

M ICTOP

ICOM
international committee
for the training
of personnel

ICTOP as a Hub of Museum Professional Training: Reflecting
on the past 50 years, Envisioning the Next 50 Years

2 September, 2019

**Getting to know the Museum professionals of
today to define the future of training: an ICOM
National Committee's case study**

ICOM international
council
of museums
Italia

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The Study Basis

- Reflection upon bibliography and legislation
 - <http://www.icom-italia.org/professionari-museali/>

Profiling structure

Institution typology



Museum



Institution with no Museum Site dedicated
to the Management, Protection and
Enhancement of Cultural Heritage



Archaeological Site
(Park, area...)

Governing entities

MiBAC (Independent)
MiBAC (Museum Site)
Region
Province
Commune
Metropolitan City
University
Research centers
Ecclesiastical / Religious Body
Foundation
Association
Other Private Entity
Other (To be specified)

Functional areas and museum professions

Visitors services and relations, education and mediation

Head of the documentation services (archive and library)

Documentation services officer (archive and library)

Head of surveillance and reception services

Personnel in charge of surveillance and reception services

Head of visitors services (for accessibility)

Employee of public services (for accessibility)

Employee of Development and management of visitors' digital experience

Head of mediation and educational services

Museum educator

Administration, management and logistics

Head of managing internal and/or external Human Resources

Internal and/or external Human Resources Manager

Head of administrative and economic-financial procedures

Employee for administrative and economic-financial procedures

Administrative employee for competition office - purchases (economate)

Legal office manager

Direction

Director

Head of Communication

Head of Management Secretariat

Management Secretariat employee

Head of Development: fundraising, promotion and marketing

Head of Press office and public relations

Press office and public relations employee

Accessibility referent

Cultural heritage promotion, communication and valorization

Head of events and cultural activities

Events and cultural activities employee

Digital Strategy coordinator

Online visitor community coordinator

Communication manager

Communication product manager (graphics - videos - photos)

Collections research, conservation and allocation

Head of catalog office

Catalog office employee

Head of collections management and care (Conservator)

Technical assistant, assigned to the collections (Conservator)

Territorial conservator

Curator

Digital collections curator

Diagnostician

Handler of museum objects

Registrar

Restorer

Structures, Exhibitions and Security

Head of logistics and security

Head of facilities and plant engineering

Maintenance employee

Museum permanent and temporary exhibition designer

Museum permanent and temporary exhibition employee

Head of prevention and protection service

Prevention and protection service employee

Safety and emergency service head

Safety and emergency service employee

Computer network head

Computer network employee

Governmental and control bodies

President

Vice President

Executive Board Member

Auditor/treasurer

Scientific Board Member

Institution with no
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Enhancement of
Cultural Heritage

President
Vice president
Directors' Board Member
Auditor
Scientific Board Member
Director
Executive manager
Employee
Self-employed
Lecturer / Researcher

Contract typology

Permanent

Fixed term

Freelancer

Internship

Apprenticeship

Other

EDUCATION

Level of education

Middle school license

High school diploma

Bachelor degree

Master degree

Single cycle Master degree

I Level Master

II Level Master

Specialization school

Ph.D.

TYPE OF EDUCATION

Art, cultural heritage and architecture

Archeology

Architecture

Demo-Ethnoanthropology

Design

Museology

Restoration

Sciences and Technologies for the study
and conservation of cultural heritage

Art history

Cultural heritage sciences

Economics, law, engineering

Economics and management

Law

Engineering

Philosophy and Literature

Philology

Philosophy

Geography

Ancient Language

Modern Language

Foreign languages and Literatures

Linguistic and Cultural Mediation

History

**Mathematical, physical,
chemical and computer
sciences**

Agriculture

Chemistry

Physics

Computer technology

Geology

Statistics

**Political Sciences,
Sociology and
Communication**

Communication

Psychology

Science education

Political Sciences

Survey methodology

a survey sent to:

- institutional members
- individual members (regular and retired)

introduction of the survey in the subscription membership form

Results, number of answers: 700

more than 72% of the members work in museums in:

- Collections research, conservation and allocation (27 %)
- Visitors services and relations, education and mediation (23%)
- Direction (22%)

Recommendations

The members analysis is a crucial moment to collect information on museum professional, and it's also related to your activities as a national committee or international committee. It's useful to understand the professional of today, and, moreover, for ICOM to verify which professional figures can be reached with the right communication and engagement strategies.

What's next

new training activities

continuous update of professional charts

new communication and engagement strategies
for ICOM members

Limitations and further research

Extend the survey to reach an international homogeneity over some data collection parameters.

We could shift from a Marketing CRM (customer relationship management) to a Marketing MRM (member relationship management)

*Thank you for your
attention!*

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