

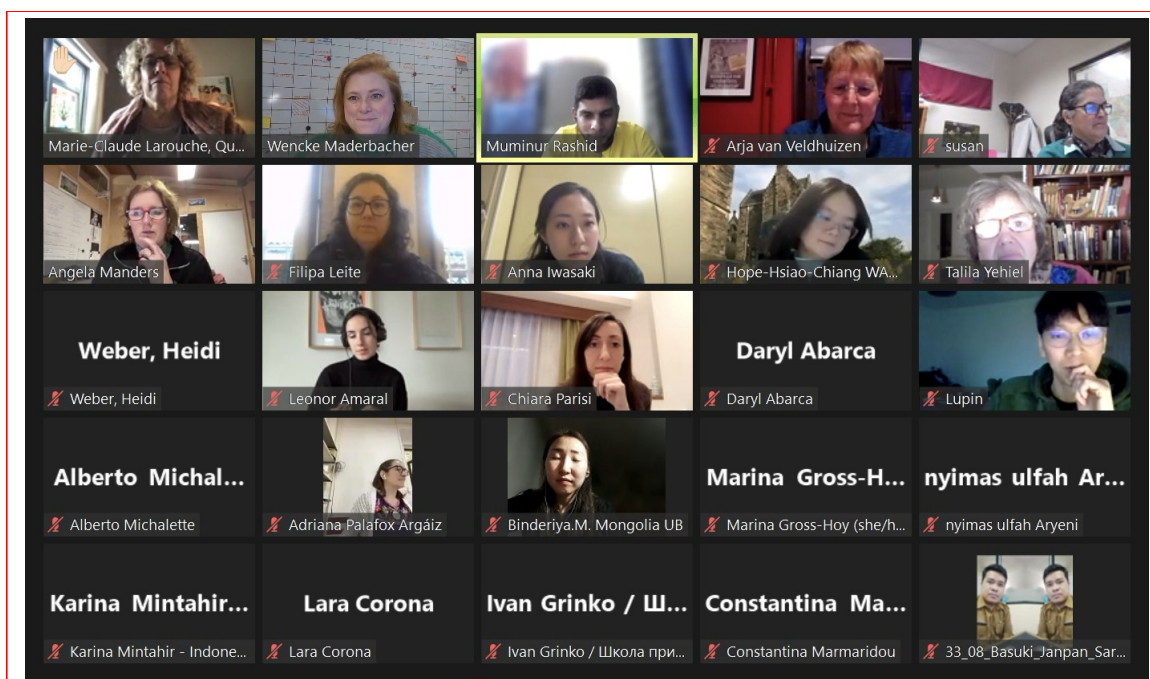
ICOM-CECA Report 2023

Angela Manders/ AretiDamala

SIG: Learning and Engaging Digitally

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 interested in the topic of digital media, engagement, museum education and learning. We meet on a regular basis online (ZOOM meetings) to exchange experiences, knowledge, and opportunities to learn from each other and work together. On the ICOM Annual General Conference or CECA annual conference, we also get the opportunity to meet and collaborate on-site and in real-time.



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?

SIG activities 2022-2023: formal meetings with the Special Interest Group

2022 October 28 (on-site)

Topic: *The Power of Museums*

- Report on the work of the SIG at the ICOM Annual General conference in Prague: Angela Manders presented the activities of the Special Interest Group "How is it like to collaborate and contribute in a Special Interest Group"?
- Presentation SIG workshop in Prague and outcome/ lessons learned by Jody Steiger (PresidenteAcciónArte, Costa Rica): Title: **From experiment to implementation = evaluation.** What have two years of experimentation with online programs brought, what have we learned from it and how do we proceed? In the workshop, we reflected in groups on the following topics:

1] Evaluation: What do you plan to do with the result? This determines the process and the criteria. What do you evaluate and when do you decide?

2] Market research: the usefulness of research beforehand, what can you learn from good and less good examples.

3] Lessons learned: defining a strategy from practice

We examined the above subjects in groups on the basis of a case study. Jody Steiger (AcciónArte, Costa Rica) took us through the process of development, implementation and evaluation of the online program *Museos para Llevar*. Based on the above-mentioned topics, together we thought about how the program can be taken forward and what the possible next steps could be.

2022 November 18:

Topic: *New museum definition in daily (digital) practice(online)*

- Following the ICOL Annual Conference in Prague and the much debated new museum definition, our SIG members met to discuss of the new terms used in the new museum definition and its broader scope and philosophy as well as its impact for daily practice working in, with or for museums, engage with various museum publics and creating strong bonds with society. The main points we focused on are highlighted below on the text of the next, 2022 ICOM museum definition:

NEW MUSEUM DEFINITION 2022

A museum is a not-for-profit, permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, accessible and inclusive, museums foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection and knowledge sharing.

2023 January 20 (online)

Topic: *Brainstorming on specific topics in form of tracks and themes*

In January 2023 we proposed four tracks that best capture the priorities and preoccupations around the role and impact of the digital on museums, museum professionals and visitors alike. The four proposed tracks are the following:

a. Museum education, museum learning and museum outreach programs, using the digital, at any stage of their life-cycle (from the design phase, to the implementation and evaluation phase).

b. Digital technologies: this theme allows us to structure discussion around specific technologies, i.e. AR, VR, museum websites, social media, on-site installations etc.

c. Professional Development: this track allows us to reflect upon new professional and training needs and new skills arising around learning and engaging digitally.

d. Evaluation and Impact Assessment: this theme covers challenges related to evaluating the impact of the digital. Evaluation also covers studies and research on museum policy and practice around the digital.

2023 March 3 (online)

2023 May 26 (online)

- Topic:** *Online collections, how do you use them within museum education and participation?*
- Discussion: After two years of experimentation during COVID, we are used to online meetings, webinars, information etc. But in the end, what is left of useful, inspiring programs that we as museums can deploy?

2023 September 27 (online)

- Topic:** *using Chat GPT within the museum practice*
- Introduction by Areti Damala and presentation: using Chat GPT in educational settings by Marleen Ligtenberg.
- Discussion in small groups about the possibilities of using Chat GPT within the museum practice, pros and cons

2023 November 20: workshop at the CECA Annual Conference in Singapore (onsite)

1] Special Interest Group: Learning and Engaging Digitally on Monday 20 November 2023

Title: Gamification in the museum: why and how?

Target group: SIG: Learning and Engaging Digitally

Goal today: Gain insight into different types of digital programs: both online and onsite

Getting acquainted with gamification and specially with The Wandering Platform by Talila Yehiel (Lecturer at Institute MOFET Virtual Academy), Shani Ziv& Anna Iwasaki (former student of Talila)

Facilitators: Angela Manders (coordinator)& Anna Iwasaki and online: Talila Yehiel, Shani Ziv from Israël.

Link to presentation: <https://prezi.com/p/p3zvmq0bqbnu/?present=1>



For more information:

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

Please note that for those interested, almost all of our meetings are recorded while the access link for the replay can be requested writing at the two coordinators.

Kind regards,

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