
Musetech: An Ideal Syllabus

Workshop with Greg Albers & Kathryn Cody
#MCN2017-F2 @geealbers @kcody bit.ly/musetech-syllabus

Call for input—the question

What key digital skills and literacies should form a common vocabulary among our staffs at all levels—including collections specialists, content producers and developers, and leadership—in order to drive digital transformation in our institutions?

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Over 50 responses!

Today ...

- Review the categories as we broke them out
- Dot vote on our favorites
- Break into small groups to discuss further
- Come back together and share

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Critical Thinking in the Face of Relentless Change

- “Listening, researching, distilling, discarding”
- “what's possible and what isn't (and for what budgets) with today's technologies”
- “An ability to keep up with technological change - not necessarily always doing something new
- “a clear recognition of the conceptual impact of a technological world”

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Communicating to Our Audiences

- “knowing the appropriate balance of information and visual aesthetics”
- “narrating on the web”
- “An understanding of how to communicate to different audiences”
- “capacity to match media form (digitally driven) with messages”

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Communicating to Each Other

- “persuasive writing and speaking”
- “Technical writing. It doesn't matter if you can *do* the work if nobody can understand what it is that you're doing!”
- “Ability to communicate clearly about the significance and other attributes of digital matters with colleagues and other people unfamiliar with digital matters.”

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Creating, Manipulating and Managing Digital Images

- “An ability / willingness to capture content on a variety of devices (i.e., mobile or camera). Having the ability to capture content can lead to developing other skills”
- “This one's basic: an understanding of some of the fundamentals of digital imaging. How resolution works, how to crop an image, JPG vs. TIF, RGB vs. CMYK. Almost everyone in a museum, whether you're directly involved in digital initiatives or not, touches images at some point.”
- “Imaging formats and technologies”

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Copyright, Licensing and Open Source

- “Copyright law! So many museum staff fail to understand even the most basic aspects of this and it impacts everyone at the museum.”
- “knowledge about open source strategies and how to maintain open source licensed software”
- “Copyright fundamentals, copyright management”

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Databases

- “a brief training on database structure can go a long way in helping non-technical users understand new technologies.”
- “Basic database concepts, such as consistency and no special characters.”
- “Relational databases.”

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Data Management

- “Appreciation for the value of having maximally clean data/content “
- “data protection and privacy”
- “data analysis and insights”
- “metadata standards”

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Digital Fundamentals, or Everyday Tech

- “Basic computer skills - including a good understanding of packages such as Microsoft Office (or similar) - as well as things like basic shortcuts i.e. ctrl + C, to increase efficiency”
- “Support for using everyday technological tools”
- “File Naming and file types”

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Digital Advocacy, or Everyone Tech

- “advocacy to staff and audiences”
- “ Having staff who champion digital skills is important.”
- “De-technologize and de-compartmentalize 'technology work' within GLAMs”
- “Include digital in all your work - don't separate it out!”

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Outcome- and User-focused Development

- “To address problems from a requirements basis rather than a solution basis.”
- “Transformation happens by changing outcomes, not products. Start with what you want the outcomes to be and try to work backwards.”
- “defining audience/creating personas”
- “Design Thinking, of course! :)”

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Agile Methodology and Project Management

- “Agile methodology - including agile management practices”
- “an agile workflow for certain projects---embracing the process of creating small projects with clearly stated goals, testing them, getting feedback, adapting to feedback through an iterative process.”
- “Project management -- we don't have to be the experts, but we need to be able to manage experts.”

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UX

- “UX”
- “usability (see Steve Krug's work)”
- “specialized UX designers--digital experience curators”
- “UX basics”

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Web

- “web publishing basics”
- “basic knowledge of current web technologies”
- “HTML”
- “web design”

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Other topics to consider?

- SEO & Analytics
- Social
- Mobile & Apps
- Content Knowledge
- Content Strategy
- Community Engagement
- Accessibility
- Tools

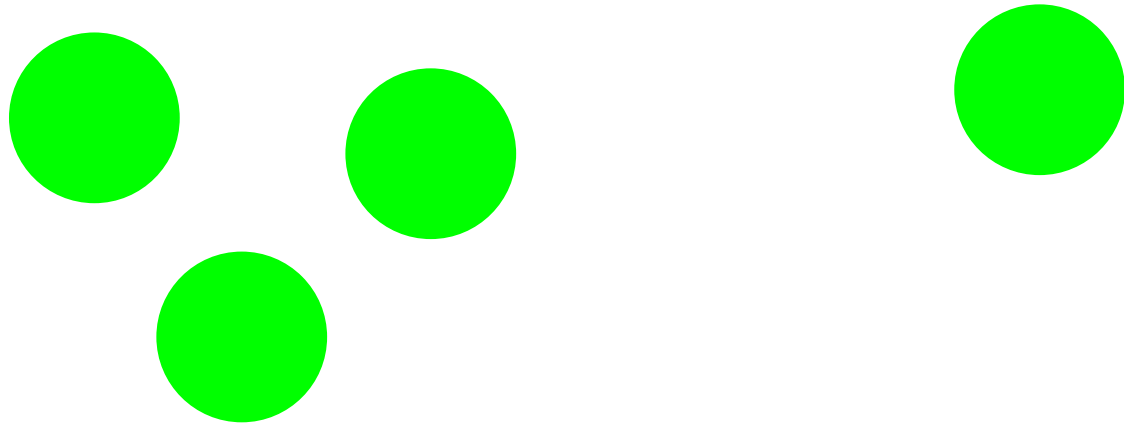
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Dot Voting!



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Discussion

1. What are the three most important things that you wish your colleagues knew about this topic?
2. How did *you* learn about this topic?
3. Where would you point people to learn more about this topic?

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Discussion Results

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Next steps

- Compile the results of today's discussion
- Keep in touch, keep the conversation going & keep the syllabus growing

What else would you like to see happen?

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