



The International Board
Emma Nardi *President*
Cinzia Angelini *Secretary*

Ani Avagyan, Željka Jelavić,
Margarita Laroignée, Pino
Monaco, Ayumu Ota, Arja van
Veldhuizen, Daniel Castro, Colette
Dufresne-

Tassé, Juliette Fritsch, Nicole Gesché-
Koning, Sonia Guarita do Amaral, Marie-
Clarté O'Neill, Victoria Phiri Chitungu,
Stéphanie Wintzerith

CECA Committee for Education and Cultural Action

Minutes - General Assembly CECA 2014 Alexandria, Egypt Saturday, October 11th 2014

Present: 36 participants + 8 board members
All **documents** belonging to this meeting are available on the CECA website.

1. Opening

CECA president Emma Nardi opens the General Assembly and welcomes all participants. She introduces the Board, including the members that could not be present in Alexandria. Two new board members were co-opted: Juliette Fritsch is now responsible for the CECA social media, Stéphanie Wintzerith for ICOM Education. Emma announces that during her meeting with the ICOM-bursaries and Margarita Laroignée yesterday it was decided that all bursaries will take part in a young members network under coordination of Juliette Fritsch (co-opted Board member) to improve the use of the CECA social media. Again many CECA members experienced problems communicating with ICOM. CECA is going to write a letter, trying to push the ICOM-bureau in Paris.

2. President's report (Emma Nardi)

Emma **reports** on her work as president and stresses the three general criteria for everything done by the CECA Board:

- Usefulness
- Involvement
- Transparency

3. Secretary's report (Emma Nardi for Cinzia Angelini)

In her secretary's **report** Cinzia Angelini presents the membership figures in 2014. The number of CECA members in good standing or paid is now 1239. This includes 1119 individual members and 120 institutional representatives (from 116 institutions).

Membership increase for 2013-2014: 3.42% (and 11,44% over the last two years)

Regional distribution of the membership: Europe 889 – Africa 29 – Arab States 2 –Asia Pacific 66 – Latin American & the Carribean 170 – North America 83.

5. Regional Reports (Margarita Laroignée, Pino Monaco, Victoria Phiri Chitungu)

The Asian and European Regional Reports are not available yet. Željka Jelavić did organise a European National Correspondents meeting in Zagreb last May. Michael Gyldendal, national correspondent for Denmark, attended and he reports to the General Assembly: it was a good meeting, but unfortunately there were only 6 National Correspondents present. The situation in Eastern Europe was an important topic and they decided to try to get funding from EU to organise workshops for museum educators in Europe, especially for the colleagues in Eastern European countries who have difficulties in getting access to further training.

See Pino's **report** for the situation in North America.

See Margarita's report in **English** and **Spanish** for the situation in Latin America & the Carribean.

See Victoria's **report** for the situation in Africa.

4. Financial report 2014 and provisional budget 2015 (Emma Nardi for Cinzia Angelini)

We now have our bank account with ICOM Paris, which makes it easier to monitor our expenses and revenues. Emma explains the financial situation for 2014 and the provisional budget for 2015. A few corrections have been made during last Thursdays' Board meeting, the correct budgets will be published on the CECA-website, so the figures are transparent to everyone.

In 2014 4 publications were made by CECA:

- ICOM education 25 costs are partly covered by EU-subsidies
- Best Practice volume 3 covered by CECA-budget
- Proceedings Rio costs were included in conference budget
- Proceedings Lima about to be published, covered by ICOM Peru

Looking at our expenses in 2014 it is clear that the Best Practice Award takes most of the resources. Emma wants to continue this, because members profit directly from it. She likes to know the members' opinion on this.

According to ICOM policy we have to finish the money we saved in the past, so next year is the last year with money left from the past, as is shown in the provisional budget for 2015.

The budget includes money for regional activities. We find them important, to get closer to people who otherwise could not attend. Zambia asked again for workshops, but the presented budget was too high. They might apply for special projects with ICOM.

Due to limited budget in 2015 the Board proposes to choose 3 Best Practice Award winners instead of 5. Also the costs for the Jury will be reduced to the minimum by organising it in Paris with two jury-members from Paris (Marie-Clarté and the 2014 winner Martin Bourguignat) and one from a relatively nearby country (Arja).

Frederike van Ouwerkerk asks why the CECA Board dropped the ideas for the Distant School (DS). Emma answers that this was heavily discussed in the board, but without coming to conclusions. The DS was her dream, but the board members did not agree. In addition the key person within ICOM left (Julien Afrons). Finally Emma lost her enthusiasm.

Marie-Clarté adds that she did a lot of work herself around the DS, to add value to the Best Practice-tool. But she is quite sure that all the intellectual work done until now is going to be re-invested. She does already in her own teaching (museum-studies) and could think of sharing this with other universities where museum-studies are taught and organising workshops around it. The output could probably be posted on the CECA-website. This output is certainly more limited than the original DS-plans, but it will be a re-investment of all the efforts by Emma and herself (including the meeting mentioned in the budget under evaluation DS). It will not be lost.

Emma explains about 3 different ways of learning:

1. learning from a book – content does not change
2. learning through multi-media – this is what Marie Clarté wants to do: adding documents, photos and video – everybody can contribute
3. learning through interaction – real Distant Education. We will now miss this 3rd step.

7. Project reports

- *Best Practice Award (BPA), by Marie-Clarté O'Neill:*

Marie-Clarté announces that we will learn more about this during the BP-session this afternoon. Emma reports that 49 projects applied for the BPA, more than ever. Among them also by big museums, which shows the growing importance of the BPA. It also raises the number of CECA-members, since you need to be member to apply.

Marie-Clarté managed to involve the French ministry of culture in disseminating the knowledge about the BP-tool. Next year they will distribute it in the network for small museums as well. Marie-Clarté calls upon all CECA National Correspondents to do something similar in their countries. She noticed that Ministries like something as structured as the BP-tool, they are convinced that it helps raising the quality of museum education.

Gina Koutsika answers that it does not work the same way in UK, as long as the wording of the BP-tool has not been adapted to the English interpretation. She asks how far John Reeve and another colleague got in improving the English translation of the tool.

- *Professional development by Arja van Veldhuizen*

See her report. She got mostly positive feedback after the pre-conference workshops that were held here in Alexandria, both workshop leaders did an excellent job. Together with Pino Monaco she will prepare workshops for Washington next year.

Last autumn Pino and Arja prepared a document for the CECA-board on the communication strategy, distinguishing 4 different ways of communicating in CECA. We heard earlier in this General Assembly that the 4th

medium – the Distant School – is dropped. The 1st and the 3rd are now been taken care of: the CECA-website is run effectively by Ani Avagyan. Juliette Fritsch will take care of coordinating the CECA social media (see under 1.). Unfortunately the CECA members only-space, which was announced before as CECA-eWorld, is still a dream for the future. We were going to be the first committee to use a special committee-space on the ICOMmunity. This is a space offered by ICOM. Last year ICOM told us that it was ready to use, but unfortunately this appeared to be too optimistic. We are now waiting for their 'go' to be able to start this CECA ICOMmunity. The CECA board is going to write ICOM to ask to move forward quickly in this matter. We will also report the complains of many members about the impossible passwords for ICOMmunity.

- *Researchers network by Colette Dufresne-Tassé*

See her [report](#). There are now 84 in the researchers network. The Researchers meeting will take place this afternoon. After last year's meeting two proposals were made to the CECA board:

1. more training is needed: therefore next year a 2 hours' workshop will be planned to review methodological aspects of a research paper.

2. a place to publish is needed: therefore ICOM education 26 will be dedicated to research.

Colette stresses that you do not have to be a 5 stars researcher to participate in the researchers network.

- *ICOM international training centre in Beijing, by Emma Nardi*

Is a cooperation of ICOM China, Palace museums and ICOM. CECA is asked to contribute to training sessions there. There will be about 50% Chinese participants, but also many from other countries in Asia, Africa and Latin America. The training programme will be repeated regularly and we hope CECA's contributions will be included in this cycle.

9. Publications

See above under 6.

ICOM Education 25 and Best Practice 3 will soon be downloadable from the CECA website.

10. Next conference (Pino Monaco)

Will take place in Washington from September 17-21. 2015. The pre-conference workshops will be on the 16th. The venue is the National museum of the American Indian, part of the Smithsonian institution in Washington DC. Please spread the announcement!

The 2015 conference theme is: museums and accessibility.

In what ways are museum collections, programs and expertise made available to as many people as possible? The conference will focus on two types of access:

- 1) access for people with physical and intellectual disabilities
- 2) digital access

11. Any other business

- Rakel Petursdottir says that CECA did a wonderful job.
- Michael Gyldendal likes the concept of a CECA ICOMmunity. He would like to share information there. A Danish museum education magazine is now also translating articles into English and these are very suitable to be shared on an international but limited platform.
- Jorge Albuja proposes on behalf of the young members network (see under 1) to have one of them represented in the board. Emma answers that she likes the idea, she will consider to add a co-opted member to the board.
- Frederike van Ouwkerk would like to know how members are selected as teachers for the trainings on behalf of CECA (like the ones in Zambia and Beijing). Is it only board members, or could also other qualified CECA members play a role? How to be invited?
Emma explains that for the China training centre they were inviting certain people. Also in other cases the local organisers decided whom to invite. They also take care of the financial conditions for inviting experts. Emma refers to the 'Experience Exchange' database we had in the past by which you could identify the expertise's of CECA-members. Arja explains that this database could not be transferred when moving our website to the ICOM web-environment, but it was going to be replaced by a functionality within the CECA ICOMmunity. Hopefully this will available in the near future.
- Tine Seligman points out that in many countries (like in Denmark) it is possible to apply for financial support for international exchange. So you could apply for support in your own country if you can contribute to a CECA seminar in another country. An official invitation by the seminar organisers in the host country is needed! Emma asks to inform her whenever his kind of international exchange takes place.
- Gina Koutsika asks whether it would help if individual members send a call to ICOM to stress the importance of the CECA ICOMmunity? The answer is: yes.

Emma says that in the letter to ICOM we will include that this item was discussed in CECA's General Assembly and that the General Assembly stresses the importance of the CECA ICOMmunity.

- Stefan Bresky thanks the organisers of the Best Practice Award, also because it helped him a lot in the internal discussions in the museum, catching the attention of the management. The first question of his director was: 'Which project was it that won the prize?'. His second question was: 'Do they have an official press release we could use spreading the news?'. Stefan could not find it, so he proposes that CECA publishes a press release on its website that can be used by all parties.
- Nicole calls on behalf of Ani Avagyan on members to tweet about the conference.