

EUROPEANA NETWORK ASSOCIATION

EUROPEANA EDUCATION COMMUNITY WORK PLAN

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1. EXECUTIVE SUMMARY

The working plan 2020 of the Europeana Education community aims to strengthen the connection between cultural heritage and educational sectors. The Steering Group will work towards this goal by getting a deeper understanding of the needs of educators in regards to the use of digital cultural heritage (via surveys, the community communication channels and direct conversations), reaching out to CHI professionals in education and promoting the use of digital culture at the national and regional level. Members of this community will share information and best practices, facilitate collaborations at the intersection of CHI and education, promote the Europeana initiative in events and engage with new potential members.

Particularly, the Steering Group will organize in 2020 at least one workshop for CHI educators and school network representatives and make a promotional video with testimonies about using Europeana as an educational tool.

2. STEERING GROUP MEMBERS

Chair:

- Frederik Truyen, Prof. dr. Faculty of Arts, KU Leuven, Belgium

Co-Chairs:

- Olimpia Curta, Deputy Director, Lucian Blaga Central University Library, Romania
- Altheo Valentini, European Grants International Academy, Italy

Manager:

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

Other steering group members:

- Vera Kriezi, Head of New Technologies and Development, The Friends of Music Society, Greece
- Loa Kristjánsdóttir, EUROCLIO, Iceland
- Margherita Sani, Project manager, Institute for Cultural Heritage Region Emilia Romagna, Italy

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, especially at a national and regional level, but also through pan-European edu and Cultural heritage networks - such as EuroCLIO, European Schoolnet, EADTU, NEMO, the Network of European Museum Organisations, ICOM CECA – 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, etc.

4. TERMS OF REFERENCE

Its members will:

- Share information and best practices
- Jointly work on issues of common interest
- Facilitate collaborations at the intersection of CH and education (especially at national and regional level)
- Promote the initiative in events and engage with new potential members

***568 members (baseline January 2020)**

- 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 (a member's council -according with the MC meeting on 6 March 2019-), two co-chairs and a manager (from the Europeana Foundation)

5. COMMUNITY ENGAGEMENT

(incl. involvement of board members)

- Collaborate on collecting use cases and **best practices**. This can be done through our active mailing list, personal testimonies, spreading the word in the members' educational practice
- Write articles about the case studies collected (or invite other experts), previous consultation and coordination with the community manager
- Spread the news about Europeana resources for education in the member's networks
- Post and share best practices in the Europeana Education Facebook group (focused on teachers) and LinkedIn group (open to all professionals on education)
- Find associations or active communities of teachers and/or educators in the member's country
- Approach a youth association in the initiative to understand young people requirements to use digital culture heritage
- Members of the community can help to reach out to educational professionals in the CHIs (the people taking up the role of organizing education activities in the CHI's) and connecting them to the teacher community active with Europeana. This is important as the CHI's are the main target for the Europeana Initiative as a whole.
- Organize at least one workshop -online or (if possible) physical- a year (Teachmeet) for CHI educators and teachers using Europeana to share best practices. We will organize one at Leuven or The Hague this year. Besides inviting people from the ENA and EAF, we would like to invite CHI education actors and school network representatives.

6. COMMUNICATION CHANNELS

- Contribute to video testimonies about using Europeana in the classroom or for a cultural heritage audience
 - Help to translate in the national languages of the community members some resources (e.g. [Guide to Using Europeana in Education](#) or the most popular learning scenarios)
 - Sharing good practices and examples among each other using the mailing list.
- [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 2020, the SG would like to plan a physical or virtual meeting combined with the workshop and the production of a promotional video(s). A preliminary budget forecast has been foreseen.

9. PROGRESS REPORT

See [here](#) the document.

10. ACTIVITIES TILL END 2020

- 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
 - We would like to add at least one major network to our existing partnerships in 2020
 - Taking steps to have a more representative coverage of European member states and regions. We will set regional targets, e.g. in relation to the rotating European Council of Ministers presidency.
- Outreach
 - Further development of Teaching with Europeana (<https://teachwitheuropeana.eun.org/>)
 - Collect and showcase case studies of reuse of digital cultural data in education provided by the community members
 - Facilitate connections between Europeana and local educational players and stakeholders as well as between community members
 - Organise a series of workshops and / or webinar bringing together CHI and educational professionals to learn from and about each other
 - Collaboration and follow-up of the Europeana Tech community to learn and promote available educational tech useful for teaching with Europeana.

- 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
 - Working on a policy brief to include Europeana in school curricula
 - Collaboration with the communicators community to help target the broader educational field
- Admin & Operational
 - Regular communication with the steering group on Basecamp
 - Regular online meetings with the steering group - normally every two months

11. 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: promotion of existing tools that can enhance teaching with digital sources such as Europeana in the classroom or the CHI
- Better awareness of the value of digital cultural data in education - members will be asked to 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

12. PERFORMANCE INDICATOR


- Community growth:
Minimum 15% increase of ENA Education community members by the end of 2020
- Outreach:
10 case studies of reuse of digital cultural collections in education,
Organisation of a pilot workshop,
Recording of testimony videos,
Establishing a liaison with a Europe-wide stakeholder community
- Advocacy:
Publishing a policy brief on curriculum integration of Europeana
- Admin:
Two-monthly meetings with the SG

13. BUDGET

Activity	Cost
Teachmeet workshop 2020	
>> Organisation, lunch, props	800
>> Travel for SG members (6 * 300)	1,800
Video on Teaching with Europeana (part of the cost, estimated at around 3000 euro, will be contributed in kind by partner KU Leuven)	900
Mailing list	70
Total	3,570



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