

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

Engaging Communities in Cultural Heritage

21 June - 05 July, 2020

Online International Summer School

Course Directors & Instructors

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Community engagement gradually becomes a mainstay in the public programs of heritage institutions worldwide. A variety of methods and good practices have been developed to successfully engage the bewildering variety of communities and publics that such institutions address. Still, the uncritical application of “toolkits” for effective engagement is perhaps not the ethically appropriate way to incorporate cultural difference in the field. In this online program, we aim to develop a different approach to community engagement, that is based on **social and artistic research** with community-led initiatives. **Research-led practice** can lead to exhibition design and collaborative actions that are better suited to the cultural and

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social particularities of each milieu and each specific group or community and its relation to others. This course draws from our long experience with community engagement through heritage and will discuss several examples from our own and other work.

In this online program we collaborate with a citizen's initiative, the Paros Festival, from the Greek island of Paros. It is an art and heritage festival organized from below, with a remarkable volunteer base and significant impact on the town community. The online program will use materials and examples from the previous iterations of the festival to illustrate ways in which research can lead to effective community engagement. During the course, participants will familiarize themselves with the **context of community engagement** through heritage, will discuss methodologies based on **ethnography** and **oral history**, will engage in **practical exercises** and will be called to prepare a proposal for the online exhibition of material from the festival with specific audiences in mind.

The duration of the online course is two weeks, with five three-hour meetings in total, and enough time to complete assignments in between online meetings.

A. Learning Outcomes

Participants will:

- be introduced to the principles of community engagement, collaborative research and heritage values
- be presented with a dynamic mode of research, tailored to community needs and community engagement initiatives
- receive training on applied ethnography, doing long-distance oral history interviews and digitally documenting personal narratives and material objects
- practice the curation of multimedia content and create narratives for online exhibitions
- ponder on the possibilities of cultural heritage becoming part of festival activities and temporary exhibitions.

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B. Course outline

WEEK 1

Theme 1: Introduction to heritage management and community engagement (by Aris Anagnostopoulos, Lena Stefanou, Evangelos Kyriakidis)

What is community engagement? How is it different from outreach or public education programs? What is a community and how do we set up collaborative programs of research and presentation? What is the decolonizing potential of community engagement programs?

In this first iteration of the online school we give an introduction to heritage management and the fact that we are managing values when we manage heritage, rather than just fabric. This comes to explain the primacy of the local communities as important stakeholders for the management of heritage.

We further discuss the developments in community engagement within archaeology and heritage in the last few decades. We look at criticisms, dilemmas and put emphasis on examples of good practice. The instructors present their own work, in comparison with other examples from the world over, and lay out their method of incorporating research and public actions into a complete plan for working with communities.

Theme 2: Ethnographic methods and collaborative research (by Aris Anagnostopoulos, Lena Stefanou)

What is ethnographic research? Why is it necessary for heritage practitioners? How can we use it to solve issues with heritage spaces? Why is it a strong engagement tool? How do we define our audiences and publics? How does audience segmentation help us through this process to expand our potential to offer tailored projects for the needs of different communities and to produce audience-centred and people-centred approaches and results? Ethnographic research is an indispensable aspect of designing and implementing a community engagement project. It is essential in establishing relations with the communities involved and understanding their values, culture and issues, as well as the differentials in power and access.

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WEEK 2

Theme 3: Oral history

(by Lena Stefanou)

What is the relationship between oral history and heritage? The collection and uses of oral history in museums and heritage projects has acquired a great importance over the last decade. How do we set up or support projects that focus on collecting personal and communal narratives and on displaying community memory? How do we conduct an interview?

Theme 4: Moving into the digital world

(by Katerina Konstantinou)

Having gathered all sorts of research material, from oral history interviews to artifacts, archival documents, contemporary artworks and art projects, music and historic buildings documentation, the Paros Festival new initiative aims at the development of an online repository where all research resources can be stored, classified, managed and made available to researchers and the wider public.

Digital curating approaches are put forward to reach the public in effective ways and open up new opportunities that support active participation and contribution by users/visitors. This lecture (a) gives practical guidelines on how original research resources can turn into online content, (b) looks into different examples and modes of content presentation on museums, libraries and archives websites, and (c) examines the various possible ways Paros Festival could design and implement a efficient interface of its online repository.

Final Presentations

Together we will look at the selected material from the Paros Festival collection and archive and participants' will present in teams their online curating approaches, while we discuss the way these approaches give shape to research and inform the community.

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C. Bibliography

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To apply for this workshop please:

1. Fill in and submit the [Executive Leadership Program in Heritage Management Application Form](#)
2. After receiving confirmation of receipt of your application, complete the application process by submitting your **CV, a personal statement** (describing your current project that will benefit from this training) and a **reference letter** (which may come in separately by your referee at their earliest convenience). All your application documents may be submitted by email to info@heritagemanagement.org. Personal statements should not exceed 750 words in total.
3. A reasonable **proficiency in** spoken and written **English** is required to attend the course.
4. Shortlisted applicants will be asked to participate in a personal (oral) **interview**.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. [Heritage Management Organization Membership](#) comes with participation in any our Organization's Executive Leadership in Heritage Management Workshops.

Spaces for this workshop are limited, so please apply early.

The application deadline is Friday 12 June 2020.

For questions regarding the application process and the administrative aspects of the course, contact us at info@heritagemanagement.org.