

CECA General Assembly

Zoom

Minutes CECA General Assembly 2020

Saturday, October 17, 2020, at 3:00 p.m. (Paris time)

1. Opening - Agenda

Anne-Marie Émond opens the General Assembly and welcomes all participants to the first virtual meeting of the CECA.

She announces that the translation will be graciously done by Nicole Gesché-Koning. Housekeeping announcements for virtual GA participation were given to participants. Also, to respect the right to one's image, a component of the right to privacy in the Quebec Civil Code, we asked participants not to take pictures of people on their screen with the intent to place them on social media, as we are using the Université de Montréal institutional subscription to Zoom and need to abide by the laws of the province.

Participants are reminded that the agenda was included in the Zoom invitation email. They are also notified that the meeting is recorded to help in the drafting of the minutes.

2. Information on the minutes of the General Assembly 2019 in Kyoto, Japan

Anne-Marie explains that the minutes of the General Assembly held in Kyoto in 2019 can be consulted on the CECA website under the heading "About us". The minutes were deposited on the website a month after the conference. No questions nor comments were received by CECA members.

3. Reports (All reports are available on the CECA website)

a) President Report and Question Period (Marie-Clarté O'Neill)

Marie-Clarté O'Neill begins by warmly greeting all participants to the first virtual CECA General Assembly. She thanks the Board members for their hard work and CECA members for their presence online today.

In her report, she presents an overview of all activities done despite the pandemic. First, it was urgent to develop a new website. Numerous technical obstacles were encountered but she declares that we now have a very complete and lively website. She thanks Marie-Françoise Delval and Angela Manders for their hard work and perseverance, as without them this would not have been possible.

As president of the CECA, she participated in campaigns to raise awareness about the precariousness of certain mediators, as they are the first one affected by the sanitary measures and the closure of museums and the loss of jobs.

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Another important point to discuss is the postponement of the CECA 2020 Annual conference that was to be held in Leuven, Belgium to next year, in 2021. She thanks the organizers for their flexibility and hard work.

Postponing the 2020 CECA Annual conference to 2021, had consequences on the Argentina Conference that had to push back their activities of 2 years, in 2023, after the ICOM General Conference in Prague in 2022. Marie-Clarté gives her special thanks to the Argentina organizing committee for their generosity in accepting this major reorganization.

Marie-Clarté presents to the participants a new initiative, The Special Interests Groups, that was to take place originally during the CECA Conference in Leuven and was meant to bring more interactivity in our exchanges. She is happy to announce that despite the postponement of the Leuven Conference and because of the energy of CECA Board members and CECA members at large, dynamic discussion groups were able to be organized around 7 themes. With the use of the Zoom platform, people from all around the world are joining and working together in a transversal and international manner. It is hoped that results from these discussions will one day take the form of articles to be published in ICOM Education. For more information on the themes treated in these Special Interests Groups, please consult the CECA website.

Another major element to be discussed is the work done around the Museum definition and the MDPP2. Marie-Clarté mentions that the CECA worked hard on the question of the definition of museums after Kyoto. We were among the people who pushed very hard for the work with the participation of the committees as to come up with a definition, and we did it in various ways. As president of CECA, she organized a survey among the National Correspondents and the Regional Coordinators to know what in each of their countries CECA members thought about this issue of the definition of museums. She received a very interesting number of reactions to this request and made a synthesis that will be published in ICOM Education 29. She also participated at an ICOM meeting in March 2020 in Paris where around forty International Committees were represented, and she was able to put forth the CECA vision on the question of the definition. One of the points, for example, was that it seemed really important that museums be described as institutions and not just as places, in order to be able to base their social educational policies on something that had a strong social representation. Other committees had mentioned the importance of including the term education in the museum definition.

In terms of interventions that Marie-Clarté had to do as president of CECA were made in various environments some face-to-face and a lot of them in a virtual way.

She is presently working on looking at the aspect of membership to have a better idea of the actual number of CECA members. One of her projects is to work on getting a

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complete list, as what is presented on the Iris database does not seem to correspond to the recent contacts with some of the National Committees show that we probably have 1/3 more members than what is given by the IRIS database. She feels that we are closer to having 3 000 members than the 2 000 identified by the database.

Finally, Marie-Clarté thanks the Board members for their hard work this year and adds that she and the Board care enormously about CECA members as we all work together so that museum education remains a priority, something very important.

Question period:

- A comment coming from a member from Argentina declares that it is important to support the idea of putting in the new definition “permanent institution” and adds the importance of lifelong education.
- Members were happy to see that the Special Interests Groups were not organized only for 2020.
- Other members expressed their appreciation of the new website
- A member talks about the importance of CECA to work much more in-depth on the concept around the term “education”.

Marie-Clarté mentions that ICOM Education 28 contained articles to reflect on part of our name “Cultural Action” and ICOM Education 29 will contain articles on education.

b) Secretary’s -Treasurer Report and Question Period (Anne-Marie Émond)

In her role as secretary, Anne-Marie Émond presents a summary of her activities that comprised the day-to-day work of the committee. Not having the possibility to meet in person in Leuven, four Board meetings were organized with all documents presented in the three official ICOM languages. Using the Zoom platform, Board members were able to discuss and find solutions to the evolving sanitary situation.

Organizing this General Assembly was an important task as it asked for a real teamwork from all Board members, especially Jeanine Pollard and Nelly Abboud.

Of course, throughout the year, she accompanied Board members in their different tasks. As secretary one of her special projects is to organize CECA archives to be passed on to future CECA Boards.

In her role as treasurer, Anne-Marie presents the CECA 2020 budget in the perspective of what was planned by the CECA Board as activities for our members. The budget reflects the variety of offers we had planned for 2020. Unfortunately, due to the pandemic, the great majority of our activities could not take place.

As for the 2021 budget, for the most part we will simply transfer the 2020 items to 2021. The 2021 budget will reflect CECA’s preoccupation of joining as many people around the world, who do not necessarily have easy access to the Internet and will produce a paper publication of ICOM Education 29 and 30 to be sent to museum programs around the

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world. Also, we will budget for a better access to the Zoom platform and simultaneous translations for some of our activities.

Question period: A member asks about the process for funds to be distributed to CECA. Marie-Clarté and Stéphanie explain the process followed by SAREC. Marie-Clarté adds a few words about the Solidarity projects initiated by ICOM because, just as the International Committees, ICOM could not function as usual and have their normal expenditures. So far, we did not receive any indication on how we will proceed for the 2021 budget.

A participant mentions the difficulty for many CECA members, in this very difficult situation, to pay the membership fees to ICOM.

Marie-Clarté said that she is very sensitive and concerned about this issue. She proposes to write a letter to the secretary and president of ICOM expressing to them our concern and explaining that museum educators are particularly affected financially by the issue. We need to find a solution to respond to the immediate needs as CECA might lose members. The actual situation asks for a transition period to allow people to continue to work with us.

Two members of Latin America explained that in their region of the world museums and the cultural sectors are experiencing downsizing and a reduction in funding.

In the chat, participants are communicating their appreciation concerning the quality of the website and the relevance of putting the information in the three languages. In addition, the members of the Board were thanked for the virtual meeting with translation.

4. Board Members' Reports (All reports are available on the CECA website)

- a) Webmaster and Website coordinator (Marie-Françoise Delval and Angela Manders)

Both Marie-Françoise Delval and Angela Manders, present the great amount of work they did in order to have a functional website. New CECA mini website is under the auspice of the ICOM General Secretariat. CECA was the first committee to list bugs in the system.

Many complex technical problems were encountered. The editorial team consisted of Marie-Clarté O'Neill, Marie-Françoise Delval, Angela Manders, Anne-Marie Émond (Fr), Jeanine Pollard (En) and Margarita Larágnée (Es).

The ambition was to create and maintain a website accessible to all CECA members, that is, a website that is both informative and visually appealing, a website in the three

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official languages of ICOM (English, French, Spanish) and easy to read with quick navigation and with links that work well.

The old content has been reviewed, reorganized and supplemented with new elements such as Regional Conferences, Special Interests Groups and collaborations plus visibility about CECA's expertise in the field of training.

b) Regional Coordinator Middle East and Maghreb and Coordinator Social Media (Nelly Abboud)

Nelly Abboud, summarizes her work as Social Media coordinator in this way:

- Creating an identity for the social media pages.
- Promoting CECA, its projects and its team members.
- Posting 3 types of news: General ICOM | CECA information, yearly event news and special events news.
- Maintaining a regular communication with CECA followers.
- Ensuring a regular posting on all 3 social media platforms: Facebook, Twitter and Instagram.
- Using ICOM 3 official languages: EN, FR, SP.
- Uploading on CECA Youtube Channel new videos related to CECA news and member participation.

Besides all her other tasks within the CECA Board, Nelly presents her role as Regional Coordinator for the Middle East and Maghreb and explains the following:

- Ensure that ICOM is well represented in these countries and that CECA gain more members.
- A CECA Middle East and Maghreb Facebook page to communicate with museum professionals located in this area: <https://www.facebook.com/cecamena> (Posting is done in ICOM 3 official languages with an extra focus on Arabic in order to engage Arabic-speaking members).
- Updating the member's database and communicating with the museum professionals all over the region.
- Helping the creation of ICOM National Committees in countries where there is none.

c) Regional Coordinator Europe (Wencke Maderbacher)

Wencke Maderbacher, is the Regional Coordinator for Europe. She presents a summary of the many activities that occurred in the following manner:

She now counts twenty-four European National Correspondents. Thereof 11 new National Correspondents in the period of 2019/2020

She is eager to establish more possibilities for exchange and networking such as:

- National meetings and social media accounts

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- Cooperation with National Museum Educator Associations
- Special Interests Groups

There were two main topics that were discussed in 2019/2020

1. Proposed museum definition of Kyoto Conference 2019
 - Lack of mentioning the profession of museum education in the proposal of the new definition
2. Impact of museum closure due to Covid-19 to museum educators
 - Shift to online programs
 - Structural threat for museum educators, because of dismissal.

Also, during this year, there were several CECA conferences in Europe, that is, in Belgium, Austria and Russia. Wencke also gives examples of CECA Projects that occurred in Armenia and Russia.

- d) Regional Coordinator Latin America and the Caribbean (Silvana M. Lovay)

Silvana Lovay, describes her actions as Regional Coordinator for Latin America and the Caribbean and describes it as a collaborative management network.

In her achievements she proposed regular meetings of its members, through periodic online meetings, which has strengthened ties and teamwork.

Silvana also talks about what she considers one of the most relevant achievements, which is carrying out the XI Regional Meeting virtually. Among the many achievements for 2019-2020, she presents the Social Media Creation, the Special Interests Group on museum education and decolonization and, of course, the management of the CECA Annual Conference to be held at the Inter-American Open University (Buenos Aires-Argentina) in 2023. Silvana presents a summary of different activities held with correspondents and members of her regions. To have a more detail view of all the accomplishments, please go to the CECA website to access Silvana's report.

- e) Question period on reports a to d

No questions or comments.

- f) Regional Coordinator for North America and Coordinator for Young Members Grant (Jeanine Pollard)

Jeanine Pollard could not be present, but her report is on the CECA website.

- g) Regional Coordinator for Asia Pacific (Asmah Alias)

Asmah Alias talks about the appointed dedicated CECA correspondents in China, Korea, India, Malaysia and Singapore who are raising awareness about the various CECA activities. Asmah, is actually looking for CECA members from other countries in Asia Pacific to join CECA National Correspondents and asks participants to the meeting to

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help her if they know of anyone. She mentions that a number of activities in her region have been cancelled due to the pandemic. Cancelled events: International museum symposium in Singapore which was supposed to feature CECA Board members on the panel of speakers and CECA's regional workshop in Penang, Malaysia.

She is currently exchanging with correspondents from India and Malaysia to organize online sessions to share case studies and learning points for museum educators during this pandemic period.

- h) Coordinator communication and Best Practice Award (Margarita Laraignée)

After the last Annual General Assembly in Kyoto in September 2019, Margarita acted as Coordinator for communication and her tasks were coordinated with the president and the webmaster. They were mainly focused on restructuring the site's content for its transfer to the new platform designed by ICOM. To this end, it was also necessary to translate the contents into the three official languages.

Likewise, various documents and communications that were distributed among the members were also translated into Spanish.

Regarding the Best Practices Awards, support was given to the dissemination scheduled for participation and awards to be given in 2020. However, the COVID-19 pandemic and its consequences meant that the Best Practices Awards had to be cancelled for this year.

- i) Coordinator and Delegate for Research (Rosa María Hervás Avilés and Colette Dufresne-Tassé)

Rosa María Hervás Avilés presents the various activities that she and Colette Dufresne-Tassé worked on during the year.

The first point concerns the publications in ICOM Education number 29 that demanded to monitor two papers that received an honourable mention related to the 2019 Colette Dufresne-Tassé Research Award.

The second activity was related to the Researchers' Network who during the last year evolved very positively. Numbers are presented in the report on the website. Rosa believes that efforts should now be focused on promoting the participation of researchers mainly from African countries as we now count only 2 while in Europe there are 47, Latin America 31 followed by North America with 22 and Asia 14. The majority of researchers work in a museum and in universities. She points out that the participation of students, needs to be encouraged.

The third point is about applied research training workshops called "Improving the Effectiveness of an Educational/Cultural Program" that should be put together for the next conference in Leuven. These would support the training of those people who have already started in the research process but need to deepen some aspects of it. For more details, please consult the report on the website.

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Finally, the fourth point concerns the Colette Dufresne-Tassé Research Award. In October 2020, the text of the call for proposals for the website was revised. Before the cancellation of the CECA 2020 Annual International Conference, two papers were received, one from a student from the Seoul University and the other from Peru. Some contacts made with various universities encourage us to consider the possibility of creating a form of the Colette Dufresne-Tassé Research Award especially for students.

- j) Coordinator for the publication ICOM Education (Stéphanie Wintzerith)

Stéphanie Wintzerith, presents her activities and talks about a CECA workshop that was held in November 2019 during the Annual Conference of ICOM Germany. Participants were interested and interesting as they discussed quality criteria for digital offers. Results of the discussions will be published.

As coordinator for the publication ICOM Education, Stéphanie presents what she is actually working on. The theme is on Education and is a very buoyant theme. ICOM Education 29 will have 14 thematic articles, 18 project sheets, 2 articles from the Colette Dufresne-Tassé Research Award and a synthesis of the organized survey mentioned by Marie-Clarté in her report about the definition of the museum. ICOM Education 29 will be available in PDF and in print to allow a distribution to Museum educational programs around the world, with the preoccupation of reaching remote areas with limited access to the Internet.

Also, she announced that ICOM Education 30 will be published in the three ICOM official languages as it will feature articles fundamental to CECA as they will focus on Cultural Action and Education.

Thinking ahead to 2022 and ICOM Education 31 under the theme “enjoyment” she asks participants to start to think of possible contributions, they could make.

- k) Question period on reports f to j

Participants wanted to know if the publication on digital offers could help discussion in the Special Interests Group that is working on these issues. Stéphanie explains that the publication will be in German, and would need to be translated, but this is entirely possible.

5. Comments/issues from the membership

Participants to the meeting are asking if there is a way that they can contribute to making the list of CECA members up-to-date.

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Marie-Clarté explains that the problem is very simple. It is that each National Committee has a list of all its ICOM members and all ICOM members of a country are invited to choose to become a voting member of an International Committee but not all ICOM members check the box for participation in an International Committee. National Committee presidents don't want to go through the ICOM list because they are afraid to violate the rules of confidentiality. This would not be the case, as we are sharing information inside ICOM. So, we need to work with presidents of National Committees to get information and work on a CECA updated list.

Another comment concerns today's General Assembly in that participants say they appreciate it with all the interactions through questions periods and the chat. Also, they like to have detailed information about the CECA activities. In saying this, a participant asks if we are going to have another online General Assembly in the future.

Marie-Clarté explains that first she wanted to know how many members would register and how many would actually participate in the event. Her first impression is a positive one. This question will need to be addressed by the Board.

Before closing this meeting, Marie-Clarté wants to share two important points. First, she wants to thank everyone for their active participation, that made the General Assembly very interactive, much more interactive than when it is held during the annual conference. Also, she thanks everyone for their patience on the question of the triple translation, as this is very important to have all our activities (publications, meetings, documents...) in the three official languages and it is a way to have no one excluded but we do understand that it makes the meeting much longer.

Marie-Clarté thanks everyone and wishes them well.

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