# MuSA

museum sector alliance

The Mu.SA Museum Sector Alliance project supports cultural sector and museum professionals in their digital transformation journey

**what is**

# Mu.SA?

The digital shift is a challenging reality for museums. Sharing collections, space and creating connections with new audiences is modernising how these cultural institutions work. As the centrality of the public is becoming more important, the experiences that museums offer visitors, both on-site and on-line, become the core of their cultural offerings.

This shift in the organisation of museums' work requires the appropriate skills, knowledge and attitudes, that is, competences. The project "Mu. SA: Museum Sector Alliance" supports museum professionals in their digital transformation journey. Mu.SA addresses the shortage of digital and transferable competences in the museum sector and supports the continuous professional development of museum personnel.

The Mu.SA project was designed to develop digital and transferable tools for museum professionals to become more resilient, assist them in increasing their creativity and efficiency and acquiring career-related competences. During this pilot phase, four emerging job roles and profiles related to digitalisation in museums were identified for this purpose, in three different countries - Greece, Italy and Portugal. Mu.SA then developed a modular training program for museum workers, combining a Massive Open Online Course (MOOC) with four specialisation courses (one per role profile) of blended character, including e-learning, face-to-face and work-based learning activities.

The project uses both the European Frameworks e-CF and of DigComp, adapting digital competences to the needs of the museum sector. The Mu.SA MOOC addresses 17 digital competences (8 e-CF and 9 DigComp) and the blended learning covers a set of 21 e-CF and 6 DigComp competences in all four Specialisation Courses, as well as the transversal (21st century) competences. .

Mu.SA has been included in the DigComp User Guide (2018) as one of the 38 existing inspiring practices of DigComp implementation and selected as one of the 9 best cases that use DigComp for employment. The project has also been proposed as Good Practice under the Initiative 8 - Heritage-related skills - Component 3: Opportunities for cultural heritage professionals, by the European Commission.

**what**
**we**
**do?**

# Project timeline

**Essential Digital Skills for Museum Professionals | Mu.SA Massive Open Online Course (MOOC)**
[January 2019 – March 2019]
5000 learners registered for the MOOC
and over 1000 got certified

**Specialisation Course
and Work-based Learning
(Greece, Italy & Portugal)**
[September 2019 – March 2020]
Over 120 learners joined the specialisation course

**Identification of emerging job roles
in the museum sector**
[November 2016 – September 2017]
Four job-role profiles have been identified

**Final conference to share
the outcomes of the project**
[April 2020]
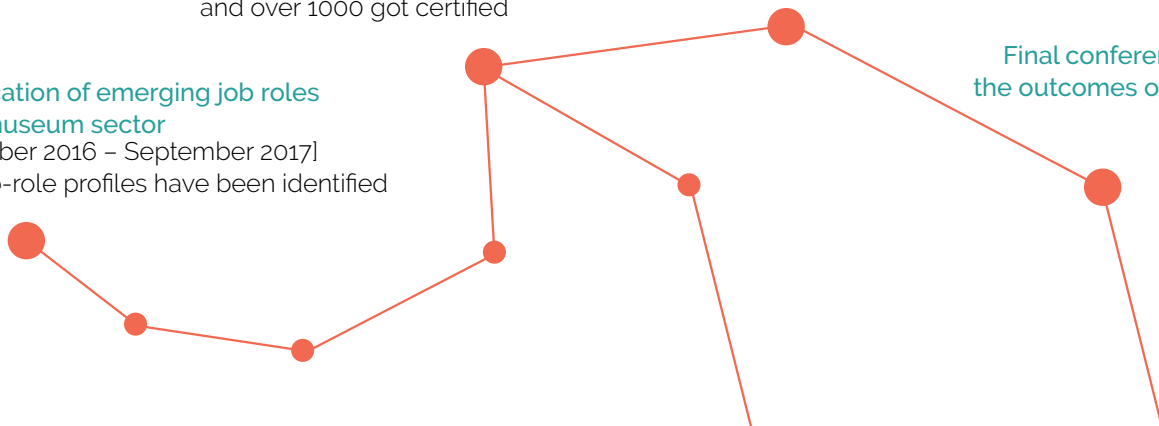
# Ten steps for a
# digital transformation
## in museums



**1.** Develop strong leadership to support a mental shift for rethinking existing processes in digital terms

**2.** Build digital confidence for the whole staff of a museum

**3.** Support continuing professional development regarding new technology

**4.** Understand needs of audiences for implementing meaningful experiences

**5.** Develop soft skills as well as specific digital skills

**6.** Learn from peers and from the audiences

**7.** Support digitisation of museum collections and archives

**8.** Make changes towards open approaches

**9.** Develop a safe space to experiment and fail through a trial and error process

**10.** Improve internal and external collaboration
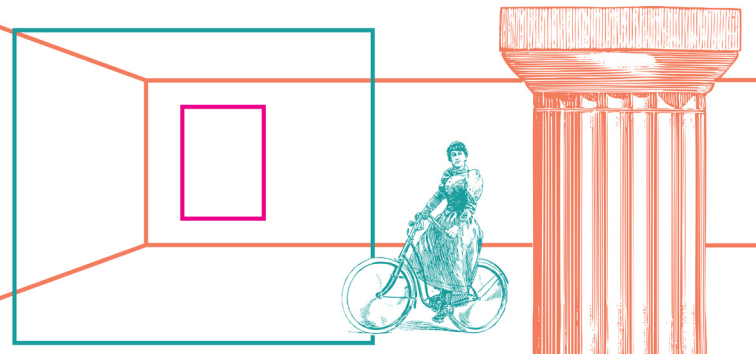
**who**
**we**
**are**?

The Mu.SA consortium consists of eleven partners from Greece, Italy and Portugal and one European network, coordinated by the Hellenic Open University (HOU). Together we represent museum organisations, museum professionals, VET providers universities, advocates and companies specialised in training of museum professionals and cultural managers.

**Find us**
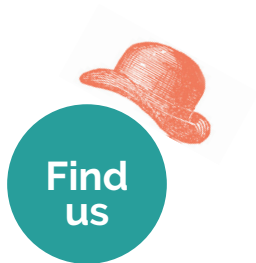
**Web:** www.project-musa.eu
**Facebook**: /MuseumSectorAlliance

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