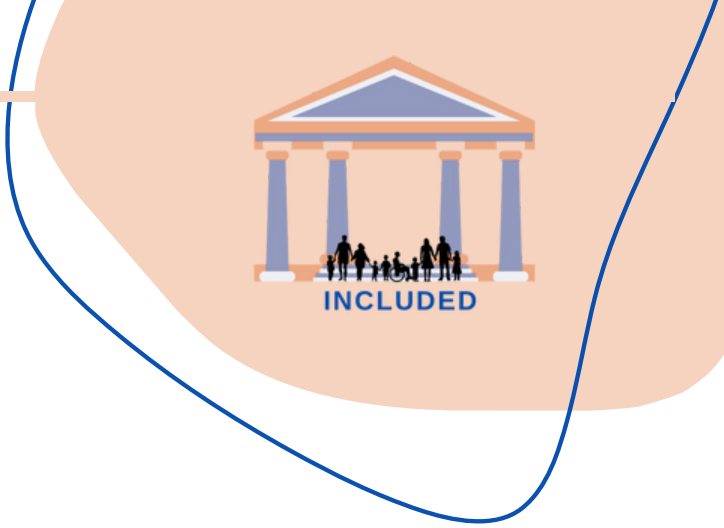




WP3 3.3 Blended learning course MANUAL

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INCLUDED PARTNERSHIP:



**Academy of
Entrepreneurship®**





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ABOUT THE PROJECT

“INCLUDED - Promoting Inclusive Employment in the GLAM Sector through Open Innovation” is an Erasmus+ project which promotes social inclusion and aims at improving the outreach to people with fewer opportunities, especially people with disabilities, in particular people with Autism spectrum disorder (ASD), through a proactive, open innovation approach for inclusive employment in the Galleries, Libraries, Archives, Museums (GLAM) sector.

INCLUDED addresses labour inclusive recruitment in the GLAM sector, as these cultural institutions are considered agents of social change, and thus should set the example of an inclusive society, shape the future of the sector but also guiding societal changes and nurturing social inclusion.

People with disabilities are among those first excluded from the labour market and the INCLUDED project seeks to disrupt this trend, through reversing the paradigm in the GLAM sector first.

The INCLUDED transnational consortium comprises Vinco (Austria), SYNTHESIS CENTER FOR RESEARCH AND EDUCATION LIMITED (Cyprus), Brainplus GmbH (Austria), ACADEMY OF ENTREPRENEURSHIP ASTIKI ETAIREIA (Greece), EURELATIONS GEIE (Italy), Asociacija MINTIES BITĖS (Lithuania).

Visit the INCLUDED project website:





INTRODUCTION

About the course

This Manual introduces the 80 hour blended learning course, targeted at adults with disabilities looking to pursue a career in the GLAM sector, featuring four modules:

- Module 1 (20 hours) - The digital GLAM-sector
- Module 2 (20 hours) - IT Security for the GLAM sector
- Module 3 (20 hours) - Communication and Cooperation
- Module 4 (20 hours) - Digital Content Creation

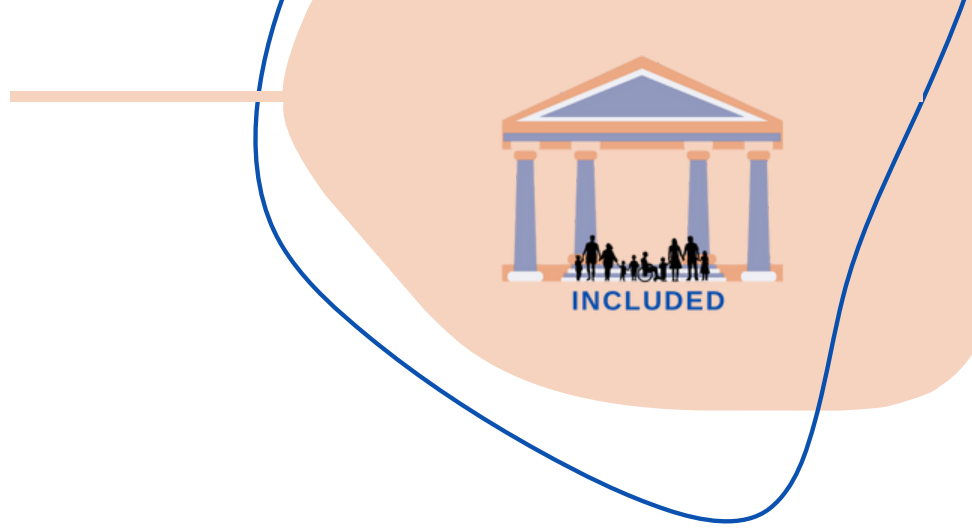
Each module comprises five online sessions, with the final one dedicated to self-reflection. Each session spans a total of 2 hours. Another five sessions are dedicated to face to face learning. Each session consisting of 2 hours allocated for in-class activities.

This manual provides the content description for each of the 5 online sessions in the respective modules, intended learning outcomes and overview of face to face sessions.

The blended learning course can be accessed online at: <http://elearning-creationproject.eu/> Learners should start this course by studying online sessions first, starting with session 1 (Module 1).

Upon completion of each module, the learners will be awarded a badge to recognize the learning that they have achieved. These badges are a virtual representation of a competence learner gains.

Course content was prepared in relation to UDL guidelines for inclusive teaching and learning. The UDL Guidelines are a tool used in the implementation of Universal Design for Learning, a framework to improve and optimize teaching and learning for all people based on scientific insights into how humans learn.



Universal Design for Learning (UDL) guidelines are a set of principles aimed at making education accessible to all learners by providing multiple means of representation, expression, and engagement. In short, UDL emphasizes flexibility in the way content is presented, how students can demonstrate their understanding, and how they can engage with the learning process.



MODULE 1

The digital GLAM-sector

Description of module

Online sessions

The first session will commence with an introduction to digital skills and the gap in these competencies in the heritage sector. As it progresses, learners will delve deeper into particular areas of digital competencies that are necessary for work in the GLAM sector. Additionally, they will have the chance to view three videos detailing the three areas of digital competencies addressed. The session will culminate with self reflection questions.

Session 2 focuses on the transformative impact of digital technologies on cultural institutions, emphasising the importance of being digitally proficient for success in GLAM roles. Learners will explore what this transformation entailed for cultural institutions with the shift to digital. The session introduces key drivers of digital transformation, the benefits of it and proceeds to offer tips and strategies for retrieving job listings in the digital GLAM sector and applying for work in these institutions.

In the beginning of session 3, learners will delve into the fundamentals of navigating the internet, the basics of the web, like what is a URL, how to navigate online, examples of browsing online. The session will then progress to discuss user-friendly approaches and web accessibility for people with disabilities, including neurodiverse people. The session will culminate with self reflection questions.

In session 4 learners will get an overview of the shifts in the GLAM sector post-COVID. The learner will have the opportunity to view a video on the future of museums and then follows an introduction to some of the new roles and responsibilities in the GLAM sector, as a result of digital transformation. The session will culminate with self reflection questions.

The last session is a reflective session and it aims to summarize all sessions of the module on the digital GLAM sector.



Learning outcomes

Online and Face to face sessions

On completion of the sessions, the learner will:

Session 1

- have an understanding of the fundamentals of digital skills
- have an understanding of digital competencies for the GLAM sector

Session 2

- understand how digitalization has transformed cultural institutions.
- acquire knowledge on tools and strategies to apply digital transformation on cultural institutions
- recall good Practices for retrieving job listings in GLAM and applying for positions.

Session 3

- define online navigation
- explore how to navigate online for numerous tasks
- distinguish user-friendly approaches to online navigation relevant to daily tasks in GLAM positions

Session 4

- outline key shifts in the GLAM sector post-COVID
- recall new job roles in the GLAM sector
- familiarise with strategic planning for dealing with digital transformation in cultural institutions

Session 5

- have an understanding of digital transformation in the GLAM sector and the digital competencies necessary for working in these cultural institutions





Overview of face to face sessions

In the first session learners will be exposed to some new digital roles in the GLAM sector and what these entail. Also, learners will recall and identify areas of digital competencies and relevant tasks when working in the GLAM world, and experiment in innovative online games using Google Arts and Culture platform.

In the second session, learners will engage in practical activities to explore the benefits of incorporating digital tools and options to the GLAM sector. They will also gain a holistic understanding of contemporary skills need to thrive to GLAM roles and be immersed in virtual tours from around the world.

In the third session learners will watch a short video about how does the Internet work and examine ways in which they use the Internet. They will then be asked to complete a number of online tasks to navigate the Internet and experiment in art color via a virtual gallery tour using Google Arts and Culture platform. Finally, they will critically reflect on digital accessibility in the GLAM sector and take virtual tours of some museum websites that serve as inclusive examples.

In this session learners will learn about what drives GLAM institutions to digital and critically reflect on the benefits of digital innovation. Learners will experiment in 3D pottery using Google Arts and Culture platform and explore the Europeana digital collections, to discuss the role of digital content curator, online community manager and how to create an inclusive social media strategy.

In this last session, the learner will have a summary of everything they have learnt during the previous sessions through a project-driven task of role play and raising awareness for artists with disabilities.



MODULE 2

IT Security for the GLAM sector

Description of module: Online sessions

The first session will commence with a video on cyber security, also learners will be introduced to information about cyber attacks. As it progresses, learners will delve deeper into IT security, why it is needed and what should be protected. Additionally, they will have the chance to view a video detailing cyber security threats. The session will culminate with insights into the design of security measures.

Session 2 focuses on enhancing account security. Learners will explore risk mitigation strategies for unknown software and threats posed by USB and mobile devices. This session introduces comprehensive security practices, including software updates, encryption, and measures against viruses and social engineering. Internet security practices such as limited access and firewall utilization will also be covered to empower participants in fortifying their organization's security.

In the beginning of session 3, learners will delve into social media and its typical features. The session will then progress to discuss fake news, including its various types, methods for detection, and strategies for combating it. Learners will be encouraged to think critically about the phenomenon of fake news and its implications.

In session 4 learners will get an overview of security policies, covering topics such as concepts and safety guidelines for on-site and remote work, security-related processes for staff changes, the importance of security awareness trainings and in the end of the session learners will gain knowledge about disposal guidelines for confidential files and data.

The last session is a reflective session and it aims to summarize all sessions of the module IT and cyber security.



Learning outcomes: Online and Face to face sessions

On completion of the sessions, the learner will:

Session 1

- have an understanding of the fundamentals of cyber security
- have an understanding of the cyber security threats

Session 2

- have an expertise developed on cybersecurity fundamentals
- have an understanding about the importance of user access and privileges
- have an understanding of security measures against threats
- be familiar with comprehensive security practices

Session 3

- have an understanding of media literacy
- be able to think critically
- be more sensitive for manipulation
- have a sense of responsibility in online behavior

Session 4

- be equipped to explore integrated security practices, delve into remote work dynamics, and implement effective information security measures
- improve holistic security awareness
- be able to apply proper disposal procedures when handling sensitive data

Session 5

- have an understanding of challenges in the topic IT security in the GLAM sector.



Overview of face to face sessions

In the first session learners will learn why cyber security is important and why cyber attacks are dangerous. Also, learners will share their experiences related to hackers and cyber attacks.

In this session, learners will learn how to easily apply cybersecurity measures. Learners will work in groups and will carry out activities related with cyber security.

In the third session learners will learn about fake news in social media and how they can be detected. Learners will watch a short video about fake news and even will search for examples of fake news themselves.

In this session learners will learn about cyber security policies and how they look like in the GLAM sector. Learners will elaborate the rules for employees and visitors and will make their own security policy guidelines.

In this last session, the learner will have a summary of everything they have learnt during the previous sessions.



MODULE 3

Communication and Cooperation

Description of module:

Online sessions

In the first session, learners will gain knowledge on digital collaboration and its benefits including improved access to information, easier workflow tracking and more. Also, they will be introduced to terms such as augmented reality and artificial intelligence.

In session 2, tools for communication and collaboration, such as Microsoft Teams and Google Workspace, will be presented. Learners will be introduced to the essential aspects of how Microsoft Teams functions, including its various features. The session will then delve into more details about Google Workspace, covering Gmail, Google Calendar, Google Drive, Google Meet, and Google Chat.

The module continues with session 3, where learners will find information about netiquette on the internet. They will be introduced to 10 rules, including the importance of using a friendly tone and respectful language, checking for grammar mistakes, replying promptly, and more.

Session 4 focuses on audience development. At the beginning of the session, learners will be introduced to terms like 'reach' and 'impressions.' They will gain knowledge on the importance of understanding the target group before launching an online or social media campaign. Additionally, they will be introduced to tips for increasing reach, such as using hashtags, ensuring content relevance, selecting the best posting times, and more.

In this last session of module 3, learner will get a short summary of all previous sessions. This should consolidate existing knowledge and practical skills, so that learner will be ready to use it in a GLAM institution.



Learning outcomes: Online and Face to face sessions

On completion of the sessions, the learner will be able to:

Session 1

- Grasp fundamental concepts associated with digital collaboration.
- Demonstrate proficiency in executing basic tasks concerning digital communication.
- Investigate the advantages of digital communication and collaboration for both individuals and organizations.

Session 2

- Understand the utilization of digital tools, notably Google Workspace, for digital communication and collaboration.
- Execute basic tasks proficiently within Google Workspace.
- Reflect the advantages of digital communication and collaboration in work- as well as in private life.

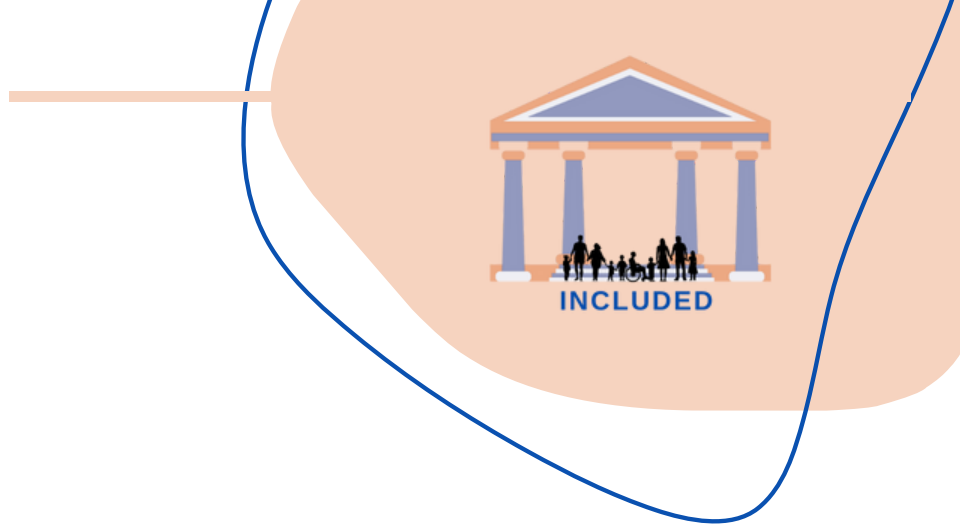
Session 3

- Understand the principles and appropriate timing for online interaction.
- Communicate and collaborate effectively while adhering to established norms of online netiquette.
- Evaluate both their own conduct and that of others in online communication and cooperation.

Session 4

- Implement marketing strategies for digital audience development
- Understand the fundamentals of social media posting
- Develop the skills to strategically analyze target audiences in the digital realm.
- Critically assess and draw insights from past social media campaigns to inform the planning and execution of their own strategies.





Session 5

- Integrate the learning outcomes from all module sessions.
- Apply digital tools effectively for communication and collaboration within their professional settings in the GLAM sector.
- Reflect on their own behavior and that of others during digital communication and collaboration.



Overview of face to face sessions

In the first session learners will learn the basics on digital collaboration, with the focus on underlining its benefits for institutions in the GLAM sector. Learners will also play a collaborative game so that they can see and understand the opportunities of collaborative problem solving by using online collaboration tools.

In the session 2, learners will learn the basics on using digital tools for communication and collaboration. It will mainly focus on Google Workspace because all these different tools are for free and can easily be learned by beginners.

In the third session learners will learn the basic rules of the term “netiquette” and how to use it in real life. Netiquette is an important issue not just for work life but also for private activities on the internet. Basing on theoretical aspects presented in the online part of this session, the learners will practice and reflect netiquette in different aspects of real life.

In this session learners will learn the basic tasks for planning and implementing social media campaigns which are essential for audience development by using online channels. Basing on theoretical aspects, presented in the online setting, the learners will do practical work in the field of social media marketing for GLAM institutions.

In the last session learners will practice, implement, and reflect digital communication and collaboration in all its different aspects. It aims at consolidating and deepening existing theoretical knowledge and practical skills.



MODULE 4

Digital Content Creation

Description of module:

Online sessions

In the first session, learners will gain an understanding of digital content creation and be introduced to examples illustrating its various forms. The importance of digital content creation for the GLAM sector will be explored, providing insights into its significance. The session will delve into different types of digital content for GLAM sector, including digital archives, artworks and images, multimedia presentations, digital exhibitions, digital storytelling, educational resources, and social media content. By the end of the session, learners will also be introduced to tools essential for digital content creation.

In session 2, participants will gain a thorough understanding of digital collections, their importance in the GLAM sector, and also will be introduced to examples of digital collections. The focus then shifts to the digital collection development policy for the GLAM sector. Information on scope, content and selection criteria, as well as considerations for resource capacity, the digitalization process, and permissions for usage and sharing will be presented.

Module continues with the third session in which learner will gain knowledge on how to use digital content legally and ethically, by learning more about Public domain, Creative Commons licenses and Intellectual Property rights (Copyright). Also, learner will be introduced to information about digital content sharing and aspects related to it such as access policy, license model and terms and more. At the end of this session learner will gain insights about websites where to find free material.

Session 4 will offer in-depth insights into copyright and its functioning within the GLAM sector. Participants will acquire knowledge about various types of copyright and the rights granted under each. The session will culminate with information on copyright protection technologies, including digital watermarks and encryption.

The last session is a reflective session where learners will be reminded of the most important information gained throughout the module.



Learning outcomes: Online and Face to face sessions

On completion of the sessions, the learner will be able to:

Session 1

- Define digital content creation
- Identify various types of digital content for the GLAM sector
- Be familiar with tools for digital content creation

Session 2

- Define a digital collection
- Identify what should be included in the digital collection
- Set up a plan for creating a digital collection
- Know the process that needs to be followed

Session 3

- Use digital content in a respectful way
- Share digital content legally and ethically
- Look for free material on the Internet

Session 4

- Define copyright protection
- Understand its benefits and disadvantages
- Be familiar with the rights granted by copyright
- Be familiar with copyright protection tools

Session 5

- Identify types of digital content for the GLAM sector
- Create a digital collection in the GLAM sector
- Use and share digital content legally and ethically
- Be familiar with the rights granted by copyright.



Overview of face to face sessions

In the first session, the learner will gain a basic understanding of what is digital content creation and why it is important for GLAM professionals. At the same time, the learner will have the opportunity to explore the different types of digital content and the tools they can use for this purpose.

In the session 2, the learner will gain a basic understanding of what is a digital collection. At the same time, the learner will have the opportunity to learn how to create a digital collection by identifying the key elements that they need to take into consideration.

In the third session, the learner will gain a basic understanding of how to use and share digital content in a way that respects the owner of the content and learn where they can find free online material that they can use.

In this session, the learner will gain a basic understanding of copyright and its purpose for GLAM institutions. At the same time, the learner will become familiar with the rights that each type of copyright allows, and become aware of copyright protection tools.

In this last session, the learner will have a summary of everything they have learnt during the previous sessions.



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