

# EUROPEANA EDUCATION COMMUNITY WORK PLAN

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# 1. EXECUTIVE SUMMARY

In 2021, the Europeana Education Community will follow up with its regular activities to strengthen the connection between cultural heritage and educational sectors. To get a deeper understanding of the needs of educators in regards to the use of digital cultural heritage, the community will share information and best practices, facilitate collaborations at the intersection of CHI and education, promote the Europeana initiative at events and engage with new members.

The Steering Group's main activities will be around the approval, supervision and results' validation of a Task Force on how to improve the use of A&V content in education, the organization of an annual event (giving continuity to the success of [Connecting. Formal and Informal Workshop](#) on 27-28 August 2020), promoting Europeana resources and activities for education (new MOOC in March 2021 and Europeana Ambassadors activities during the school year) and seek collaboration with a new educational network.

## 2. STEERING GROUP MEMBERS

### Chair:

- Altheo Valentini, European Grants International Academy, Italy

### Co-Chairs:

- Loa Kristjánsdóttir, EuroClio, Iceland
- Margherita Sani, Project manager, Institute for Cultural Heritage Region Emilia Romagna, Italy

### Manager:

- Isabel Crespo, Business Development Coordinator Education, Europeana Foundation, Netherlands

### Other steering group members:

- Frederik Truyen, Prof. dr. Faculty of Arts, KU Leuven, Belgium
- Dr. Ping Kong, Heritage & Education Consulting GmbH, Germany
- Marco Streefkerk, Information manager, Anne Frank Museum, Netherlands
- Alan Kristian Riedel, Audience Management, Deutsche Digitale Bibliothek, Germany

# 3. VISION STATEMENT

*This community brings together all those who believe that Europe's digital cultural heritage has an important role to play in education, and want to work to embed digital cultural data in both formal and informal education to foster innovation.*

This Community aims to strengthen the connection between cultural heritage and educational sectors to mutual benefit. More specifically, it will work towards the following goals:

- Get a deeper understanding of the needs of educators where it concerns their use of digital cultural heritage
- Reach out to CHI professionals for education
- Mainstream the use of digital culture in education through pan-European edu and Cultural heritage networks such as EuroCLIO, European Schoolnet, NEMO, the Network of European Museum Organisations or Photoconsortium. We will also explore collaborations with ICOM CECA, EADTU, International Council of Museums Committee for Education and Cultural Action, European Museum Academy, Bundesverband Museumspädagogik, Germany, GEM – The Voice of Heritage Learning, UK, Pedaali - The Finnish Association for Museum Education, ALL DIGITAL and EPALE.

Its members will:

- Share information and best practices
- Jointly work on issues of common interest
- Facilitate collaborations at the intersection of CH and education
- Explore collaboration with aggregators for national outreach
- Promote the initiative in events and engage with new potential members

**\*1,374 members (baseline December 2020)**

# 4. TERMS OF REFERENCE

- Anyone interested in the Europeana Network Association can join
- Anyone else can join (but needs to sign up to the ENA)
- This community is governed by a chair, two co-chairs and a manager (from the Europeana Foundation)

# 5. MAIN ACTIVITIES 2021

- Set a new Steering Group
- Task Force on how to improve the use of A&V material for education
- Organize at least one workshop -online or (if possible) physical- for CHI educators and teachers using Europeana to share best practices and receive training. We aim to have a second edition of [Connecting formal and informal education workshop](#) or alternatively a workshop with students of the MA Cultural Studies in Leuven.
- Spread the news about Europeana resources for education in the member's network through events and face to face conversations
- Promote Europeana resources and activities for education (e.g. Europeana Classroom, new MOOC in March, Europeana Ambassadors activities, Historiana)
- Write articles for PRO about best practices and case studies (or invite other experts)
- Post and share best practices in the Europeana Education Facebook group (focused on teachers), LinkedIn group (open to all professionals on education) and mailing list (all ENA Education members).
- Approach a youth association (e.g. ESACH) in the initiative to understand young people requirements to use digital culture heritage and at least one of the educational networks mentioned above (ICOM CECA, EADTU, International Council of Museums Committee for Education and Cultural Action, European Museum Academy, Bundesverband Museumspädagogik, Germany, GEM – The Voice of Heritage Learning, UK, Pedaali - The Finnish



Association for Museum Education, ALL DIGITAL and EPALE).

- If the opportunity arises, help to translate into the national languages of the community members some resources (e.g. new educational products or resources)

# 6. COMMUNICATION CHANNELS

- [LinkedIn group](#)
- [Facebook Group](#)
- [Basecamp group](#) (only for the steering group)
- [Mailing list](#) for community updates and specific calls to action

# 7. COMMUNITY PRO PAGE

The community page will be updated in a consistent way with the other communities' pages. It will feature a short community introduction, the current community board as well as the latest blogs related to educational use of digital cultural data.

## 8. RESOURCES

In 2021, the SG would like to plan a physical or virtual meeting combined with the workshop and run a Task Force. A preliminary budget forecast has been foreseen.

# 9. COMMUNITY ENGAGEMENT

## REGULAR ACTIVITIES

- Community growth & profiling
  - Identify potential community members within ENA and/or outside the network (e.g. through members' local communities)
  - Identify and better understand the motivations and needs of the community members - using our mailing list - potentially also targeting more specific audiences through other means
  - Every year link to at least one major network (in 2020 we established conversations and collaborations with NEMO)
- Outreach
  - Further development of Europeana Classroom
  - Collect and showcase case studies of reuse of digital cultural data in education provided by the community members
  - Facilitate connections between Europeana and educational players and stakeholders as well as between community members
  - Invite to workshops and / or webinar bringing together CHI and educational professionals to learn from and about each other
  - Collaboration and follow-up of the Europeana respective communities to explore crossover activities or actions in regards to education

- Advocacy & Awareness raising
  - (For community members) Advocate for improvement of the cultural heritage data for educational purposes in their CHIs
  - Present community developments and achievements at the Europeana annual conference and other relevant forums
  - Task Forces and participation in Working Groups
- Admin & Operational
  - Regular communication with the steering group on Basecamp
  - Regular online meetings with the steering group - normally every two months
  - Moderation of the mailing list
  - Bimonthly report to the MB
  - Annual report and Working plan (at the end of the year)

# 10. CHANGES

(Overall: a growing and active community)

- Deep understanding of the needs of educators with regard to reuse of digital cultural data - both teachers in formal education as well as educators in CHI's
- Educators digital skills up-scaling: use of existing tools (Europeana Classroom, Historiana) that can enhance teaching with digital sources in the classroom or the CHIs online educational activities
- Better awareness of the value of digital cultural data in education - showcase examples on how Europeana can complement existing schoolbook content and curricula
- For CHI professionals within the community: advocate internally to make CHI content available for educational purposes (i.e. licensing conditions) and showcase of best practices

# 11. PERFORMANCE INDICATOR

- Community growth:
  - Minimum 20% increase of ENA Education community members by the end of 2021
- Outreach:
  - Organisation of one event (physical or online): the second edition of Connecting formal and informal education workshop or, alternatively, a workshop with students of the MA Cultural Studies in Leuven.
  - Establishing a liaison with a Europe-wide stakeholder community
- Advocacy:
  - Task Force on A&V material in education completed and White Paper published
- Admin:
  - Two-monthly meetings with the SG, periodic reports to the MBs, Annual report and Working Plan



# 12. BUDGET

Activity	Cost
Connecting Formal and Informal Workshop 2021 (in case it will be physical)	
>> Organisation, lunch, props	800
>> Travel for SG members (6 * 300)	1,800
Task Force	5,000
Mailing list	70
<b>Total</b>	<b>7,670</b>



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