



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 15

Table Session: 04

Table Host: Tjeerd de Boer

Title: How to work out a national strategy for improving 21st century skills in heritage

Introduction

If you can't stand the cold you'll never leave the kitchen.

This session focusses on the need to develop new roles and competences, not only as an individual (heritage) institution, but as a community as a whole. After a brief introduction on why competence matters (a lot) and what skills we are talking about, the conversation will focus on sharing experiences and articulating building blocks for integral (national) strategies for the improvement of 21st century skills in the cultural heritage field. What can be gained from cooperation between institutions? Should they focus on specific assets and competences and benefit from each other's qualities and progress? Do we need shared (educational) services, and if so, who can deliver them? What need and possible gain is there from looking beyond the borders of the sector and connect to other policy-fields (education, science, innovation, ...)? So, finally: should we work on integral national strategies, or can we deal with only (sectoral) local and international policies and facilities as well?.

Discussion

Mission of the ministry is a smart creative competent Netherlands.

We have maby neglected the competence part of heritage up till now.

We should focus on sharing experiences and articulating building blocks for integral (national) strategies for the improvement of 21st century skills in the cultural heritage field. What can be gained from cooperation between institutions? Should they focus on specific assets and competences and benefit from each other's qualities and progress? Do we need shared (educational) services, and if so, who can deliver them? What need and possible gain is there from looking beyond the borders of the sector and connect to other policy-fields (education, science, innovation, ...)? So, finally: should we work on integral national strategies, or can we deal with only (sectoral) local and international policies and facilities as well?

What skills do we have to develop, and can we say some more about what the role of government in this should be

Round 2 of reflection on government, how do we grade them regarding heritage on Content, Conectivity and Competencies? Everybody write on the tablecloth

Scores:

- Content highest (6 to 8)
- Competence (4 to 6)
- Connectivity (3-6)

I feel there is an enormous need for education, but I wonder if it is a task for the government?

Q: What can government do to improve this situation for:

- Management
- Staff
- Education
- End users

in terms of Do more and Use more (write on post-its)

Boards and management skills needed:

Beter balance between frontend and backend: both nice interface and good infrastructure. To be shown is subsidies: how much do you pay for a frontend designer or a exhibition maker versus an ICT specialist? There is a lot of knowledge in the computer science field where they are dying to give to the heritage field, but there is little knowledge on the receiving end. Also to do with visibility: people don't see your beautiful infrastructure. Priorities are clashing: Open Data vs beautiful subsites which attracts audience? It can't be both!

Trouble with politics is that everything changes every few years and we can start over again. Not good for long term digital strategy. Politics tend to look no further than the period they are in office, while heritage is looking at keeping things accesible for the next 100 years.

Politics ask for more creative directors to do something in between, make beautiful exhibits and also a good infrastructure

Could we frame the people we need?

We need more managers that leave their ego's at the door! Somebody wants an app, a subsite, for their ego's, not for the future of heritage

Educations, what should we use more?

We should ask digital natives what THEY expect for the future from us heritage institutions, rather than us telling them what we want to bring them

Apps are an exmple where you get quick feedback from a user: if something doesn't work, you intantly hear it. And a game works best, we should do something wioth that, use apps for feedback

Teach them to conceptualize more, teach them concepts rather than knowledge

Media savy is something difficult, especially since the ones to teach them were left out of the loop, or were never in there. You should learn them the critical stance, even digital natives have a very superficial way of using media.