













<b>Practice</b>	<b>Museum Sector Alliance – Mu.SA</b>
<b>Source/Link</b>	<a href="http://www.project-musa.eu/">http://www.project-musa.eu/</a>
<b>Country/region/city</b>	 <a href="#">Hellenic Open University, DAISy Research Group (Coordinator)</a>  <a href="#">Melting Pro Learning</a>  <a href="#">ICOM Portugal</a>  <a href="#">Link Campus University</a>  <a href="#">National Organization for the Certification of Qualifications and Vocational Guidance</a>  <a href="#">Symbola – Foundation for Italian Qualities</a>  <a href="#">University of Porto</a>  <a href="#">Institute of Vocational Training AKMI</a>  <a href="#">Istituto Beni Culturali</a>  <a href="#">ICOM Greece</a>  <a href="#">Culture Action Europe</a>  <a href="#">Mapas das Ideias</a>
<b>Time frame</b>	1/11/2016 – 30/4/2020
<b>Sector</b>	<input type="checkbox"/> VET <input type="checkbox"/> School education <input type="checkbox"/> Higher education <input checked="" type="checkbox"/> Continuing vocational training <input type="checkbox"/> Other (spec. _____)
<b>Target group</b>	Project outputs directly benefit museum professionals, unemployed, museum experts, trainers in the cultural sector, as well as the museums themselves. Indirectly, the project contributes to raising the quality of life of the general public, by enabling museums to offer enhanced cultural experiences.
<b>Short description</b>	The project aimed to address the increasing disconnection between formal education and training and the world of work because of the emergence of new job roles due to the quickening pace of the adoption of ICT in the museum sector. Mu.SA addresses directly the shortage of digital and transferrable skills identified in the museum sector and supports the continuous professional development of museum professionals.
<b>Methodologies and animation techniques used</b>	A set of emerging job role profiles were composed from the competences identified by the analysis of needs and training offers. For each of them, a modular VET curriculum was designed, applying a specific VET methodology based on learning outcomes and principles of adult education that realizes new approaches to education and competence development that capitalize on the full potential of various learning settings. European instruments (EQF, ECVET, EQAVET and DigComp) were applied improving transparency and

	recognition of qualifications, validation of non-formal and informal learning and lifelong guidance. Job role profiles were mapped to ESCO and eCF, and after their evaluation to NQFs of the participating countries.
<b>Digital solutions used</b>	The pilot training programme consisted by learning objectives so to be provided: a Massive Open Online Course through the e-learning platform ( <a href="https://mooc.cti.gr/musa_mooc.html">https://mooc.cti.gr/musa_mooc.html</a> ).
<b>Contents/issues on which methodologies and animation techniques are applied</b>	Methodologies and policies: Methodology and Handbooks based on learning outcomes and principles of adult education for realising modular high-quality VET curricula in the Museum sector, new approaches to education and competence development that capitalise on the full potential of various learning settings, procedures to validate the non-formal, informal, and prior learning in the museum sector, policies for mapping VET curricula to EQF and NQFs of the participating countries. A methodology for creating a video was shared with the partnership.
<b>Technical equipment</b>	<ul style="list-style-type: none"> <li>o The e-learning <b>platform</b> of MOOC designed and developed especially for the Mu.SA course “Essential Skills for Museum Professionals”</li> <li>o The e-learning <b>platform</b> of Specialisation Courses designed and developed especially for the Mu.SA course four profiles:</li> </ul> <p>Digital Strategy Manager Digital Collections Curator Digital Interactive Experience Developer Online Community Manager (4 courses – one per profile)</p> <p><b>All platforms, developed in Moodle</b>, by Hellenic Open University, were including:</p> <ul style="list-style-type: none"> <li>o Presentations</li> <li>o Videos (self-produced) with subtitles in 4 languages (EN, EL, IT, PT)</li> <li>o interactive (self-assessment) quizzes</li> <li>o practical assignments/activities through platform</li> <li>o forum (a) in platform</li> <li>o communication with Tutors, through platform</li> </ul> <p>Dissemination and communication channels: <a href="#">website</a>, <a href="#">YouTube</a>, <a href="#">Facebook</a>, <a href="#">Twitter</a>.</p>
<b>Experiences, findings, results, lessons learnt</b> (Project internal view)	<p>The Mu.SA project resulted to a plethora of results which are visible and accessible through the website:</p> <p><b>Identification of emerging roles of museum professionals</b></p> <p>R2.1 Mapping the skills supply and demand of the Museum Sector R2.2 Emerging Job Profile for museum professionals</p> <p><b>Design and development of training methodologies and contents</b></p> <p>R3.1 Modular VET Curricula R3.2 Methodology for realising VET curricula</p> <p><b>Handbook of the 4 role profiles</b></p> <p>R3.3 – Digital Strategy Manager Handbook R3.3 – Digital Collections Curator_Handbook R3.3 – Digital Interactive Experience Developer_Handbook</p>

### R3.3 – Online Community Manager\_Handbook

#### **Piloting the MOOC**

R4.1 MOOC Public

#### **Piloting the Specialisation course**

R5.1 Online training and collaboration platform public

R5.2 Specialisation Training Course

#### **Evaluation**

R6.2 Report on procedures to validate the non-formal, informal and prior learning in the museum sector

#### **Dissemination & Exploitation in Mu.SA**

R7.1 Musa website public

R7.2 Printed Dissemination Material

R7.3 Online Dissemination Material

R7.4 Other Dissemination Material

R7.5 Communities of practice

R7.6 Dissemination and awareness raising events

R7.8 Mu.SA Final Conference

#### **Papers**

R2.3 Paper on the training needs in digital and transferable competences in the museum sector

R3.4 OERs

R3.5 Paper on the training approach and methodology

R3.6 Paper on the VET curricula

R5.6 Paper on the training platform

R6.3 Paper on training museum professionals using the MOOC

R6.4 Paper on training museum professionals using the specialisation course

R6.5 Paper on training museum professionals using the work-based learning

Mu.SA project partners designed and developed online educational material for the Museum Professionals; on the website of Mu.SA are available, open to all selected material of Open Educational Resources developed by partnership for digital competences, for both the MOOC and the Specialisation courses, one course per Role Profile: there a listed twenty (20) transferable and twenty two (22) digital skills' material (<http://www.project-musa.eu/results/oers/>)

#### **Lessons learnt:**

- know the process of MOOCs development: have guidelines to develop course content, material preparation, video content production, and the course management after production.
- know how to build an open, learning platform in Moodle
- Know how to create online learning material of high quality
- know how to facilitate the study in distance learning platform
- know how to activate the online world community
- know how to increase participation in collaboration fora

	<ul style="list-style-type: none"> <li>• know how to guide the Tutors/ Trainers/ facilitators in monitoring/ facilitating the learning process</li> <li>• have guidelines in evaluation forms of e-learning process/ usability of platform.</li> <li>• have methodologies in realising VET curricula</li> <li>• Know how to train professionals in the sector</li> <li>• know how to facilitate a MOOC with over 5.000 participants worldwide</li> <li>• know how to build up and provide work- based learning.</li> </ul>
<p><b>Strengthen</b></p>	<ul style="list-style-type: none"> <li>- Mu.SA project was a success story and innovative in the sector.</li> <li>- Attracted 5.500 learners from all over the world (MOOC).</li> <li>- Mu.SA was promoted and disseminated in several events and Conferences at local, national and International level (like 25th ICOM General Conference in Kyoto, Japan/ 10th International Conference in Information, Intelligence, Systems and Applications (IISA2019), University of Patras, Greece/</li> <li>- Mu.SA has been included in the DigComp User Guide (2018) as one of the 38 existing inspiring practices of DigComp implementations</li> <li>- Mu.SA has been selected as one of the 9 best cases that use DigComp for employment.</li> <li>- Mu.SA has been proposed as Good Practice under the Initiative 8 – Heritage-related skills – Component 3: Opportunities for cultural heritage professionals by European Commission.</li> <li>- Mu.SA has available a plethora of deliverables and learning materials in website.</li> <li>- Based on the willingness of the learners (expressed in the fora in platform), to be part of a community, the consortium organized a special brainstorming session on the Communities of Practice. <u>MICA project</u> aims to create a practical community of self professional education and self lifelong learning for Heritage professionals. The primary target group includes participants and partners of eCult Skills (Lifelong Learning Programme – Leonardo da Vinci 2013/2015) and Mu.SA Museum Sector Alliance (Erasmus+/ Sector Skills Alliances 2017/2019). MICA – Mu.SA International Community Activators is a European project created by professionals for professionals in cultural fields to vitalize culture practices and restore centrality to cultural work through networking and peer learning approach.</li> <li>The partnership that has jointly conceived and created M.I.C.A. groups five organisations from Italy, Greece and Portugal: Cultura REPublic ETS, Melting Pro, Hellenic Open University, Universidade do Porto and Mapa de Ideias.</li> </ul>
<p><b>Weaknesses</b></p>	<p>After the end of Mu.SA (in 2020), the partnership has not re-opened the platform to provide the Online course, despite the demand of the professionals to participate in it.</p> <p>Not many synergies have been created after the end of the Mu.SA project.</p>
<p><b>Other relevant information</b></p>	<p><i>„The pandemic demonstrated the importance of digital engagement and the increase of the digital literacy of museum professionals, underlining the necessity for developing digital competences. As a result, the Mu.SA - Museum Sector Alliance (2016-2020) project proved to be more relevant and important than ever, supporting the museum professionals so to face the digital challenges, raised during the pandemic.“</i> (from the Book entitled The Future</p>

	<p>of Museum Professionals in the Digital Era The Success Story of Mu.SA, available <a href="#">online</a>).</p>
<p><b>Comments</b></p>	<ul style="list-style-type: none"> <li>- Digital competence is one of the eight key competences for lifelong learning identified by the European Union and Mu.SA project develops modular online courses on digital competences and 21st century skills, up-skilling the museum professionals.</li> <li>- Methodology of design and developing content has been created and applied for the project, based on the European Quality Assurance in Vocational Education and Training (EQAVET) principles.</li> <li>- Standards: application of ECVET to facilitate recognition of learning and mobility, quality assurance in the VET curriculum using EQAVET, contribution to a European standard for learning outcomes and to ESCO, adoption of e-CF, mapping VET curricula to EQF and NQFs of the participating countries.</li> <li>- UpDATE project can take into consideration relevant publications and methodologies/ standards used in Mu.SA like methodology of design and developing online content has been created and applied for the project, based on the European Quality Assurance in Vocational Education and Training (EQAVET) principles and share the experience from the Task Training the trainers. Along with the piloting phase of the Specialization Course, the Mu.SA team designed a 3-phase training aiming at all participants of the Course. More specifically, short training courses for the trainers, trainees and employers (museum &amp; cultural organisation representatives) were designed and implemented, as crucial elements for the success of the Mu.SA pilot phase.</li> <li>- In the UpDATE project can be provided the Mu.SA Open Educational Resources (available in EN, IT, GR, PT), where 22 digital competences and 20 transversal competences developed.</li> </ul>
<p><b>A contribution by</b></p>	<p>DAISSy research group – Hellenic Open University (Greece)</p>