Inspiring People project

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Aim and objectives

The aim of this presentation is to illustrate how among the essential management skills, **communication** is crucial for various positions and at different levels of a company, from top leadership to intermediate supervisors to first-level managers.

We will talk about this ability in relation to the introduction of a digital strategy at the National Portrait Gallery in London.

Learning outcomes

At the end of this presentation, you will be able to:

- Recognize the tasks of Digital Collection Curator

- Recognize the tasks of Online Community Manager

- Identify the most relevant initiatives of the *Inspiring People* project

- Understand the main principles that aim the digital strategy

- Analyze the current goals of an art gallery

Terms and keywords

Digital Strategy Group

It's the group responsible for the planning and the operative actions of the digital strategy of the Portrait National Gallery

Access

It's one of the main principles of the digital strategy and it consists in the implementation of enabling use of the collections and related content

Understanding

It's one of the main principles of the digital strategy and it consists in the encouraging users participation and engagement

Sustainability

t's one of the main principles of the digital strategy and it consists in the ensuring of revenue streams to support the activities

Terms and keywords

Collection

To improve the digital collections and to establish a new relationship with the visitors, the Digital Collection Curator plans different actions

Engagement

This is the current focus of the museum: find new ways to improve the engagement of users

Online donation

Encouraging general and specific online donations is one of the initiatives that support the sustainability of the gallery

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The strategy of the National Portrait Gallery

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Co-funded by the
Erasmus+ Programme
of the European Union

Introduction

In 2016 The National Portrait Gallery decided that in 4 years it would have introduced a strong digital strategy to get better his positioning.

Among the aims, there is the will of opening **access** to its remarkable digital collection by adopting a creative and inclusive approach, capable of accommodating the widest possible audience and fostering national and international collaborations.

This digital strategy is the project called "***Inspiring people***".
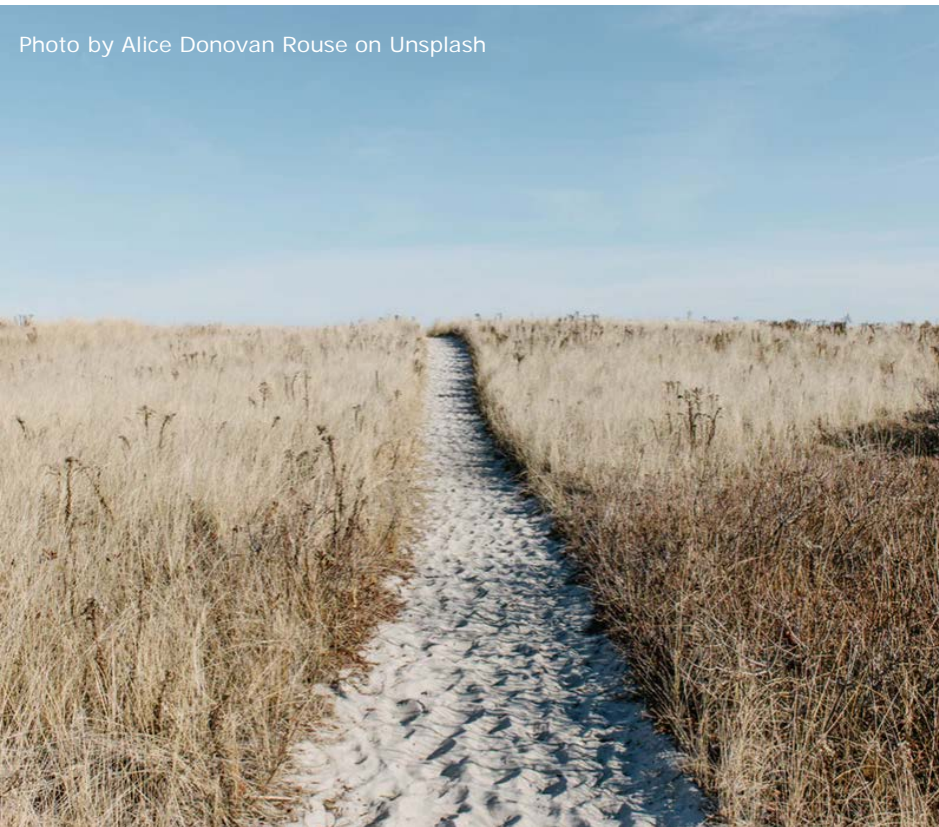
The Digital Strategy Group

What does it mean to introduce a digital strategy? And who is **responsible** for the global decision?

The digital strategy of an organization must go together with its global strategy, affecting different departments from the communication, web, and marketing, until education and conservation.

In some institutions, there is a specific person who leads the digital strategy but in this case, the so-called **Digital Strategy Group** is responsible for the process. It has been able to use digital tools to transform how gallery communicates and delivers services to its audience.

The three principles

Photo by Alice Donovan Rouse on Unsplash

Digital Collection Curator and Online Community Manager took part in the group.

They developed the guidelines of the digital strategy whose main principles are:

- **Access:** to enable use of the collections and related content
- **Understanding:** to encourage users participation and engagement
- **Sustainability:** to ensure revenue streams to support the activities

The role of technology

Advances in technology during the last few years have prompted a lot of **changes** both in society than in the management of institutions. Which could be the help of technology in cultural institutions? The **possibilities** seem to be endless: involving users in defining the programming of activities, promoting financial contribution via crowdfunding, introducing activities that allow visitors to interact with museums and with other users in real-time, sharing content and creations, and so on.

In the following slides, we will see in details, how some figures of the Digital Strategy Group have used this digital potentiality.
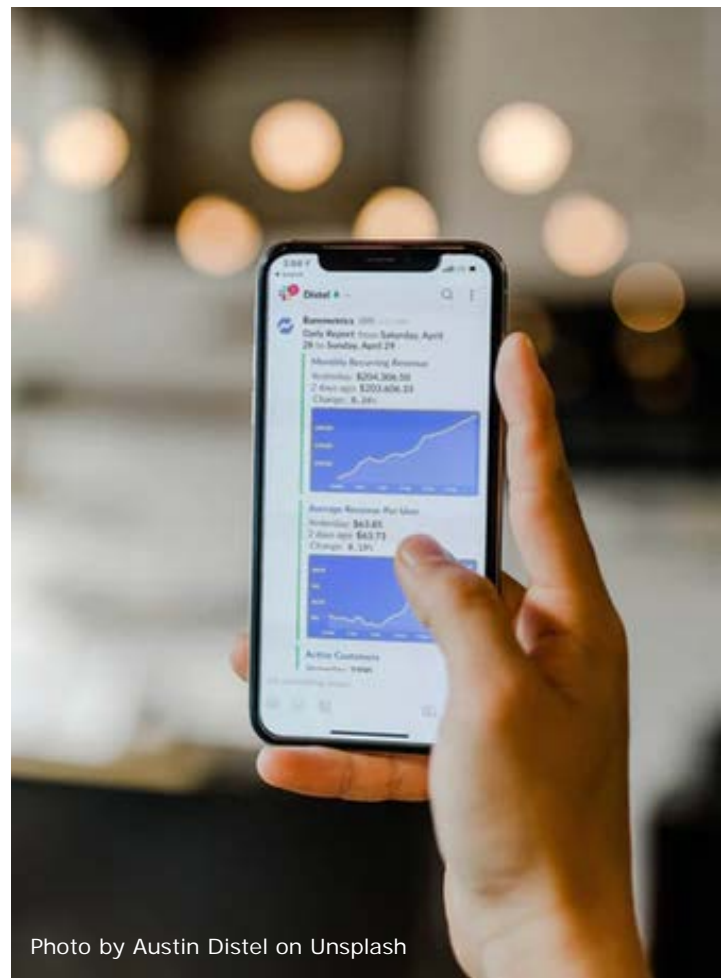
Photo by Austin Distel on Unsplash

The specific actions

Let's give a look at the main **activities** made by the Digital Collection Curators.

- They exhibit the collection's greatest assets to engage the audience, convey a message and **inspire** actions
- They develop a strategy that defines how content should be **organized,** positioned, and made relevant, to evoke a response from users
- Using accurate and standardized descriptions, they make collections **easier to find** by users, helping the museum to differentiate in the marketplace
- They communicate insights and they extend general knowledge to build trusting **relationships** with the community
- They enrich the navigation experience adding a combination of keywords to create connection to pieces in a collection

Digital Collection Curators/2

- They promote the **collection** through other portals, channels or platforms
- They stop investment in microsites unless they have a specific short-term strategic partnership objective or audience focus.
- They continue to look for low-cost ways of repurposing the Art Gallery content into free apps to add value around the gallery visit.

All of this means supporting the Art Gallery in transforming access to its collections.

To achieve this goal, **decision-making, motivating, planning** and **communication** appear as relevant management skills.

Just think that in striking a balance between different kinds of contents, Digital Collection Curators must **evaluate** user-generated content with editorial content produced by the museum's experts.

To support the museum's brand, they have to identify and choose those that can influence editorial programming.

Obviously, there is close cooperation with other departments, first of all with those who deal with the setting up of an online **community of users.**

This task belongs to the Online Community Managers.

Photo by Bekir Dönmez on Unsplash

Online Community Managers

How do built a user community? Some of the initiatives could be:

- Leading and **stimulating conversations** by proposing topics with the aim of make analysis about how visitors move through content
- Collecting feedback online to develop recurring trends and themes
- Identifying outline goals for getting people to **participate,** contribute, and become conversation drivers, giving responsibilities to community leaders and contributors.

Moreover, it becomes relevant to the planning of other actions to support the general **engagement** with audiences.

- Offering free Wi-fi so that visitors can share their experiences, sensations, etc..
- Encouraging the museum to incorporate its logo and URLs relating to its presence on social networks
- Using different languages to communicate on social media to involve more people
- Promoting the gallery program clearly and appealingly **onsite and online**
- Developing **narrative-based routes** into the collections and portraiture
- Providing a platform for the distribution of audio and video content
- Providing specially tailored content designed to increase access to **target** audiences (as children, families, schools and young people)

Sustainability's change

They also can support the Art Gallery in transforming **sustainability** through the following initiatives:

- Encouraging general and specific **online donations**
- Providing simple registration/payment processes for public art competitions
- Providing effective **booking and ticketing** for exhibitions and events
- Promoting the sale of a profitable range of **merchandise** through the online shop
- Offering simple print-on-demand services both onsite and online
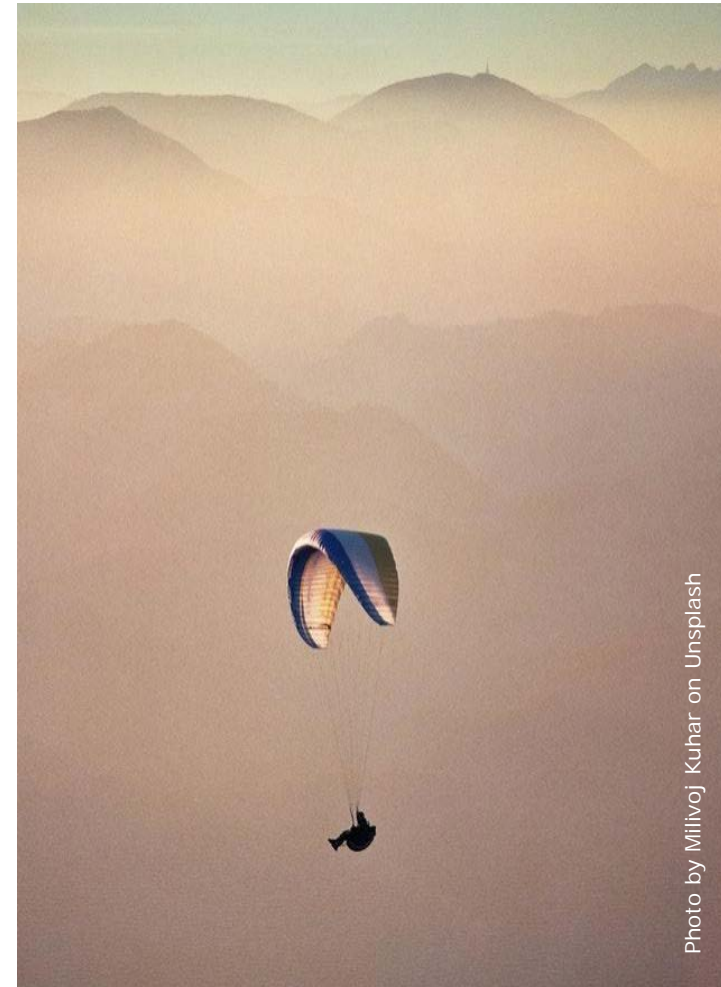- Assessing appropriate opportunities for developing digital products

Photo by Milivoj Kuhar on Unsplash

Conclusions

Nowadays many cultural institutions focus on enhancing visitor's experience meeting the **needs** of 21st century clients.

The National Portrait Gallery in London, by creating the *Inspiring People* project, wanted to find new solutions to appear more attractive to its public.

A lot of initiatives were been added in the new digital strategy and the **figures** more involved have been the one who is in charge of the handling of digital collection and who deals with the creation of an online community.

Now the museum is able to offer unique experiences according to the expectation of **digital age.**

"Without strategy, change is merely substitution, not evolution "

Glenn Llopis

Mu.SA Synopsis

This presentation was about the necessity of understanding the importance of some management skills, first of all of the communication, that is crucial for the introduction of a digital strategy at museums.

Now that you finished watching it, you should be able to:

- Recognize the tasks of Digital Collection Curator
- Recognize the tasks of Online Community Manager
- Identify the most relevant initiatives of the Inspiring People project
- Understand the main principles that aim the digital strategy
- Analyze the current goals of an art gallery

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Elisa Cruciani is the Project Manager of a no-profit organization and she is an educational specialist. Most of her time is spent in the creation of new solutions with the aim of help people to appreciate culture and recognize it as a value.

Her main goal is the personal empowerment both as individual and part of society.

She currently does researches in innovation and digital skills and thanks to the gamification approach she develops specific projects for young generations.

She has a background in History of Art and in Management of Cultural Heritage.

Thank you for your attention!

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Project Number: 575907-EEP-1-2016-1-EL-EPPKA2-SSA

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