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Special Interest Group: Learning and Engaging Digitally

We are an international group of museum professionals, educational and digital developers, students and researchers from different parts of the world. We meet on a regular basis through Zoom to exchange experiences, knowledge and opportunities in order to learn from each other and work together.

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 would like to invite a diverse and representative group of museum professionals, academics, students and researchers who are practicing or working on any form of museum digital offerings for learning, education and engaging to join us. We want to generate even more questions and figure out together processes to answer them. If you're interested, please let us know.

Kind regards,

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SIG activities: formal meetings with the Special Interest Group

June 12, 2020: creating a community. We started with 7 members.

June 26, 2020: online brainstorm (using MURAL) with the community about possible topics to address.

September 11, 2020: Presentation by Lotte Baltussen (NL) about Unlocking digital heritage for education (Kennisnet) and discussion: *What insights about terms teachers use to find materials online do you need? And How can we make our insights usable and relevant?*

October 9, 2020: Digital programs for special need audiences: Presentation by Aida Sarac (BIH) about ARTsee, an app for alternative interpretations of museum artworks (children and youth with developmental disabilities) and presentation by Angela Manders (NL) about Second Canvas an app for (interactive) close looking at museum artworks (elderly people in care homes). Q&A and discussion.

December 11, 2020: From the classroom to the museum. A remarkable journey of disclosure: from digital to physical. A presentation by Ingrid Frederick (COL) about the emergence of Museo de la Universidad del Rosario and the development of the museum's educational role. Q&A and discussion.

January 15, 2021: Presentation by Tess Porter (Pino Monaco) (USA) about the Smithsonian Learning Lab. A program where teachers and students can Learn, Create and Share! Using the Smithsonian collections.

February 12, 2021: Presentation by Isabel Crespo (ES/ EUR) about Europeana, it provides cultural heritage enthusiasts, professionals, teachers, and researchers with digital access to European cultural heritage material. Why? To inspire and inform fresh perspectives and open conversations about our history and culture. To share and enjoy our rich cultural heritage. To use it to create new things. Q&A

March 19, 2021: Discussion: Working towards the annual conference in Leuven October 2021. Research question: *How to create and implement online engagement for a digital audience? The COVID-19 pandemic forced museums to strategize how to only reach and engage audiences digitally. During this past year, a group of museum professionals, educational and digital developers, students, and researchers regularly met to share experiences and opportunities. How can examples from different Institutions will help our community?*

April 16, 2021: Introduction to a Digital Strategic Plan for Education by Angela Manders (NL) & Pino Monaco (USA). Discussion and brainstorm: why and how to create a template for a case study in order to develop a digital strategic plan for education. Forming a working group to develop a template: Pino Monaco (USA), Iris Harpman (NL) and Miranda Stearn (UK)

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May 21, 2021: Presentation by Marie Claude Larouche (CAN): [Using EducArt \(https://educart.ca/en/\)](https://educart.ca/en/) in [Ethics Classrooms](#): Challenges Faced by Teachers and Lessons Learned by the Montreal Museum of Fine Arts

June 25, 2021: Introduction by Wencke Maderbacher (SIG: professional development) about their project: [Learning pills](#). Presentation by the work group Development Template Case Study about their process and result. Q&A and discussion. This was the start to gather examples of lessons learned which helps to create and implement digital programs using the template and thinking about the way we publish these examples. A website was created by Angela Manders: <https://learning-and-engaging-digitally.mailchimpsites.com>.

September 3, 2021: Presentation by Tiina Hero from the KAMU - Espoo City Museum, Finland. Presentation videos of two of their [digital programs at the Espoo City Museum](#) and Q&A. <https://www.kulttuuriespoo.fi/en/kamu>. This is one of the examples on our website. Discussion: what do our colleagues in the field need to move forward digitally? And how is our study helping them?

October 28, 2021: Workshop at the annual CECA Conference in Leuven

December 3, 2021: Looking back on the conference in Leuven and presentation .

January 21, 2022: Presentations by Frieda Marti (Brazil): [How we used memes to foster cooperation and conversation with/ between our online followers](#) and Talila Yehiel: [The Wandering platform](#). Introduction to the program, lessons learned and impact. Q & A.