MOI

MUSEUMS OF IMPACT

ENABLER MODULE:
How we embed digital into services and processes – Digital engagement
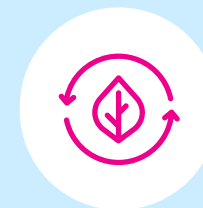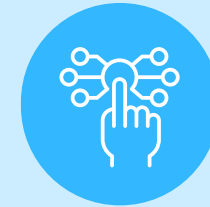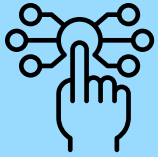
INTRODUCTION

An increasing amount of audience interest, interaction and activity is generated on different online platforms today. The digital dimension offers endless opportunities for museums to create content, encounters, and interaction, to provide channels for participation, and to guide those interested in specific information. Digitalisation is an opportunity for museums to extensively address different communities and audiences and thereby scale and strengthen their impact. To this end, we should approach the digital dimension as a strategic resource. Digital should be a transversal tool and part of all activities in museums. For increased impact, the digital offer should be planned to reflect the needs of audiences and to provide wide access to our shared heritage resources. Opening up information and expanding the museum space to digital environments also requires sufficient capacity and expertise on the topic in the organisation and its networks.

MUSEUMS OF IMPACT

❗ How to use the MOI framework

Discuss and evaluate the statements found in this module. Each statement is evaluated on a scale from 1 to 5 depending on the performance of the museum.

Scale: ➘ ① ② ③ ④ ⑤

⑤ Realised extremely well:
The matter works in practice, it is being evaluated and developed, and it is a particular strength as far as operations are concerned

④ Realised well:
The matter works well in practice, and it is being evaluated and developed

③ Realised satisfactorily:
The matter is being implemented, but it has not been evaluated or developed

② Realised below average:
The matter is under discussion and will be developed, but there is not any proof of its existence yet

① Realised extremely poorly:
There is no proof of the existence of the matter, and it has not been discussed

If the question is irrelevant from the museum's point of view, there is no need to answer. This can be done by choosing the **skip-arrow**. ➘

The following steps might be helpful in the formation of a joint view:

○ The issues that are central in the evaluation process are identified. At the same time, the issues that are agreed upon and not agreed upon are identified.The most important observations and remarks are registered.

○ The main differences are discussed.

○ The goal is to form a joint view on the issue under evaluation.

Mutual understanding must always be based on concrete evidence from operations and the results achieved through operations. If it is difficult to form a clear view on the matter, the scale value 3 should not be used as a compromise. Rather, the issue in question should be examined in the light of the values of the scale (for example, 2 - the issue is under discussion and will be developed, but there isn't any proof for its existence yet), and considered from the point of view of the museum's current performance level.

For some questions, the descriptions on the scale may not be suitable and the evaluators will have to adapt to the scale.

There is a text field at the end of each evaluation theme. The most important observations and arguments regarding the evaluation answers can be recorded in this field.

❗ **You can use the Tab and arrow keys** *to navigate through the statements and their assesment scales in the document. The document is designed to be accessible on screen readers.*

❗ **We recommend turning off Field highlighting** *in your PDF reader to see the PDF forms as intended.*

In Adobe Acrobat:
Go to Preferences > Forms > Highlight color. Untick the box «Show border hover color for the fields.»
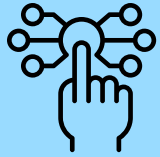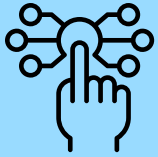
SOCIETY AND STRATEGIC CHOICES

Are we addressing the digital dimension strategically?

1. We have embraced digital as a democratic and participatory platform.

2. We monitor the rapidly changing digital environment regularly.

3. We have a strategy for how we want to advance in the digital dimension that reflects our impact goals.

Discussion notes:

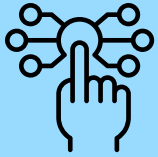**How we embed digital into services and processes – Digital engagement**

ORGANISATION AND PROCESSES

Are our processes considered from the point of view of digital dimension?

4. Digital is considered transversally and strategically in all of our processes.

5. We rethink our services and processes when going digital, instead of merely converting analogue processes into a digital format.

Discussion notes:

How we embed digital into services and processes – Digital engagement

AUDIENCES, COMMUNITIES, AND ENGAGEMENT

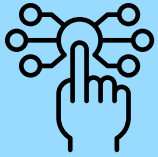**How we embed digital into services and processes – Digital engagement**

Is our digital engagement responding to audience needs and expectations?

6. We have a digital engagement plan, with definitions of what is meant by engagement and how it is achieved.

7. Our digital engagement activities are sensitive to audience needs and developed through dialogue.

8. We build, interact with and support online communities that are central to our impact goals.

Discussion notes:

OPENING AND SHARING OF CONTENT

How we embed digital into services and processes – Digital engagement

Are we opening up and sharing our digital content widely enough?

9. We have a clear understanding of the conditions under which digital access can be provided, and regularly review our policies.

10. We allow maximum access to our heritage content, in line with our impact goals.

11. We work with different communities and networks to develop and enrich our digital content.

12. We take active steps to ensure that our digital content resources are findable, accessible, interoperable and reusable.

Discussion notes:

How we embed digital into services and processes – Digital engagement

COMPETENCES

Do we have the competences to work with the digital dimension?

13. We ensure that our staff have the necessary competences for working with the digital domain, and these competences are regularly updated.

14. We ensure that competences in digital engagement and digitalisation are transversal in all activities across the organisation.

15. We develop our competences in the digital domain through partnerships and networks.

Discussion notes:

SUMMARY

You have now gone through the module **Digital engagement**.

Based on the observations and discussions, you probably have identified strengths, as well as areas to develop further.

You can record most relevant development objectives and notes here. These notes will serve as the first step on your museums' development path.

Discuss and evaluate the following statements:

What are the strengths of our museum concerning digital engagement, and how do we reinforce them further?

What do we need to improve?