

ICOM CIDOC Training Programme

2014 São Paulo Training Final Report



CIDOC
COMITÉ INTERNATIONAL
POUR LA DOCUMENTATION



PINACOTECA
SÃO PAULO



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Introduction

CIDOC, the ICOM International Committee for Documentation, in collaboration with the Museum of Texas Tech University (MoTTU), has developed an innovative training programme: the *CIDOC Summer School*. In 2013, the program was launched in Latin America for the first time. The present report provides a summary of the second session in Brazil that took place from August 17th – August 22nd in São Paulo, Brazil, on the Centro Universitário Belas Artes.



Objectives

Broad audience

The CIDOC Summer School programme is intended to appeal to a broad audience: both experienced museum personnel and newcomers to the field of museum documentation. To this end, the programme is conceived as a series of interrelated modules, covering both basic and advanced topics, allowing participants to tailor the curriculum to their individual needs and interests. We hope this will ensure that the programme is both comprehensive and accessible.

Academic credibility

CIDOC calls upon an international network of specialised domain experts; all have teaching experience. Tutors for the São Paulo Training are drawn from members of the CIDOC board, Centro Universitário Belas Artes and other institutions, working together to create a blend of practical and pedagogical expertise. Successful completion of the Summer School core programme leads to a CIDOC *certificate of competence*.

Marketing and publicity

As for 2013, 2014 CIDOC São Paulo Training was publicised via CIDOC's own website. Email announcements were sent individually to CIDOC members in Portuguese and a general announcement was sent to the ICOM Brazil mailing list.

Registration

In all, we received 120 registrations for the 2014 CIDOC São Paulo Training. Registrations were primarily from São Paulo State.

The full registration fee for basic modules 2014 was R\$ 800 (320 USD), the reduced rate fee for ICOM members was R\$ 600 (240 USD), and the reduced fee for students was R\$ 400 (160 USD).

The full registration fee for intermediate and advanced modules 2014 was R\$ 1000 (400 USD), the reduced rate fee for ICOM members was R\$ 700 (280 USD), and the reduced fee for students was R\$ 500 (1200 USD).

Registration covered all teaching material, access to facilities, study trips, breakfast, lunch and coffee breaks

Participants

Ninety participants finally attended the 2014 CIDOC São Paulo Training. Of these, thirty were for basic modules, and sixty for the intermediate and advanced modules.

Demographics

The following table gives a breakdown of participants by region, for 2014.

Item	State/Province	Quantity
1	São Paulo	71
2	Rio de Janeiro	7
3	Pernambuco	2
4	Brasília	3
5	Alagoas	1
6	Minas Gerais	5
7	Bahia	1
TOTAL	-	90

CIDOC MEMBERS

- 1 - JULIO CÉZAR CHAVES - MUSEU THÉO BRANDÃO DE ANTROPOLOGIA E FOLCLORE
- 2 - MARIA DE FÁTIMA FARIA GOMES – Museu Afro
- 3 - CRISTINA LARA CORRÊA
- 4 - ANA PAULA SOARES PACHECO – UFRB
- 5 - AMANDA DE ALMEIDA OLIVEIRA - IBRAM
- 6- TAÍS VALENTE DOS SANTOS - IBRAM
- 7 - ROSALINA NEVES DE ASSIS - IBRAM
- 8 - ELIZABETE DE CASTRO MENDONÇA – UNIRIO
- 9 - BEATRIZ ISSHIKI DE REZENDE – UNIRIO
- 10 - FRANCESCO LUIGI DE FARIA TROTTA - UFU

Bursaries

Thirty-two bursaries were offered for the 2014 session of the CIDOC São Paulo Training (11 for basic modules and 21 for advanced modules)

Teaching staff

Fourteen instructors drawn from CIDOC, and from Belas Artes University Centre, as well as professionals from other Brazilian institutions (8 Brazilian and 6 from another nationalities) delivered a total of 14 training modules. These modules, initially prepared in 2013, were revised and updated. Pinacoteca do Estado de São Paulo, and Belas Artes Center staff cooperated successfully on the preparation and delivery of the modules.



Modules

Sixteen modules were delivered during the Summer School, including basic and advanced modules.

101 Introduction to museum documentation	Nick Crofts
102 How to set up a basic inventory system	Cecília Machado
103 Marking objects with identification numbers	Fernanda Auada
104 Photographing objects for inventory purposes	José Rosael
111 Defining and maintaining a Descriptive System: information fields and terminology lists	Tariana Stradiotto
112 Defining and maintaining a Procedural Manual: documentation policy and methods	Juliana Alves
121 Job descriptions and organizational structures	Nick Crofts
122 Budgets, productivity, planning, and reporting	Marília Bonas
203 Object ID Documentação e tráfico ilícito de bens culturais	Lina Nagel
213 Organising a campaign of inventory control	Nicky Ladkin
214 Backlog cataloguing (Reactivating abandoned or incomplete systems)	Alexandre Matos
305 Copyright and licensing issues	Mariana Valente
311 Requirements analysis: off the shelf, bespoke or development?	Stephen Stead and Alexandre Mattos
321 Publishing collections data on the web	Stephen Stead and Nick Crofts
401 Ontologies: the CIDOC Conceptual Reference Model	Stephen Stead
402 Documenting Intangible Heritage	Marilúcia Bottallo

All tutors were required to adapt an existing Power Point presentation as a support for their modules. These presentations each contain a *study plan*, *expected outcomes* and *pedagogical notes* intended for use by tutors.

Study visits

One day was set aside for study visits. Participants visited the **Memorial da Resistência de São Paulo** and **Museu da Imigração**.

Special event - SPECTRUM standard and CIDOC Guidelines launched in Brazil

The team responsible for translating and localising SPECTRUM for Brazil, and CIDOC Guidelines, and Marcello Mattos Araujo, State Secretary of Culture for Sao Paulo in Brazil has announced the adoption of the SPECTRUM standard by Brazilian museums.



Lançamento da Coleção Gestão e Documentação de Acervos: textos de referência

Volume 1: Declaração de princípios de documentação em museus e Diretrizes Internacionais de informação sobre objetos de museus: categorias de informação do Comitê Internacional de Documentação (CIDOC-ICOM)

Volume 2: SPECTRUM 4.00 o padrão para gestão de coleções de museus do Reino Unido (Collection Trust)

Workshop Diretrizes internacionais para gestão e documentação de acervos

Utilização das diretrizes do CIDOC e do SPECTRUM em museus
Com o Prof. Dr. Alexandre Matos (Universidade do Porto, Portugal)

Sábado, 23 de agosto de 2014, das 10 às 18h

Local: Auditório da Secretaria de Estado da Cultura de São Paulo
Rua Mauá, 51 - Luz, São Paulo, SP

As inscrições são gratuitas aos participantes do workshop. O evento é gratuito, mas possui alguns frêstolos...
Inscrições preferenciais em: www.planetamuseu.org.br (para inscrições pelo telefone: 11 20320-0495)



Evaluations

As for 2013, participants at the 2014 Summer School were asked to provide feedback for each of the teaching modules. A standard form was provided with a series questions (Appendix A). Additional written comments were also solicited.

Results for the course evaluations (Appendix B), show general satisfaction levels averaging 82.78%, a slight improvement over 2011 and 2012. The evaluation forms were annotated with extensive comments and much useful constructive criticism. A critical analysis of these results, combined with the participants' comments allows us to focus on specific issues and help identify areas for improvement.

Certificates

All students were provided with a certificate of attendance listing all the modules in which they had participated. Participation and results are registered in a central database to allow tracking. This is

needed particularly for students aiming to complete the basic training programme leading to a *certificate of competence*.

Transport, food, and accommodation

Tea, coffee, snacks, breakfast and a buffet lunch were provided each day. Participants covered their own transport costs to and from São Paulo.

Financial report

Final account

Summer school 2014 budget	Income Pinacoteca	Income Pinacoteca	Expenditure Pinacoteca do Estado	Expenditure Pinacoteca do Estado	Expenditure IAC	Expenditure IAC
	Reais	USD	Reais	USD	Reais	USD
Registration fees	28300,00	11140,00	-	-	-	-
Catering and Hospitality			11150,00	4372,55		
Workshop supplies			5957,00	2336,08		
Tutors' accommodation			10998,25	4313,04		
Tutors' travelling			36421,83	14283,07		
Transport and meals for tutors			8550,00	3352,94		
Tutor's <i>pro-labore</i>			16240,76	6368,93		
Simultaneous translation			18000,00	7058,82		
Printed materials for use in classroom					3.484,00	1366,27
Marketing and media					1860,00	729,41
Producer					4800,00	1882,35
Sound services					1.050,00	411,76
Totals			107317,84	42085,43	11.194,00	4389,79
Balance	28300,00	11140,00	79017,84	30987,39	11.194,00	4389,79

In kind contributions (in USD)

	CIDOC	Pinacoteca
Summer School website	3000.00	0.00
Printing, brochures, training, and support material	500.00	600.00
Hotel and airport "taxi" service	0.00	1200.00
Use of teaching rooms and facilities	0.00	0.00
Compilation and development of new course material	0.00	50000
Staff time 1 (CIDOC) + 4 (Pinacoteca) IAC FTE for 6 days	4000.00	12000.00
Totals	7500.00	16470.00

We were able to cover the cost of catering, breakfast lunch, coffee, etc. within the overall budget. These in-kind contributions reflect the value of the serviced offered by Pinacoteca do Estado, Instituto de Arte Contemporânea and CIDOC.

Recommendations

Working in partnership

The partnership with the Centro Universitário Belas Artes and Pinacoteca do Estado de São Paulo, over the past two years has proved to be mutually beneficial. Both of institutions provide staff, facilities and pedagogical expertise while CIDOC brings international perspective from experts working in real-life situations.

Teaching materials

Using a standard template for teaching materials proved extremely useful. It ensures not only a continuity of appearance and layout, but also a standard classroom procedure so that students are able to concentrate on the material and spend less time adapting to each tutor's individual style.

Costs and budget

The figures provided above give a good idea of the overall cost of running a training event such as the CIDOC Summer School.

Registration Payments

Several registration payments were confirmed only at a very late stage. This makes planning very difficult and we will be considering strategies to encourage early confirmation and payment.

Food

Providing food and refreshment on site is both efficient and agreeable. For 2014, catering costs were factored into the overall budget.

Conclusion

Much experience and useful information has been gained from the three Summer School held in São Paulo, both concerning the pedagogical and practical aspects of organising the programme. Detailed budgets, including in kind contributions, allow us to estimate costs for future editions.

The model for professional training we have developed has the potential for application in other fields and we are happy to work with other ICOM committees wishing to establish similar initiatives in other areas.

We are already working on plans for the 2015 editions of the CIDOC Summer School, to take place in São Paulo, SP, Brazil.



Isabel Ayres Maringelli
Head of Library and Museum Archives
Pinacoteca do Estado de São Paulo

APPENDIX A Module evaluation form



Programa de Treinamento 2014
São Paulo/Brasil

Avaliação do Participante

Código do Módulo	
Título do Módulo	
Professor	
Data	

1. Os slides estavam claros e de fácil compreensão:

Concordo Nenhum comentário Discordo

2. O professor falou de forma clara e de fácil entendimento:

Concordo Nenhum comentário Discordo

3. Havia muito material, estava difícil segui-lo :

Concordo Nenhum comentário Discordo

4. Os exemplos e as ilustrações foram úteis e interessantes:

Concordo Nenhum comentário Discordo

5. Os exercícios foram instigantes:

Concordo Nenhum comentário Discordo

6. Não haviam exercícios suficientes:

Concordo Nenhum comentário Discordo

7. O professor se certificou de que todos os estudantes fossem capazes de contribuir:

Concordo Nenhum comentário Discordo

8. O assunto era totalmente irrelevante: esse módulo deveria ser removido:

Concordo Nenhum comentário Discordo

APPENDIX B evaluations

2014

	101	102	103	104	111	112	121	122	203	213	214	305	311	321	401	402	Visit MI	Visit MR	General
Q1	0,84	0,48	0,78	0,19	0,86	0,79	0,58	0,86	1,00	0,96	0,96	1,00	0,95	0,86	0,41	0,72	0,80	0,91	0,09
Q2	0,84	0,44	1,00	0,67	0,86	1,00	0,88	0,93	0,81	0,98	0,89	0,98	0,87	1,00	0,65	0,71	0,95	1,00	0,76
Q3	0,76	0,52	0,78	0,52	0,79	0,67	0,75	0,93	0,92	0,88	0,79	0,60	0,71	0,63	0,18	0,72	0,63	0,69	0,54
Q4	0,76	0,44	0,93	0,67	0,62	0,88	0,79	0,86	0,96	0,89	0,77	0,98	0,87	0,89	0,55	0,71	0,93	0,75	0,59
Q5	0,64	0,07	0,81	0,71	0,10	0,79	0,79	0,43	0,92	0,80	0,74	0,67	0,78	0,39	0,78	0,57	0,43	0,28	0,15
Q6	0,68	0,00	0,48	0,67	-0,03	0,75	0,67	0,50	0,83	0,71	0,70	0,35	0,82	0,35	0,71	0,50	0,30	0,25	-0,03
Q7	0,84	0,52	0,96	0,67	0,69	0,96	0,96	0,75	0,90	0,86	1,00	0,87	0,93	0,91	0,90	0,86	0,50	0,53	0,85
Q8	0,92	0,85	0,93	0,71	0,86	1,00	0,71	0,79	0,94	0,86	0,91	1,00	0,95	0,88	0,84	0,74	0,80	0,78	0,92
Q9	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,00	0,90
Net Total	78,50 %	41,67 %	83,37 %	60,12 %	59,48 %	85,42 %	76,56 %	75,45 %	90,89 %	86,83 %	84,43 %	80,53 %	85,91 %	73,90 %	62,76 %	69,18 %	66,56 %	64,84 %	48,40 %

Responses were noted 1, 0 or -1:

a favorable response (agree, or just right) is noted as 1,

no comment answers are noted 0,

negative answers are noted -1.

The net result was calculated as the sum of all the responses to each question (Q1 – Q8). Results for each question are given for each module. The Net Total line gives the overall total for each module as a percentage.