HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

Engaging Communities in Cultural Heritage

18 June – 30 June 2023

International Hybrid Summer School

Paros, Greece

(in person and online)

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 differences in the field. In this hybrid (physical/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 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 hybrid program we collaborate with a citizen's initiative, the Paros Festival, from the Greek island of Paros. This is an art and heritage festival organized from below, with a remarkable volunteer base and significant impact on the town community, and with the local oral history initiative Ai Mnimai (the memories). Both initiatives will help discuss the ways in which research can lead to collective modes of knowledge creation and the preservation of local heritage.

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 produce multimedia content based on interviews conducted with the guidance of the instructors.

The duration of the hybrid course is two weeks, with meetings, interviews and enough time to complete assignments.

In person students: Will attend the online component of the school from Paros, but also will participate in person in ethnographic and oral history research. They are expected to act as the 'embedded researchers' of the online research groups formed during the summer school. Hence, students will be trained to employ various ethnographic techniques, such as direct and participant observation, interviews, focus groups.

Online students: Will attend online lectures, participate in online short exercises and research meetings. They will also conduct online interviews with key informants of Paros local community. Results of the ethnographic research will be presented on a podcast.

During the hybrid summer school summer program participants physically present and online will produce research in their own time, but also interact in groups to collectively produce research results.

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, oral history interviews and documentation of personal narratives and material objects
- practice the curation of multimedia content and create narratives for online exhibitions and/or podcasts
- ponder on the possibilities of cultural heritage becoming part of online repositories and temporary exhibitions

Course outline

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 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.

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: Going digital: producing and displaying local cultural heritage and history

(by Aris Anagnostopoulos, Lena Stefanou)

How can cultural heritage and local history be transformed into multimedia content? What are the specificities of curatorial work and research on the web? In what different ways do communities of users participate in online collections and what role do social media play in creating and sustaining communities? We look into the making of web-based platforms, such as the "Postman's Road" in Sfakia, Crete, the "Archives and Collections of Paros" online repository, and the digital initiative "The Museum inside Me". Based on the experience of working both online and offline for creating digital content, we will discuss modes of knowledge production and practices of engaging with communities based on online content.

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. 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).
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.

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

The application deadline is 2 April 2023.

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