

## ICOM-CECA Report 2022 SIG: Learning and Engaging Digitally

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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 at 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 representation 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.

### **SIG activities 2021-2022: formal meetings with the Special Interest Group**

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

#### **2021 December 3:**

Looking back on the conference in Leuven and presentation.

#### **2022 January 21:**

Presentations by Frieda Marti (Brazil): *How we used memes to foster cooperation and conversation with/ between our online followers* and TalilaYehiel: The Wandering platform. Introduction program, lessons learned and impact. Q & A.

#### **2022 March 18:**

Introduction on the ICOM General Conference in Prague: The power of museums. *What is The power of museums regarding the digital? What are your own experiences?* Furthermore a small group was formed around Zeljka from the Ethnographic Museum in Zagreb (Croatie), about how to use Social Media (Instagram) in a meaningful way to reach and engage young adults.

#### **2022 May 20:**

We tried to form working groups around specific topics and work on them based on an inventory presented by Tiina (Finland) and our brainstorm session. Outside the monthly meeting, time is scarce and in the end this did not get off the ground. So we discussed our contribution to the general conference.

#### **2022 June 10:**

Introduction and explanation of the topic Evaluation by Pino Monaco from the Smithsonian Institute and Marie-Claude Larouche from the Université du Québec à Trois-Rivières. After two years of experimenting, initiating and developing online programs, where do we stand? How to proceed?

**2022 July 8:** At the last meeting, we discussed how to evaluate our programs to move forward. Jody Steiger from Cost Rica would like to use her program Museo para Llevar as a case study to discuss this topic at the SIG workshop in Prague General.

#### **2022 August 22:**

Presentation on the SIGs in general and our SIG Learning and Engaging Digitally during the CECA-AVICOM joint session at the ICOM General Conference in Prague by Angela Manders.

#### **2022 August 25:**

Workshop: **From experiment to implementation = evaluation** at the CECA off-sitemeeting at the Pedagogical Museum by Jody Steiger and Angela Manders.

Our next meetings will be held on each third Friday of the month at 15:00 (CET).

For more information:

- <https://learning-and-engaging-digitally.mailchimpsites.com>
- <https://ceca.mini.icom.museum/special-interests-groups/what-are-special-interests-groups/>

Kind regards,

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