

Doing the Digital

A Collaborative MOOC for GLAMs

Sofie Taes & Roberta Pireddu (KU Leuven)
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inDICES

Measuring the Impact
of Digital Culture



Co-funded by the Horizon 2020 programme
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inDICEs

MOOC - Developing Digital
Transition Strategies for
Cultural Heritage Institutions

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Rationale

- Point of departure:
 - building capacity via varied and interactive training components
 - components provided / co-created by project partners from all inDICEs WPs
 - > a multiperspective view on the central theme of digital transformation
- Approach:
 - systemic and strategic
 - infused by the Culture 3.0. paradigm
- Target audiences:
 - CHIs, (aspiring) professionals in the cultural heritage sector at large
 - Students
 - creatives
 - policy makers

Why a MOOC?

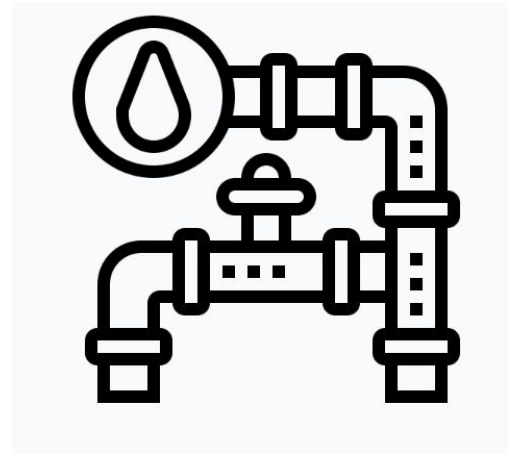
- **Massive:** robust user management, scalable
- **Open:** open registration for all
- **Online:** the whole learning experience is captured in online activities
- **Course:** interactive, experience for learners & educators in a freely accessible digital classroom



Why else?

MOOCs are an established university practice > opportunity to have the course hosted on KU Leuven edX platform (KU LeuvenX)

- Existing service
- Large network / distribution pipeline
- Supported by specialized KU Leuven team
- Repeated runs possible



6 fields of focus

MOOC consisting of 6 modules + introductory module (and final exam)

- Reflecting dominant project themes and WP activities
- Linked by a unifying narrative and references between and across modules
- Offering step-in points on complex issues + indications for further investigation

- ✔ **0. Welcome to the course**
- ✔ **1. Digital transformation & self-assessment**
- ✔ **2. Digital trends and culture 3.0**
- ✔ **3. Empowering IPR for the commons**
- ✔ **4. Strategic skills, collaborations & organisation growth**
- ✔ **5. Impact assessment**
- ✔ **6. Approaching technological innovation**
- ✔ **7. Final exam**

Content

Mix of informative, participatory and exploratory content



Screenecast



Lectures



Video interviews



Conversations among experts





Readings



Tables



Graphs

Reading | Defining Digital Transformation

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Digital transformation is a term that is used in different ways by different people in different sectors. There is no single agreed definition in the cultural or cultural heritage sector, despite the term being part of sector 2012. As a leading initiative in the cultural heritage sector with a predominant age, Europeana recently made a significant contribution to this debate. In 2020, commissioned Culture24 to, among other research goals, clarify how digital terms are understood in the sector. The report stopped short of proposing a Foundation, together with the Europeana Network Association and Europeana undertook a **consultative exercise** over several months and many iterations to arrive at a **definition of digital transformation**.

as a lack of clear thinking about how capacity building related to and delivered was confusion about what the 'goal' was and what impact it created for society

Reading | Policy brief

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Towards Community-Focused Cultural Heritage Institutions Operating with Purpose in the Digital Realm

inDICES policy brief executive summary

Version 1: July 2022

This is a set of policy recommendations designed to assist cultural heritage institutions in their public mission in the digital realm: to further the democratic and to support access to, and the reusability of, digital cultural heritage. The recommendations are authored by however it is the end result of an inclusive, collaborative process of Europe-based heritage professionals.

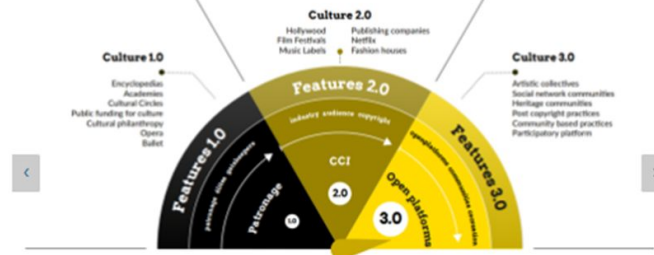
The recommendations come in the context of major transitions COVID-19 spurring the need for new, hybrid models) and are intended at European level by the key stakeholders of digital cultural heritage.

Recommendations

The brief puts forth a total of fifteen recommendations, grouped into five overarching themes:

- 1) CHIs should anchor their public mission in the digital realm
- 2) Empower democratic and community-focused CHIs
- 3) Prioritise purposeful digitisation supporting reuse of cultural heritage collections
- 4) Make the heritage sector a pillar of the European digital public space
- 5) Design a model for ethical cultural heritage practices

Digital Trends and Participatory Content





Quizzes



Discussions



Practical exercises



Reading references



Other resources

Exercise | Select the right licence

[Bookmark this page](#)

Imagine that you are working in a cultural heritage institution that has prepared some promotional materials relating to your recent project activities. They include items such as an exhibition catalogue, photos and videos documenting your activities, and infographics showing how to cooperate within your organisation. Generally, you want to release these materials under a **free** licence. One possibility is to use a **creative commons licence**.

Go to <https://creativecommons.org/about/cclicenses/> and see the **available licences**. Before starting the exercise, consult the licence of the materials and select the appropriate licence according to the requirements.

Multiple Choice

4 points possible (graded)

1) In relation to the catalogue, you prepared so that it cannot be used

- CC BY
- CC BY-SA
- CC BY-NC-ND
- CC BY-NC-SA

Discussion assignment | Copyright

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This second exercise builds on the previous unit and exercise on **visual storytelling**; it asks you to delve into the creation of written content for different platforms: Facebook, Twitter and Instagram.

STAFF DEBUG INFO

TASK

1. Select a theme and do a search in the europeana.eu archive. Select three images that are appropriate to the theme and allow you to tell a short story, following the guidelines of unit 3 of this module.
2. Reflect on the main data you want to communicate: subject of the image, date, creator, provider.
3. Check whether any of the parties shown in the images have a social media presence.
4. Ask yourself some questions regarding the platforms: what are the requirements and constraints of each of them? How are the audiences different from platform to platform?
5. Write captions for every image (or the group of images if you intend to make a gallery) for the three platforms.

Top tip: Facebook allows for a longer – potentially unlimited – text, as does Instagram, but set yourself some limits: this is a caption, not a blogpost! Additionally, the layout of the text is sometimes cut, so the first sentence has to be very strong. Twitter allows for only 140 characters, so you need to be careful in choosing the right words, hashtags and tags to make the most of them.

(Co-)creating the MOOC



INDICES MOOC Activities Planning .xlsx ☆ 📄

File Edit View Insert Format Data Tools Help Last edit was made on August 12 by roberta.pireddu

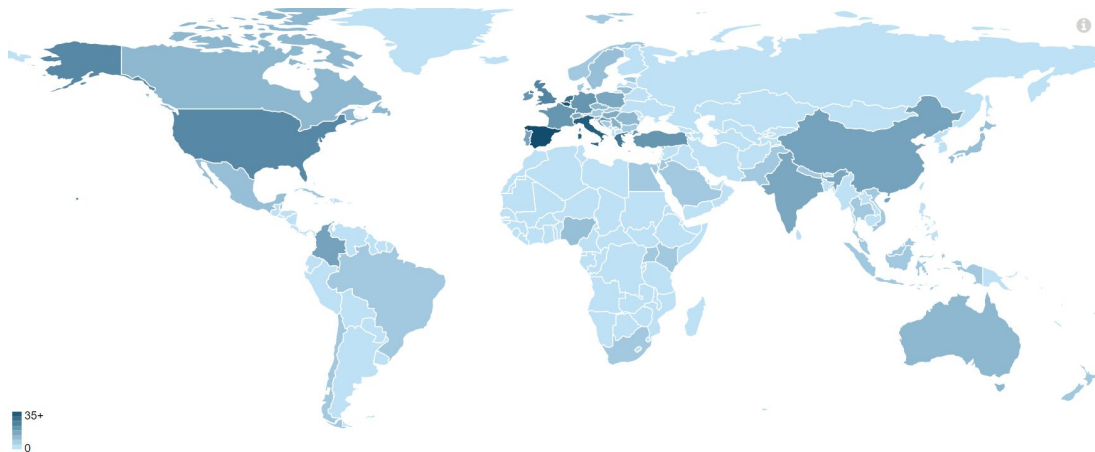
	A	B	C	D	E	F	G
1	Module	Type	Section	Number	Title	Length (minutes)	Who
2	Module 1 - Intro: Digital Transformation & Self-Assessment						
3							
4		1 video	Introduction	M1.V1	Intro to module 1		Sofe
5		1 text	Introduction	M1.T1	Learning goals		Roberta
6		1 exercise	Introduction on digital transformation for CHIs	M1.E1	Images cloud	10'	Rasa
7		1 video	Introduction on digital transformation for CHIs	M1.V2	Introduction to DT		Fred
8		1 text	Introduction on digital transformation for CHIs	M1.T3	Glossary of DT terms		Roberta
9		1 text	Introduction on digital transformation for CHIs	M1.T4	Defining digital transformation		Sofe
10		1 quiz	Introduction on digital transformation for CHIs	M1.Q1	Quiz on DT		Roberta
11		1 video	Introduction on digital transformation for CHIs	M1.V2	Interviews with organizations		Fred/Rasa
12		1 exercise	Introduction on digital transformation for CHIs	M1.E2	Case study presentation		Fred/Rasa
13		1 exercise	Introduction on digital transformation for CHIs	M1.E3	Match the scenarios		Fred/Rasa
14		1 text	Self-Assessment for CHIs strategies and challenges	M1.T5	SAI's overview	10'	Roxanne
15		1 exercise	Self-Assessment for CHIs strategies and challenges	M1.E4	Explore case studies		Rasa
16		1 exercise	Self-Assessment for CHIs strategies and challenges	M1.E5	Discussion on scenarios		Fred/Rasa
17		1 text	Self-Assessment for CHIs strategies and challenges	M1.T7	State of the art in assessment		Sofe
18		2 video	Self-Assessment for CHIs	M2.V13	Explore an example tool	10'	Arno/Artiza

Behind the scenes

- Identifying key contributors > ownership
- Aligning and assuring complementarity of contributions > coordination
- Creating a central axis > avoiding fragmented end result
 - Selecting tools
 - Providing templates and examples
 - Centralized monitoring of roles, tasks and progress
- Installing a feedback loop
- Investing in additional support
 - Videographer/editor
 - Project staff
 - (Professional) studio environment
 - Experienced director for trailer
- Pulling the story together with intros and outros

Some numbers...

- 39 Videos
- 500 Students enrolled
- 60 Countries
- 2 Runs



Future plans?

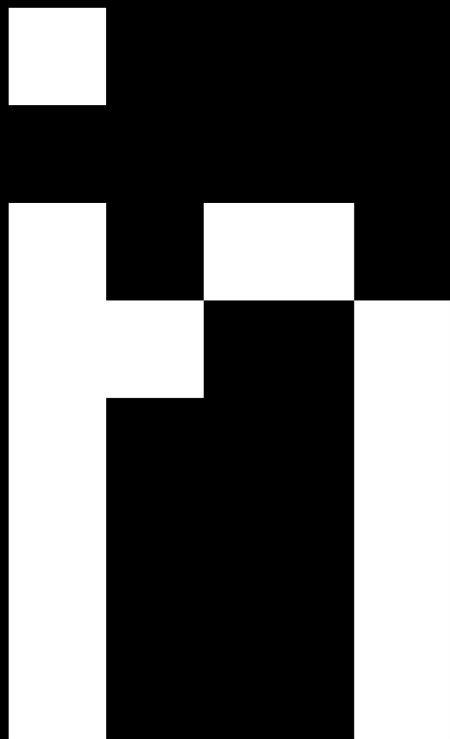
- We normally run the MOOC for 3 subsequent years on the KULeuvenX platform, can be 2 runs /year. Usually self-paced from the second year onwards.
- After 3 year a content review is likely to be necessary. In partnership with network organisations we can consider this when the time comes.
- If a partner organisation wants to do a specific participation call to its members during the first 3 years, we can consider an instructor-paced run. This requires extra monitoring.

Interested in enrolling?

- **When?**
 - Now!
 - End date: 10 April 2023
- **How?**
 - The MOOC is free (all the content is freely accessible)
 - Upgrade is possible (final exam + certificate) = verified track (49 €)



<https://www.edx.org/course/developing-digital-transition-strategies-for-cultural-heritage-institutions>



 www.indices-culture.eu

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