

Digital opportunity

Virtual Gregynog

Anra Kennedy, Culture24

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Our vision is for a thriving and relevant cultural sector able to connect meaningfully with audiences of today.






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Our mission is to support arts & heritage organisations to have the confidence, imagination and skills to make this happen.





Partnership working to build digital skills, literacies and capacity



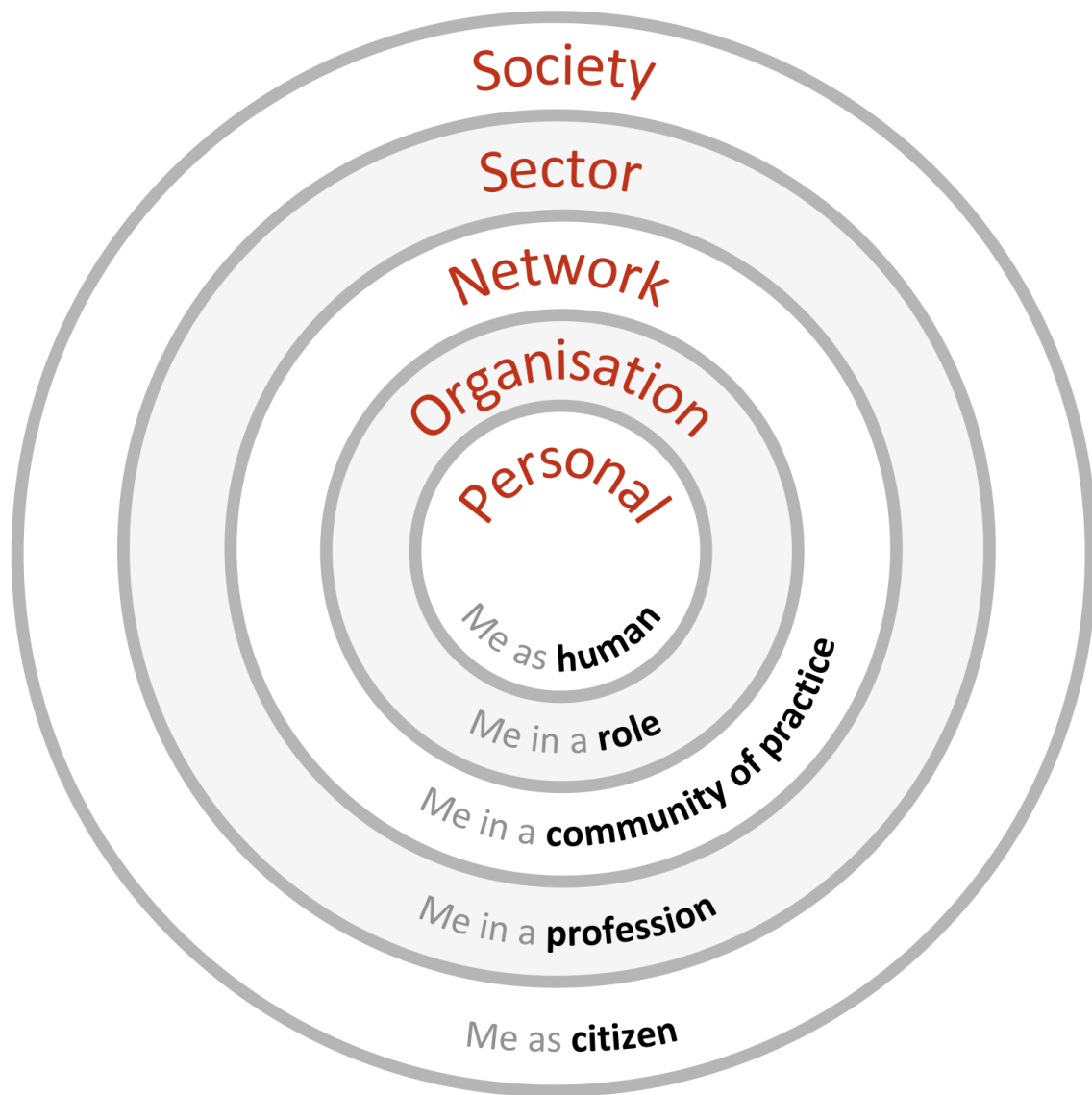
‘Digital transformation is the act of radically changing how your organisation works, so that it can survive and thrive in the Internet era.’

Tom Loosemore & Public Digital

www.public.digital

- **Framing – tools – approaches - discussion**
- **The ‘what’ and ‘how’ of digital activity & skills**
- **The ‘why’ – value, relevance, change...**

My Perspectives



What do we mean by 'digital'?

- content and data**
- services and experiences**
- tools, systems or technologies**
- behaviours, motivations and culture**
- skills, capacity, resources, maturity**

one by one

building digitally
confident museums



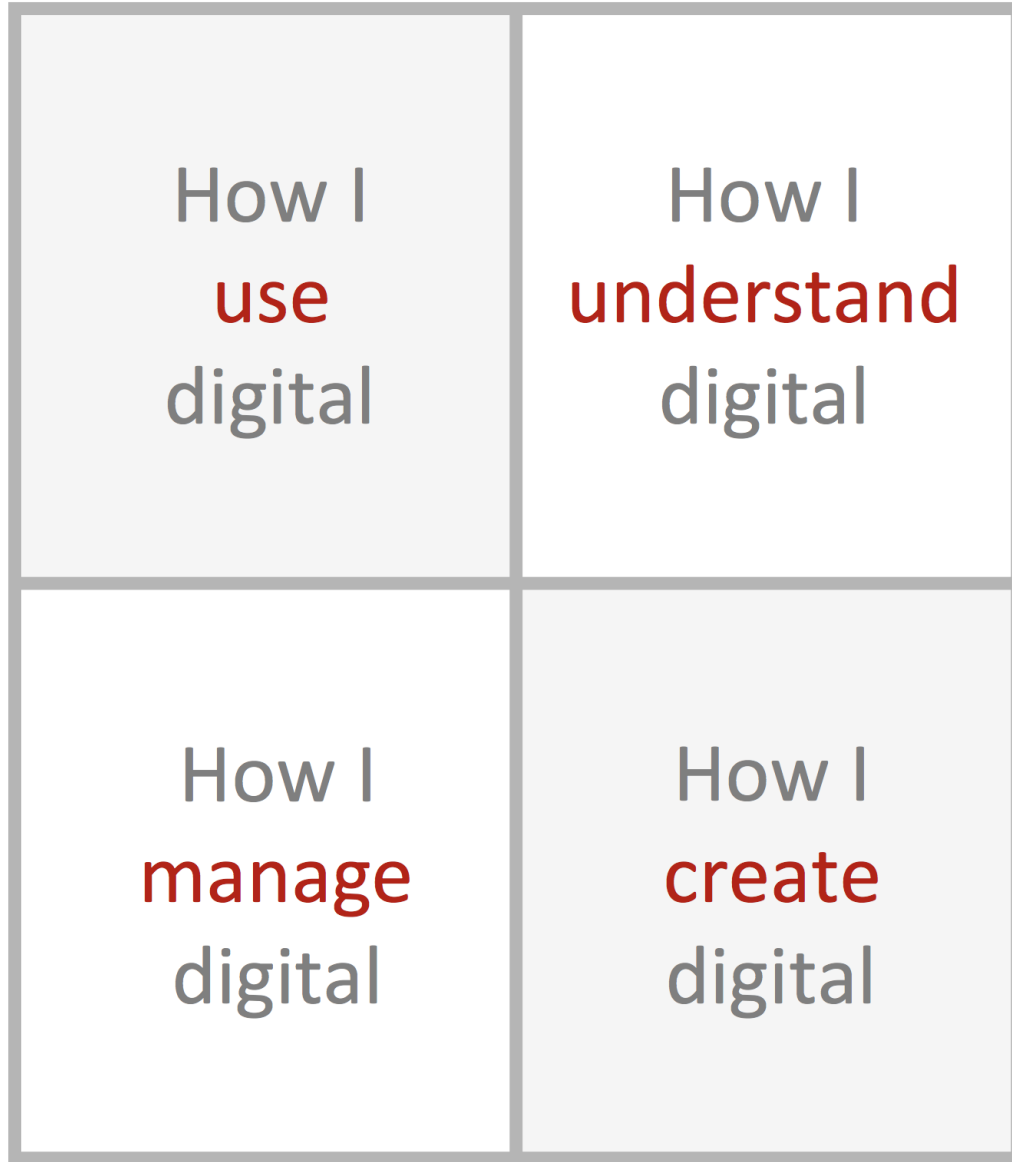
Case studies & resources – www.digipathways.co.uk/tag/one-by-one

<https://one-by-one.uk/>

Our **sector's approach** to understanding digital skills and literacies needs to be:

- **Person-centred**
- **Purposeful and values-led**
- **Nuanced and contextualised**

My Digital Activity

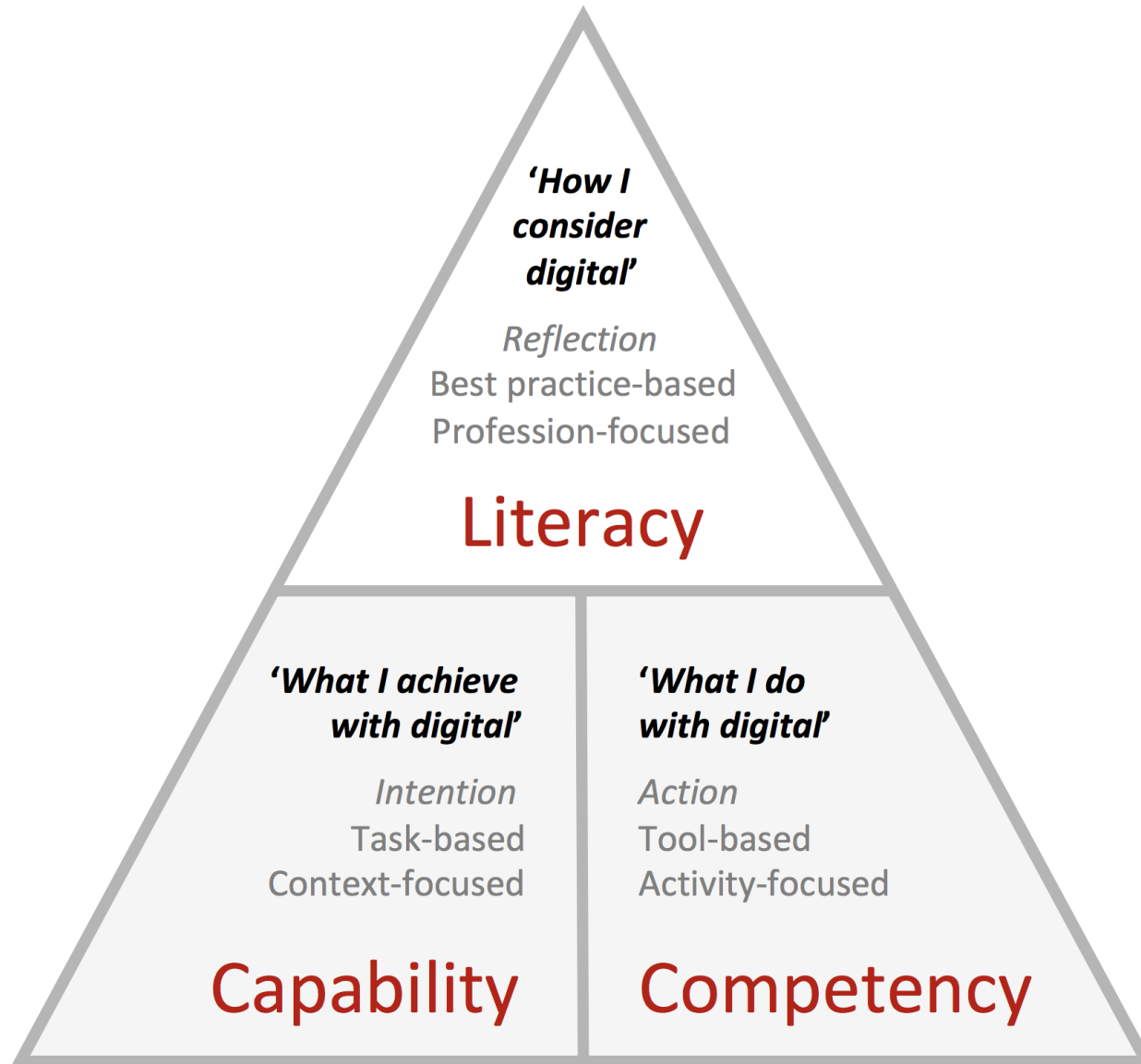




Wellcome Collection: Caroline Gunn, CC BY 4.0

Mapping digital skills...

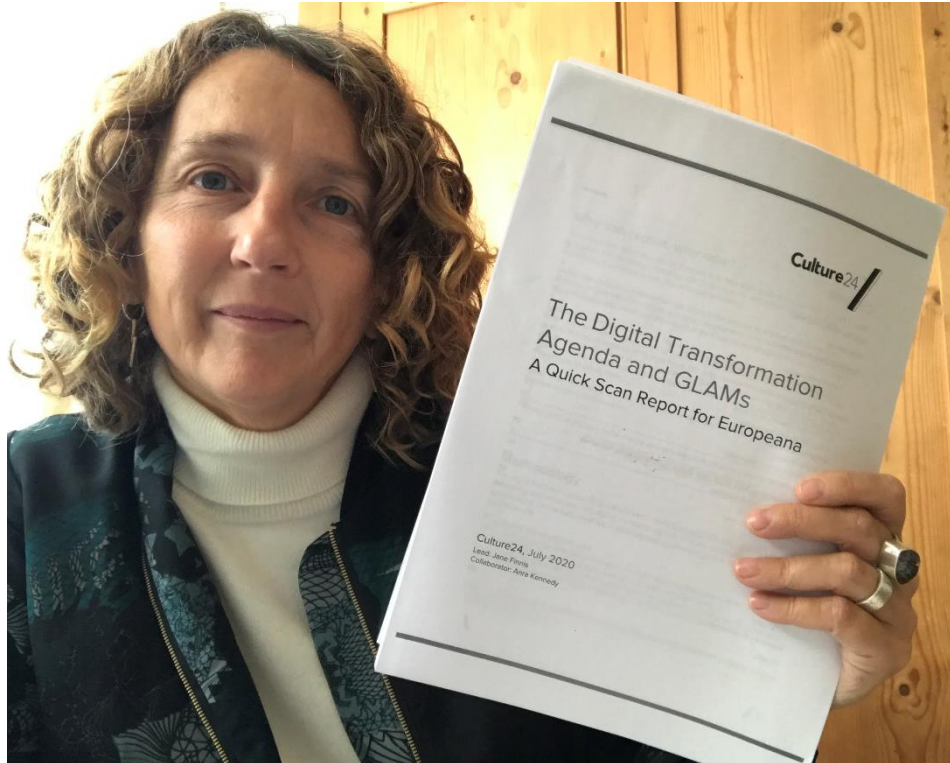
My Digital Skills



Application in your settings...

The why...

The Digital Transformation Agenda and GLAMs



A Culture24 research report commissioned by Europeana Foundation to help them understand how to build digital capacity within their network.

<https://weareculture24.org.uk/the-digital-transformation-agenda-and-glams-research-report/>



Themes and analysis:



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1. The pandemic effect

*'You give people a crisis
and my God, doesn't digital
stuff happen fast when it
needs to.'*

Virginia Gow



Themes and analysis:

1. The pandemic effect
- 2. Innovation doesn't mean new**

*'digital capacity building
should be first and
foremost about getting
the basics right - that
would be transformative
for many'*
Culture24



Themes and analysis:

1. The pandemic effect
2. Innovation doesn't mean new
- 3. Digitally literate leadership**

'Probably the most important thing you need; you need that support from the top to make it happen.'

Nikita Mathias



Themes and analysis:

1. The pandemic effect
2. Innovation doesn't mean new
3. Digitally literate leadership
- 4. Agents of change**

'Ways of working that make best use of digital technology are informed by several factors: learning from failure, understanding the importance of user needs, experience and insights, and delivering tangible results from new experiments.'

Dr Ceri Gorton



Themes and analysis:

1. The pandemic effect
2. Innovation doesn't mean new
3. Digitally literate leadership
4. Agents of change
- 5. Digital divides**

'Digital inequalities correlate with the familiar axis of wealth, race and gender... the digital divide is both a symptom and a cause of inequality at large'

Tim Berners-Lee



Themes and analysis:

1. The pandemic effect
2. Innovation doesn't mean new
3. Digitally literate leadership
4. Agents of change
5. Digital divides
- 6. Tackling fear and negativity**

'technology is not about technology, it's about people and it's about humanity and we ought to understand humanity and how to include people within our projects to actually be meaningful.

Andrea Montiel de Shuman



Themes and analysis:

1. The pandemic effect
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6. Tackling fear and negativity

7. Social change

*'There is this wave now
recognising how technology
plays a role in social justice
and how this point is an
unavoidable conversation that
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Developing digital leadership...

What needs to change now, for you and your museum?

Where and how will your change begin?

Next steps...

- Revisit the **triangle** – map your personal skills – both strengths *and* gaps, then prioritise...
- With colleagues - map your museum onto a skills **triangle**, strengths and gaps, then discuss...
- Draw the **grid** and map a project/idea/strand of work/strategy onto it, reflect and discuss
- Use the **surveys** and/or **Digital Culture Compass** to kickstart conversations
- Give yourself time to read, reflect and take action...

Resource banks and tools:

<https://digitalculturecompass.org.uk/>

www.digipathways.co.uk/tag/one-by-one

<https://digitalculturenetwork.org.uk/knowledge/>

<https://www.heritagefund.org.uk/publications/digital-skills-heritage-digital-resources>

Research and ideas:

<https://weareculture24.org.uk/the-digital-transformation-agenda-and-glams-research-report/>

<https://digipathways.co.uk/resources/a-calm-approach-to-leadership-in-the-digital-age/>

<https://one-by-one.uk/>

<https://medium.com/iipp-blog/digital-transformation-is-a-leadership-problem-8c0c97f829ca>

Thank you 😊

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