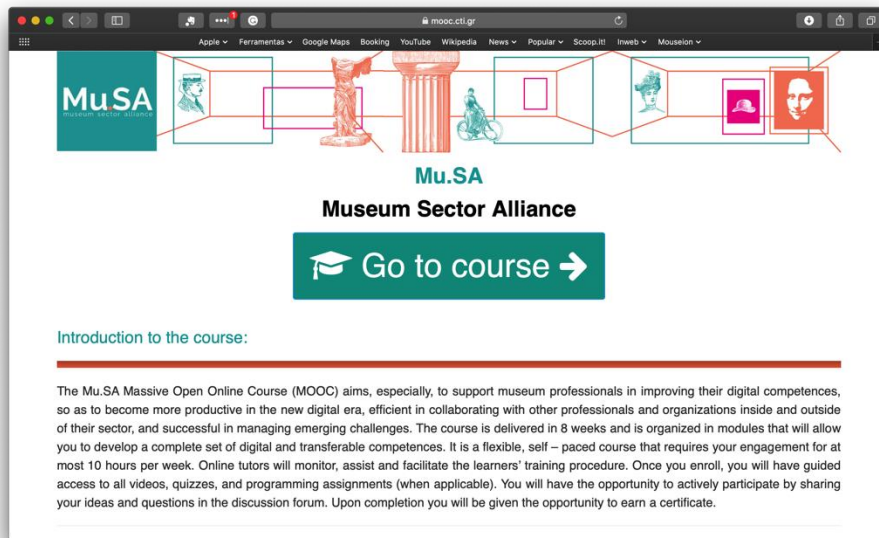
- designs and implements an online audience development plan in line with the museum's overall strategic communication plan,
- liaises effectively with other departments in order to produce content and meaningful online experiences,
- engages with, monitors and manages online audiences, and
- assesses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

- Step 1 – Mu.SA MOOC
 - Online course, open and free
 - 8 weeks
 - “Essential Digital Skills for Museum Professionals”
 - Introduction to basic skills common for all profiles
- Step 2 – Continue with Specialization courses
 - 6 months
 - Blended learning: eLearning & f2f training
 - Workplace learning in museums (10 weeks)

Mu.SA Learning journey



Essential Digital Skills for Museum Professionals



- [Pilot version](#), 1st edition
- 7th January - 8th March 2019
- 10h per week effort;
- 2 or 3 specific competences per week;
- 3.833 registrations
- 1.241 learners completed the course (32% completion rate)

MOOC structure & design



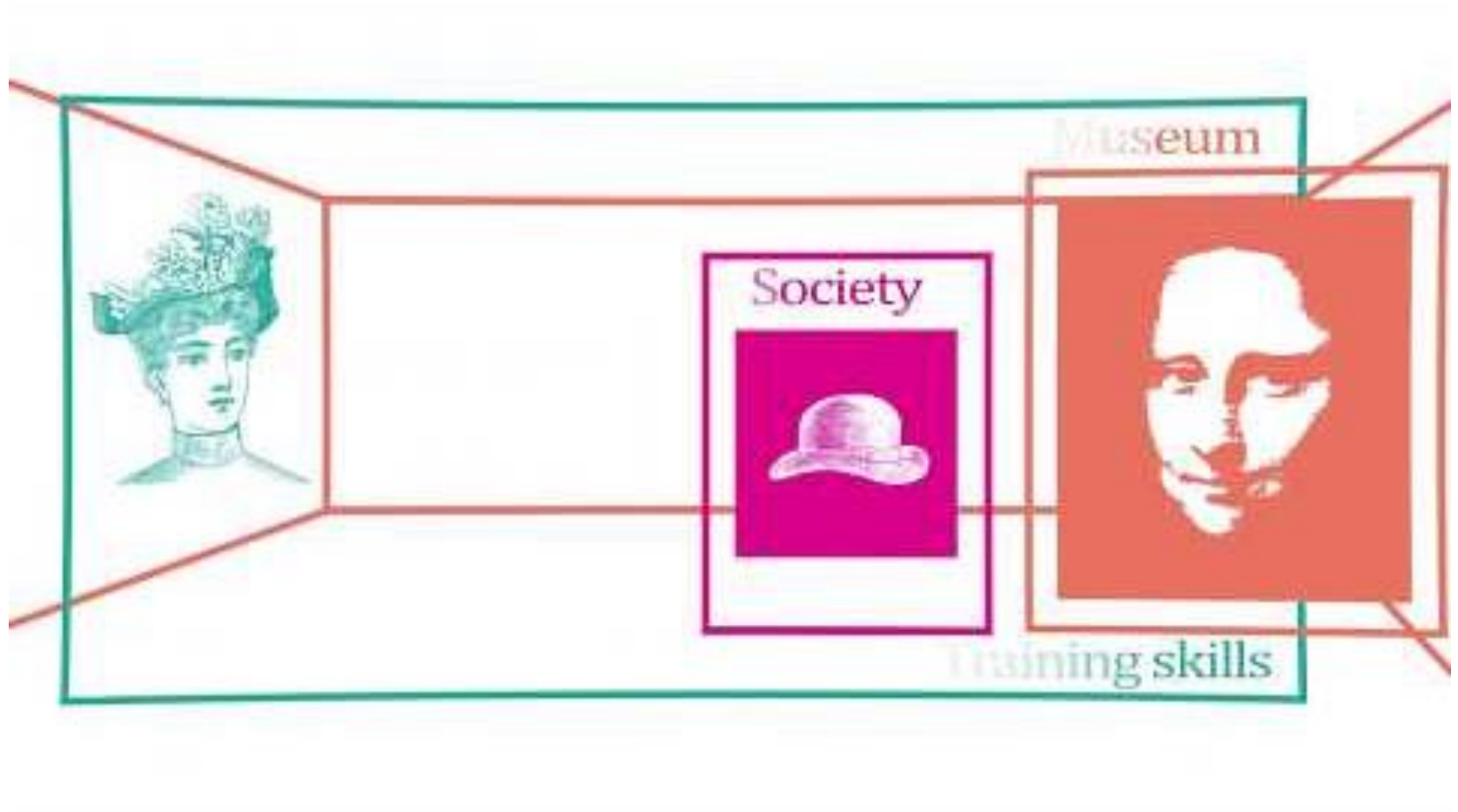
- articles, videos, presentations
- quizzes
- forum discussion, tutors

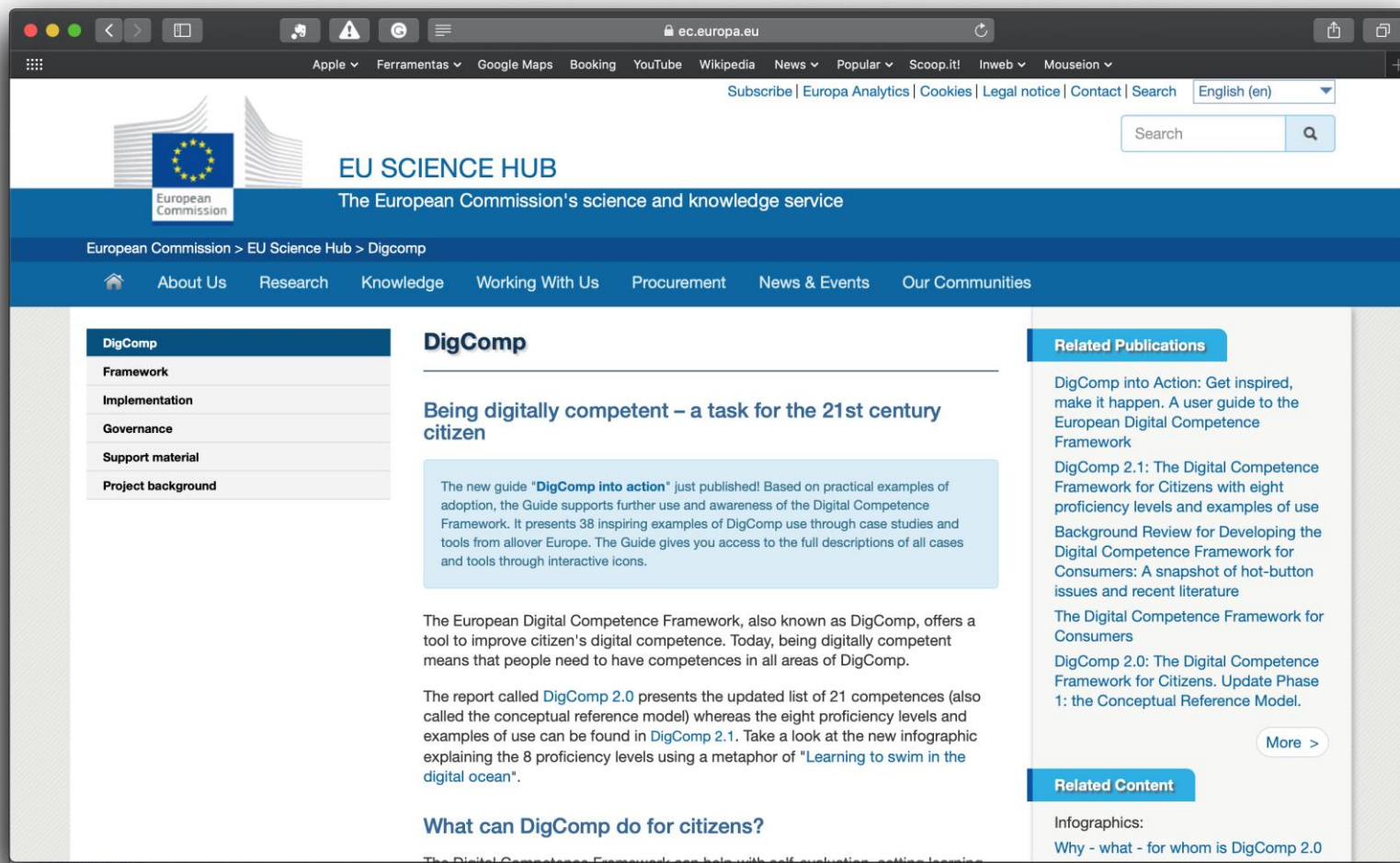
- 22 training modules
 - **Digital** competences: managing data, developing digital content
 - **Transferable** competences: leadership, creative thinking, communication
- E-CF: e-Competences framework for IT professionals
- DigComp: Digital Competences framework for citizens
- Transversal competences (21st century skills)

eCompetences (e-CF)	Digital skills (DigComp)	21st – Transferrable
Information and business strategy alignment	Browsing, searching and filtering data, information and digital content	Leadership and change facilitator
Business plan development	Evaluating data, information and digital content	Creative thinking skills
Technology trend monitoring	Managing data, information and digital content	Team working
Innovating	Sharing through digital technologies	Communication skills
Needs identification	Collaborating through digital technologies	Time management
Forecasting	Netiquette	
Relationship management	Developing digital content	
ICT quality management	Protecting devices	
	Protecting personal data and privacy	
	Creatively using digital technologies	

Week	Competence	Type
W1.1	IS and business strategy alignment	e-CF
W1.2	Browsing, searching and filtering data, information and digital content	DigComp
W1.3	Managing data, information and digital content	DigComp
W2.1	Business Plan Development	e-CF
W2.2	Evaluating data, information and digital content	DigComp
W2.3	Identifying needs and technological responses (rescheduled)	DigComp
W3.1	Technology trend monitoring	e-CF
W3.2	Netiquette	DigComp
W3.3	Leadership and change facilitator	21st – Transferrable
W4.1	Innovating	e-CF
W4.2	Innovating and creatively using technology	DigComp
W4.3	Creative thinking skills	21st – Transferrable
W5.1	Needs identification	e-CF
W5.2	Developing digital content	DigComp
W5.3	Collaborating through digital technologies	DigComp
W6.1	Forecast development	e-CF
W6.2	Team working	21st – Transferrable
W7.1	Relationship management	e-CF
W7.2	Protecting personal data and privacy	DigComp
W8.1	ICT quality management	e-CF
W8.2	Communication skills	21st – Transferrable
W8.3	Time management	21st – Transferrable

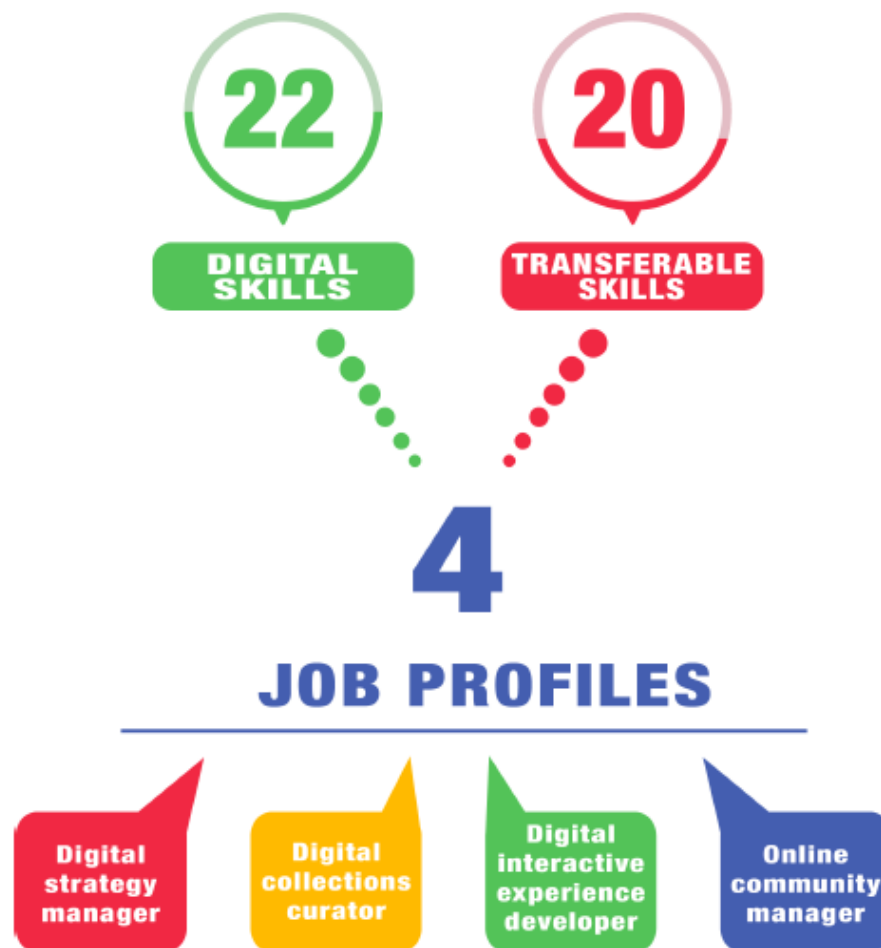
Content example





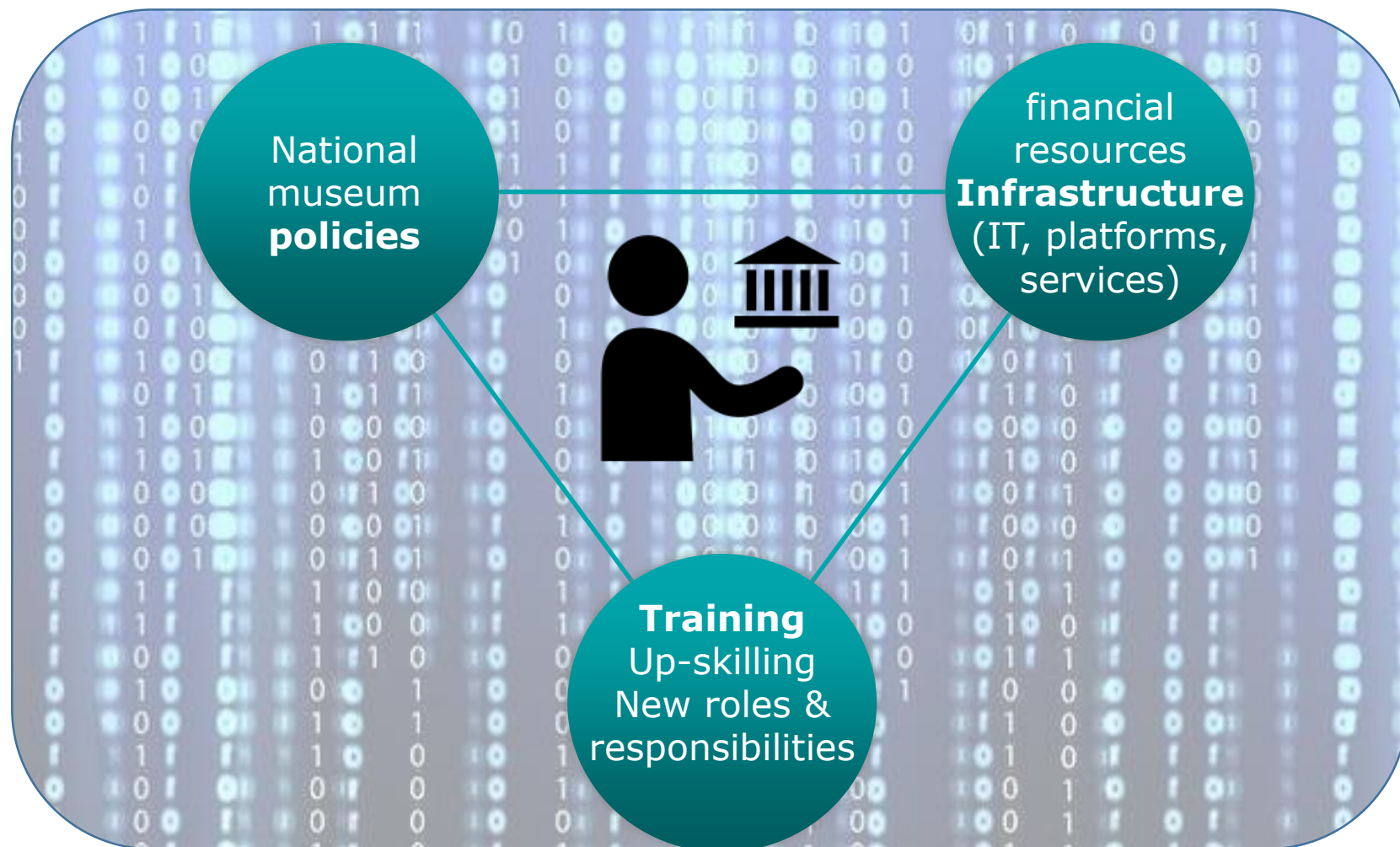
- 4 options: one course per profile
 - Digital strategy manager
 - Digital collections curator
 - Interactive experience developer
 - Online community manager
- Delivered in: Italy, Portugal, Greece
- 120 learners: museum professionals, students and unemployed
- From 16th September to 13rd March 2020

4 roles





A possible way forward?



New Experience – Cooper Hewitt



Alexandre Matos

ICOM Portugal project manager

www.icom-portugal.org

@alexandrematos



www.project-musa.eu



musa@daissy.eap.gr



@MuseumSectorAlliance



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