Getting to know the Museum professionals of today to define the future of training: an ICOM National Committee’s case study
The Study Basis

- Reflection upon bibliography and legislation

http://www.icom-italia.org/professioni-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...)
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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
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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 Museum Site dedicated to the Management, Protection and Enhancement of Cultural Heritage

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

- Permanent
- Fixed term
- Freelancer
- Internship
- Apprenticeship
- Other
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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.
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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
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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
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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!