

## ICOM-CECA Report 2024

# SPECIAL INTEREST GROUP FOR PROFESSIONAL DEVELOPMENT OF MUSEUM EDUCATORS

Coordinator: WENCKE MADERBACHER



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# Special Interest Group Professional Development of Museum Educators

**Coordinator:** Wencke Maderbacher

## Description

Founded in May 2020, the aim of the SIG for Professional Development of Museum Educators is to provide a platform for museum education experts to exchange knowledge and ideas on further education for museum professionals, with a view to improve the professional situation of cultural mediators in museums. Museum educators deserve stable contracts and fair payment, as well as acknowledgement of their works and profession inside and outside of the institution.

In 2024 we experienced a steady growth in our group; especially due to the public postings via ICOM CECAs channels on Instagram and Facebook.

As a coordinator I developed a curriculum upfront with dates and topics, so all colleagues could schedule their participation.

All new members get a welcome invitation with a description of the group and how we can collaborate (e.g. Whatsapp). The group is a lively exchange of various topics.

In 2024 we focused on some important topics and had great engagement and exchange on themes like : how to integrate young people inside museums, why are there more women than men working in museum education, how will our job change through artificial intelligence.

## Focus topics of the SIG

- Trainings & skills for museum educators
- Job description
- Fair contracts & payment for museum educators
- Inclusion & collaboration inside the institutions
- Visibility of our work outside the institution
- Organization & administration of educator teams
- Educators as networkers

## Members

159 members (07/12/2024); 31 new members

- Africa: 6 members(+2)
- Asia: 20 members (+5)
- Australia: 1 member
- Europe: 81 members (+13)
- Middleeast: 22 members (+5)
- North America: 9 members (+1)
- South America: 19 members (+5)

Board Members participating:

- Wencke Maderbacher (European Coordinator)
- Angela Mendes (Webadministrator)
- Rosa Maria Hervas (Research Coordinator & NC Spain)

National Correspondents participating:

- Eda Göknar (Turkey)
- Raket Pétursdóttir (Iceland)
- Jenny Siung (Ireland)
- Ani Nazaryan (Armenia)
- Hannah Forssell (Finland)
- Stéphanie Masuy (Belgium)

## Activities2024

17<sup>th</sup> January

**Onboarding of new colleagues**

22<sup>nd</sup> February

**What's in the name?**

With former Board Member Arja Van

19<sup>th</sup> March

**Digital skills**

together with SIG Young Member and Digital Engagement

18<sup>th</sup> April

**Collaboration with extern partners**

23<sup>rd</sup> May

**Skills of museum educators outside of the classical setting**

12<sup>th</sup> June (postponed)

**Publish or perish - why documentation is crucial for Museum Education**

26<sup>th</sup> September

**Internship and Volunteering - Double-Edged Swords**

We examine the role of internships and volunteering in museum education, considering their benefits for gaining experience and their potential drawbacks in terms of accessibility and exploitation.

24<sup>th</sup> October

**Publish or perish - Why documentation is crucial for Museum Education**

with former Board Member and ICOM Education publisher Stéphanie Winzerith  
We explore the importance of thorough documentation in museum education, including best practices for capturing and sharing educational experiences, the benefits of documentation for future programming, and strategies for encouraging a culture of consistent documentation among staff.

12<sup>th</sup> November

**Good leadership in museum education**

What do we wish for? What do our staff members need? From colleague to leader We explore the qualities of effective leadership in museum education, discuss the transition from being a colleague to a leader, and identify the support and resources needed to nurture strong leadership within teams.

19<sup>th</sup> November

### **Empowering museum educators. Peer solutions for navigating difficult topics**

Susan Rowe & Wencke Maderbacher

LIVE Workshop at Annual CECA Conference in Athens

We as museum educators often face complex and sensitive topics in our programs, from contemporary controversies to issues affecting marginalized communities.

These discussions can unsettle even the most experienced educators, yet they also present valuable learning opportunities. In this highly interactive workshop, we will collaborate to expand our toolkit for addressing difficult topics with confidence and sensitivity. Through peer-to-peer learning and scenario-based activities, we will exchange strategies, share experiences, and co-create solutions that will help us effectively incorporate challenging subjects into our educational tours and programs.

12<sup>th</sup> December

### **Mental Health and Well-being for Museum Educators**

With Maria Kalaridi

We discuss the unique stressors faced by museum educators, share effective self-care techniques, and examine how institutions can create supportive environments that prioritize mental health and well-being.

## **Communication & collaboration**

We could see that timed posts on Instagram and Facebook have increased the number of participants for our meetings, so the SIG could reach out to even more members and museum educators around the world.

- WhatsApp Group (most active communication between all members)
- Monthly online meetings
- Mailing
- Facebook group & site "ICOM CECA Special Interest Group – Professional Development of Museum Educators" <https://www.facebook.com/groups/670634543720885>
- Padlet:
  - collection of examples for online museum program with focus on audience engagement
  - CECA SIG Professional Development of Museum Educators - Contact Board
- Dropbox-folder

