



Digital Strategies for Heritage (DISH) 2013

2 & 3 December 2013, De Doelen Rotterdam

Chefs' Table session

Table Number: 15

Table Session: 05

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

How to work out a national strategy for improving 21th century skills in heritage by Tjeerd de Boer of Ministry of Education, Science and and Culture. 3 session

Put your name on the table.

what's the role of national governments and (more) focussed: skills and comptences. Taken The Netherlands as example. (show slides)

skills and competences is a central goal of ministry and important for the aim for an information society of the governments, especially digital ones.

Improve quality use and productivity. Therefor work together on three aspects: content, connectivity and competence. Heritage is busy with connecting users with users. Also the competences required.

But what is exactly the role of the government on competences. OCW did her role for content through digitization. Connectivity is covered by the Network of Digital Heritage.

We can think of the needs. Let's use four stakeholders: board & managements, schools, staff and end users. What can be improved and also what can be better distributed from one group to another.

Group: stuff is digitized and tools are available but users don't know about it nor how to use it. So: start bringing this into the curriculum of both students and life long learning. Government can start programs.

Is the youth digital or just know how to use computers? Probably only the last. So first needs training too. Compare before: kids thought milk grows from trees. Same applies to digital content (knowledge) on the web. Make people aware of this requires humans and activities. That's governments responsibility to make people aware.

Should this be part of all teaching or a separate subject? Both. But technology is very big and complex. Not everyone has to know everything. But there needs to be a kind of framework covering the principles. Also educate the teachers. But by whom? Maybe ECDL is something to start with?

Example: you need to know how Google works in order to use it sensible.

In England and USA there are programs to learn pupils basic digital skills. Also the project of British Library to challenge digital creativities. That's a nice example of how CH can contribute. But this requires a lot resources. The relation between opening up collections and the learning of the public is not clear. The idea is everyone can use the resources but that requires harvesting. Then wikipedia and google is more easy. But Rijksstudio is easy to use by teachers in the class. Then also the message can be: these resources don't end up in Rijksstudio without effort and stewardship.

Maybe heritage institutions should target teachers, less about the content but more about general skills necessary to make them available and use them sensible. Getting an open attitude within CH demands a shift by management, supported by government regulations, eg. KPI's (not just site visits, digital/physical). Open initiatives at the moment even decreases the traditional KPI's. Then the question is: how to measure the impact of open, of site, content. Being on Europeana is not considered a KPI at the moment.

What about the shift in attitude for managements? What can the government do? Enforce by rules? Probably not. Better use good examples by peers. That's what the Rijksmuseum do. But approaches should be more standardised. Maybe use SPECTRUM? Government could target the bigger organisations to set an example. And use infrastructure like DEN and DISH!