

ICOM-CECA Report Website 2021

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Activities related to the ICOM-CECA website + SIG: Learning and Engaging Digitally



## Website

The new Board decided in September 2019 to migrate the old CECA mini website to the new version sponsored by the ICOM General Secretariat. For the committee, this had the advantage of having a new website, free in its hosting, design, and technical maintenance, sustainable despite the changes in the mandate of the Offices, and labeled ICOM to clearly mark the committee's membership of the Board.

Following the rules set by ICOM for the new mini-sites of the committees (i.e. hosting on the same servers as its international site, acceptance of the ICOM graphic charter, pre-determined technical standards), CECA has renewed its site.

However, faced with many complicated technical problems due to the start-up of the new system, CECA was the first committee to list the bugs and anomalies, and to ask the General Secretariat to quickly correct them.

Unfortunately, another year has gone by and the technical problems are still not completely solved. This still requires a lot of time and energy from our chairman and Marie-Françoise Deval (webmaster).

Updating the website is an ongoing process. This means that relevant information on procedures, conferences and collaborations, publications, important news and the general agenda are kept up to date. Our social media channels, coordinated by Nelly

About, report on current events, personal experiences and possibilities and complement or link to the information on the website.

The development of the mini-site relies on a small editorial team. President Marie-Clarté O'Neill and Angela Manders are editors, and also collect texts proposed by the Regional Coordinators. Angela finalizes the texts and translated in the three official languages of ICOM using DeepL. Translators such as Anne-Marie Emond, Jeanine Pollard and Margarita Laraignée ensure their correct transcription. The President validates all the final texts, before Marie-Françoise integrate them into the site.

A new parent on the website is: *History of the committee*

This page, which is currently being drafted, will list the highlights of the evolution of the CECA. Chronology, actions, personalities, through documents, testimonies and photos.

The annual CECA conference took place in Belgium. The official languages of Belgium are Dutch (Flemish) and French. The website of our Belgian partners allowed three languages: Dutch, French and English. We added Spanish to our own ICOM-CECA website to still be able to reach all our members.

At the annual CECA conference in October 2021, some Special Interest Groups (SIG) had the opportunity to give a workshop to share experiences and knowledge in Leuven itself.

Therefort the current information at the various Special Interest Groups will be updated soon on the CECA-website. We have learned and done a lot last year and some nice material has been collected during the conference. Additional information such as videos, websites, documents and photos can be added by using links.

## **Newsletter**



This year three newsletters and one call to take part in the new museum definition have been published (using the Mailchimp platform) and can be consulted as a PDF document on CECA's website. Our goal is to publish a newsletter three to four times a year in the three official languages of ICOM as well. This newsletter will be sent to the regional coordinators via Mailchimp in PDF format and distributed to the CECA members via the national correspondents. The Mailchimp version is visually more attractive, more interactive (links) and sends the letter as an email to all participants on the list. However, not everyone seems to be able to receive the newsletter via Mailchimp. There can be all sorts of reasons for this. This is why a PDF document is sent in addition to the Mailchimp email.

## **Special Interest Groups**

The tab "Special Interest Groups", proposes 7 thematic groups for reflection. This started as an experiment and is more defined now. The goals are to:

- Encourage joint reflection among our members throughout the year and not only at the annual conference
- Increase the interactivity of our annual meetings by including discussion groups based on the group's work and exchanges during the year
- Possibly allow members who could not attend the annual conferences to participate remotely in a focus group on a topic of interest to them.
- Identify specific skills around certain topics in order to enrich our training offer during regional workshops



The SIG: Learning and Engaging Digitally is coordinated by me and Areti Damala.

Digital experiences are profoundly shaping the way we interact with and comprehend ourselves, each other, and the world. Likewise, the last two decades have had a profound impact on how museums reach and engage their audiences using digital strategies: today, a museum without a digital presence is hardly conceivable. What are the sets of new skills required by museum educators to lead in a digital world? What are the roles of museum educators in creating an institutional digital strategy, especially in small museums? How do we define reaching versus engaging versus impacting our audiences through digital experiences? How do we address the deepening socio-economical digital divide? How do we make sure that digital programs are inclusive and accessible?

We are an international group of museum professionals, educational and digital developers, students and researchers from different parts of the world. Our group consists of about 30 interested people from Brazil, Colombia, Costa-Rica, USA, Canada, Finland, Netherlands, England, Belgium, France, Spain, Portugal, Greece, Croatia, Bosnia & Herzegovina and Mozambique.

Our meetings were held on Zoom every third Friday of the month in the afternoon. The meetings consisted of short presentations on a particular topic, exchange of experiences and discussions in order to learn from each other and work together. From December 2021 onwards, we will meet once every two months.

We created several channels to exchange and share our knowledge and lessons learned on developing online programs, like a Google Folder, Padlet, a Whatsapp group and a website: <https://learning-and-engaging-digitally.mailchimpsites.com>

The COVID-19 pandemic forced museums to strategize how to only reach and engage audiences digitally. Four examples from different Institutions will be shown on this website. The lessons learned within these examples helps you to create and implement programs to engage digital audiences in order to think about the digital strategy you need.

At the annual CECA conference in October 2021, some Special Interest Groups (SIG) had the opportunity to give a workshop to share experiences and knowledge in Leuven itself. On Thursday 28 October, we also gave a workshop about what we do, some background information working in the digital, sharing experiences working in the digital and going forward and the role our SIG can play within the CECA community.

