## Museums and Virtuality (MMT3)

University museums are powerful resource centers for higher education institutions, however, with the recent challenges brought by the COVID-19 pandemic, HEI museums seized museum operations, or thrive to make their presence online. The International Association of Universities (IAU) survey revealed that half of the universities that responded indicated a weakening of existing partnerships because of the COVID-19 crisis (Marinoni et al. 2020). As such, almost 20% of the universities reported a negative impact on the mobility of the students and academic staff.

Recently, the introduction of digital technology such as 3D virtual museum tours and online museum websites adopted the transition of digitization and management of museum cultural collections online. Drawing from digital technology, this online platform could provide an opportunity and new contexts on how the SUCs/HEIs provide and make accessible museum collections and online exhibitions worldwide while still providing educational and authoritative content. Furthermore, it shall complement online teaching and internationalization efforts, thereby reshaping the significant role of university museums as producers and distributors of cultural content. As such, this project aims to gather educators, HEI/SUC leaders, and LGUs to enable their respective museums to (1) create digital content for museums; (2) produce a virtual museum tour and (3) enhance online cultural learning and promote educational tourism.

This project aims to contribute to the global targets of SDG 4 (Quality Education) by promoting equitable quality education and life-long learning for all through the production of virtual museum tours and making these accessible. It will also continue UP Baguio's track in SDG 11 (Sustainable Cities and Communities) by increasing the Universities that act as custodians of heritage and environment in and on the Cordillera, Northern Luzon, and the rest of the Philippines.

HEI participants for the Museum Management Training with their handling of artifacts during the Collections Management Training at Museo Kordilyera, UP. Baguio.
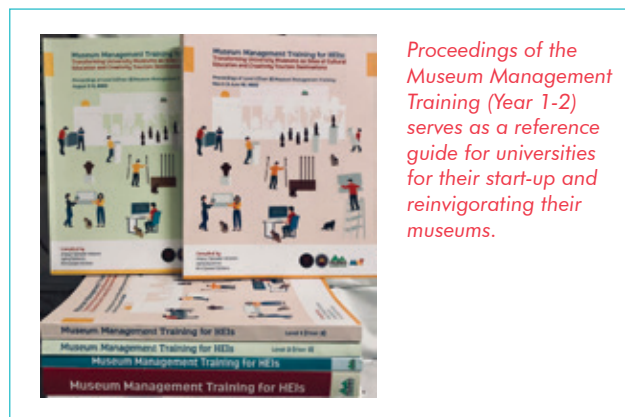
Proceedings of the Museum Management Training (Year 1-2) serves as a reference guide for universities for their start-up and reinvigorating their museums.

Contact us:
Dr. Analyn Salvador-Amores
Project Leader
MK-CHED Museum Management Training
College of Social Sciences
University of the Philippines Baguio
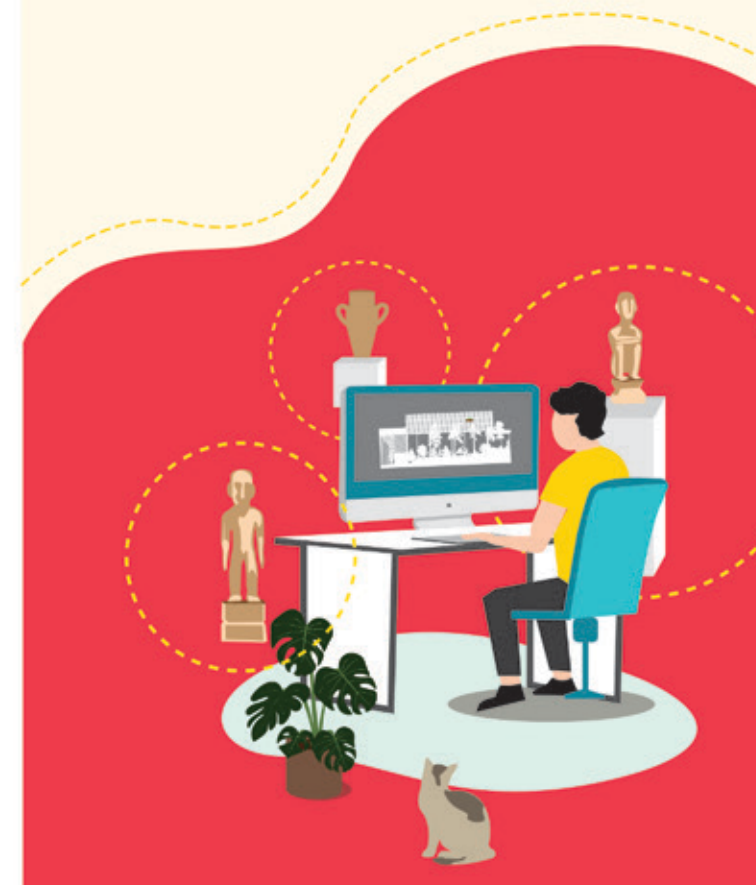Gov. Pack Road, Baguio City

Phone: (074) 423 0119; (074) 442 2427
Mobile: 0915 629 0574
FB: https://www.facebook.com/MuseumManagementTraining3
Email: mmt3.upbaguio@up.edu.ph

Museum Management Training for HEIs (MMT)

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In 2019, the Commission on Higher Education (CHED) approved the project, Museum Management Training for HEIs: *Transforming University Museums as Sites of Cultural Education and Creativity Tourism Destinations* through the Study on the Philippines Program (StudyPh EduTourism) and with funding allocation from CHED's Building the Internationalization Competitiveness of the Philippines Program.

This project aims to gather educators and Higher Education Institutions (HEIs) leaders to increase their knowledge and appreciation of university museums. In addition, the project intends to provide technical assistance to state universities and colleges (SUCs) in improving their museums to become centers for cultural learning and tourist destinations. Initially designed for face-to-face training in 2019, however, at the onset of its implementation, COVID-19 erupted in East Asia. The social and economic disruption due to quarantines and lockdowns put the entire world at a standstill. People turned to the power of the internet and web technologies for solace and activity in the comfort of their homes.

Year 1 (Levels 1-3) was implemented in 2020-2021 at the height of the pandemic. The webinars were online and were made accessible to the participants. The participants were over 1,400 museum staff, docents, cultural workers, educators, and students, among others from all over the Philippines. In Year 2 (Levels 1-3), the four-day training was held face-to-face in Baguio City last August 2022, with 150 shortlisted museum participants from the country. Now on its 3rd year (2023-2024), the training will be on Museums and Virtuality.

Main Objectives
1. Create appropriate content for the museum virtual tours;
2. Acquire basic and technical skills in museology, specifically on digital curation. Design a museum website and virtual museum, and;
3. Showcase a curated 3D virtual museum tour.

Main Target Outcomes
Museum-based online resources for learning mainstreamed through digital and online platform via museum website and virtual museum tour; online pedagogy to complement teaching and provide learning resources; and serve as online laboratory for faculty and students; online resources for scholars, the community, and other stakeholders; and MOUs with HEIs for continued assistance and partnership with UPB, HEIs and CHED.
Year 3 of the Museum Management Training project aims to ensure that university museums need not languish into oblivion nor settle into intermittent if not permanent closure to its educators, students, and the public during the pandemic. In retrospect, online museums are more convenient and much more important than ever to modern education. Remote and online (museum) education offers added convenience, safety, freedom, a tailored schedule, a more expansive range of knowledge source, and the accessibility of distance learning.

Capacity Building for Museum Workers
Museum Website and 3D Virtual Tours - participants will be trained how to create their own museum website and create their own 3D virtual exhibition based on the content and data provided by the respective museums. The final output is a working museum website and 3D virtual museum. Museo Kordilyera through the auspices of the CHED grant created their own museum website, the first of its kind in Northern Luzon, and have been a useful resource on cultures of the Cordillera region (https://museokordilyera.upb.edu.ph)
Online Webinars - museum management training through online webinars delivered by a caliber of museum practitioners and technical experts on basic and advanced museology derived from their own experiences as curators, conservators, directors, and administrators of the museum. The series of archived webinars are free and accessible online via the Museo Kordilyera website (https://museokordilyera.upb.edu.ph)
Face-to-Face Training – the museum training provided basic and advanced training on museology such as collections management, preventive conservation, curation, taxidermy, installation of exhibitions, educational programming, museum management, photography of artifacts among others to participants. The training is the hands-on component of the museum management training that allows interaction, discussion, and handling of actual artifacts in a museum.
Technical Assistance – the project also provides technical assistance to university museums upon request. Based on needs analysis with university museums from various regions in the Philippines, recommendations are made by technical experts through ocular visits in situ. Technical assistance also involves in the crafting of proposals, curatorial work, exhibition, and benchmarking among others to improve existing museums; and or advise for museum development.

Museum Resources
Publications – the museum management training produced four volumes of the proceedings from Years 1 to 2. These are important resources on basic and advanced museology that can be a reference guide for the university in working on their museums. The project also produced a museum directory for all the participants in the training. Furthermore, through the CHED's support, the project team acquired publications related to museum work and now at the UPB Library and Museo Kordilyera for access.
Training Kits – is a starter kit of basic tools and materials used in museums. Participants were given a kit that can be used in their respective museums for collections care.