

DIGITAL STRATEGY 2018 - 2020



THE HUNTERIAN DIGITAL STRATEGY

The Hunterian Digital Strategy is informed by The Hunterian Strategic Plan 2015-2020, which identifies five key themes:

1. Developing a world-class collection
2. Engaging audiences through building and sharing knowledge
3. Developing our workforce and the next generation (professionals and students)
4. Building national and global connections
5. Investing in our people, processes and systems

The digital strategy outlines a framework for improving operational efficiency, optimising collections management resources and developing and engaging audiences. This framework will also ensure that digital technologies enhance the learning and research offer. Taking forward a new digital strategy is particularly crucial following the opening of The Hunterian Collections Study Centre at Kelvin Hall.



CURRENT POSITION

The Hunterian cares for over 1.5 million items, key assets for research, learning and engagement in the arts, humanities and natural, physical and medical sciences. We attract researchers and visitors from around the world. In 2013 we migrated to a new collections management system (CMS) which allows more sophisticated recording of collections information, grouping and linking of objects, recording multimedia and other interpretative information and creating digital narratives. As of 2017, the database holds catalogue records for around 15% of the collection with many of these containing only basic information. There is a substantial number of records to be uploaded in the near future. The entomology and zoology records will increase the coverage with information on over 500,000 objects.

The CMS has an interface with our publicly available website, allowing anyone to search our collections records. The current interface is at the first stage of development and provides basic functionality. Data from the CMS is also made available through the Kelvin Hall Open Collections website, alongside data from our Kelvin Hall partners, Glasgow Life and National Library of Scotland. Digital content related to some of The Hunterian collections is also delivered by other organisations with whom we have strategic partnerships, including Historic Environment Scotland and SCRAN.

The Hunterian has a public-facing website, blog and several social media channels that are used to develop, inform and engage with audiences.

Over the past two years we have experimented with in-gallery digital interpretative tools offering greater insight to exhibitions than has been possible through traditional labels. These have included a digital trail connecting objects in the Museum and Art Gallery as part of *The Kangaroo and the Moose* exhibition in 2015-16 and QR codes linking to online interpretation in the Art Gallery. In September 2017 we launched our first wholly-online exhibition *Beauty in Hell: Culture in the Gulag* which has enabled us to present a large amount of complex and sensitive material in a way which would have been challenging in a physical form.

We are currently limited in our staffing resources to expand our digital offer.

PRINCIPLES

The following principles underpin the Digital Strategy:

- Digital data and resources should be widely re-usable and shareable
- Digital collections data, meta-data and related resources should be freely accessible
- Onsite digital access to collections data will be provided whenever there are restrictions to providing online access
- Design of digital resources should be based on non-proprietary, open-source code
- Use of digital data and resources will conform to accepted international standards for data interchange and accessibility

STRATEGIC THEME 1

DEVELOPING A WORLD-CLASS COLLECTION

Investment in digital resources and access is identified as a key component of developing a world-class collection.

The Hunterian will:

- Support the effective integration and linking of our CMS with our web site
- Ensure that appropriate information and outputs from collections-related research projects (internal or external) is recorded within the CMS following agreed standards and protocols
- Ensure that collections data and related research outputs remain freely accessible and widely available
- Support digital engagement with the collections by researchers
- Support the creation and integration of digital outputs of research users, including Hunterian Associates
- Work with Information Studies and other University of Glasgow partners to support and develop research in digital humanities, cultural heritage, and information management and analysis
- Work in partnership with University of Glasgow Library and Collection Services to develop shared digital resources related to the collections
- Work with strategic partners both inside and outside University of Glasgow, where relevant and appropriate, to create digital resources for our collections and events

STRATEGIC THEME 2

ENGAGING AUDIENCES THROUGH BUILDING AND SHARING KNOWLEDGE

Digital technologies will be used to engage with our audiences, which include: University of Glasgow student and wider learning body; University of Glasgow teaching staff and support services; University of Glasgow and global research communities; wider learning and life-long learning communities; local, national and global communities; cultural tourism audiences.

The Hunterian will:

- Provide 24/7 access to collections data through an intuitive and user-friendly interface
- Provide 24/7 access to information on our public galleries and our public programme, including exhibitions and events
- Ensure that information on the collection developed for exhibitions and public programming is available through the CMS and is therefore available for future learning and research
- Develop an integrated approach to Hunterian and University of Glasgow Library and Collection Services CMS data
- Continue to contribute collections data to the Kelvin Hall Open Collections portal, and other online data services as appropriate
- Create interpretative material to compliment exhibitions and to reflect the range of collections, including in-gallery interpretation tools
- Examine co-curation and co-creation models for digital interpretative material, involving University of Glasgow students and staff, and partners and user communities
- Use social media to promote and support engagement with the collections and public programming
- Develop a virtual exhibition programme allowing us to complement our onsite offer and to communicate subjects and themes which are difficult to do within a physical environment
- Develop resources which use standard web and digital protocols to work across a range of platforms and devices
- Avoid investing in fixed hardware installations in the exhibition galleries that are difficult to maintain and update
- Develop digital resources in line with the exhibitions and public programmes, and research and collections development priorities
- Ensure Hunterian digital resource development supports potential REF Impact Case Studies and metrics
- Use our digital tools and resources to support widening participation initiatives at all levels for diverse audiences
- Evaluate the effectiveness of digital interpretative material both online and onsite

STRATEGIC THEME 3

DEVELOPING OUR WORKFORCE AND THE NEXT GENERATION OF PROFESSIONALS AND STUDENTS

An increased digital offer will support our ambitions to expand innovative collections-based study and experiential learning at all levels at the University of Glasgow and ultimately to contribute to the development of an effective workforce for the cultural sector.

The Hunterian will:

- Ensure data within our CMS can be easily accessed and used in teaching at all levels across the University and by users with a range of experience and knowledge in digital retrieval
- Ensure data within our CMS is equally accessible to non-specialists and specialist researchers
- Explore protocols to integrate collections data with other discovery services including the University of Glasgow Library catalogue
- Involve students in the creation of appropriate digital outputs as part of their course and research
- Use digital resources and opportunities to expand the PGT and PGR links with science subjects, extending the current close links with the College of Arts across the University
- Examine business models for expanding our digital resources to support the University's distance and online teaching and learning activities
- Involve students in social media interactions where appropriate

STRATEGIC THEME 4

BUILDING NATIONAL AND GLOBAL CONNECTIONS

Investment in digital resources will allow us to extend our reach nationally and internationally and to establish partnerships and collaborations around the world.

The Hunterian will:

- Develop and maintain a rich, diverse and high-quality online presence and digital footprint that will present to an international audience the range and significance of The Hunterian collections
- Participate in and lead international initiatives which promote the use of digital resources in a learning and cultural heritage environment, building on existing strengths in the University (e.g. in digital heritage, material culture, and object-based learning).
- Develop digital tools and resources to realise the full potential of The Hunterian collections and The Hunterian Collections Study Centre at Kelvin Hall

STRATEGIC THEME 5

INVESTING IN OUR PEOPLE, PROCESSES AND SYSTEMS

Investing in digital resources will enable us to develop processes to maximise our organisational efficiency and effectiveness.

The Hunterian will:

- Identify and embed appropriate tools and processes to ensure we develop digital skills in our workforce and support agile working
- Ensure all staff are well trained and familiar with the use of the CMS and the potential of digital resources to enhance interpretation and audience engagement
- Use the CMS to its full potential to manage the collections and their use, including recording use in The Hunterian Collections Study Centre, the development of exhibitions and for all loans and research activity
- Use appropriate software to improve environmental monitoring processes with our KH partners
- Encourage Hunterian staff to use social media to engage with audiences and promote our collections and activity as widely as possible
- Explore the latest technological advancements to trace how our collections are used and use appropriate analytics tools to capture how users are interacting with our digital outputs
- Develop tools to measure demonstrable outputs that inform future strategy and policy and effective reporting



ACTION PLAN

YEAR 1 - 2018

- Design an appropriate, intuitive and user-friendly interface for our CMS
- Set up tools and processes to record and analyse users' interaction with our CMS
- Examine, in partnership with others in the University of Glasgow, how best to integrate the main Hunterian website with more public- and project-specific web tools and platforms in sustainable and easy to maintain ways
- Explore co-curation and co-creation models for digital interpretative material, involving University of Glasgow students and staff, artists, partners and other user communities
- Identify staff training needs and develop an appropriate and funded training programme
- Work in partnership with University of Glasgow Library and Collection Services staff to develop processes and protocols for sharing digital resources related to the collections
- Work in partnership with University of Glasgow Library and Collection Services staff to develop prototype digital resources focussed on the William Hunter Tercentenary
- Explore ways to appropriately involve students in social media interactions
- Investigate, with others in the University of Glasgow, the provision of improved WiFi access and infrastructure in public areas

YEAR 2 - 2019

- Develop a programme to ensure all major exhibitions have a digital presence related to material in the collections
- Examine ways of integrating and linking the project-specific and public engagement digital output from Hunterian Associates, and other related users and partners, with the main Hunterian website
- Examine the co-creation of digital interpretative material with students as part of course delivery (e.g. of MSc in Museum Studies and in Museum Education courses)
- Expand The Hunterian's social media presence in line with identified audience development priorities
- Increase the range of available images of our collections, focussing initially on our public engagement, teaching and research priorities
- Explore how our virtual exhibition programme initially launched with *Beauty in Hell: Culture in the Gulag* can be complimented with other virtual exhibitions.

ACTION PLAN

YEAR 3 - 2020

- Link, where relevant, all items in our CMS with University of Glasgow Library and Collection Services systems, the Kelvin Hall Open Collections website, and other related services
- Integrate our CMS and other digital content with existing University of Glasgow digital learning support platforms, like Moodle
- Integrate co-creation of digital material models in regular teaching delivery and collaboration, for example with MSc in Museum Studies courses
- Ensure that publications related to collections information is recorded in our CMS
- Ensure all Hunterian exhibitions have a digital presence on the web
- Launch regular virtual exhibitions programme



CASE STUDIES

DIGITAL HUNTER

An online portal celebrating the lasting legacy of Hunter's donation to the University of Glasgow

This project is creating an interactive new online portal to showcase William Hunter, his collection and his relationship with Glasgow, to a wider audience. It demonstrates the ongoing impact of Hunter's gift to the University of Glasgow through the world-class teaching and research that this rich collection enables today.

The Hunterian is working closely with the University of Glasgow Library and Collection Services to bring the Hunter collections together to create a new, visually appealing portal that highlights notable objects; presents contextual history; and tells stories about the man and his diverse Enlightenment collection.

Digital Hunter will be part of Hunter's Tercentenary celebrations in 2018 and complements the exhibitions, publications and events that will be organised throughout the year and beyond.



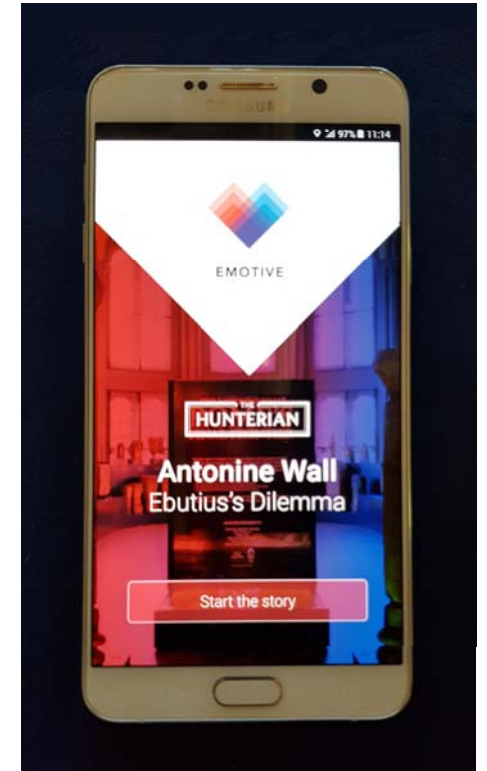
EMOTIVE PROJECT

Personalised digital storytelling in cultural heritage

EMOTIVE is an innovative €2.6-million H2020 project which runs from 2016 to 2019 that aims to use emotional storytelling to change dramatically how we experience museums and heritage sites. For visitors, EMOTIVE will offer emotionally engaging stories that can be experienced while at a museum, cultural site or remotely. The Hunterian's display of unique artefacts from the Antonine Wall is used as one of the two EMOTIVE case studies, both linked to UNESCO World Heritage sites. The University of Glasgow EMOTIVE team (from The Hunterian and Information Studies) brings to the project an in-depth understanding of the needs of both cultural heritage professionals, as well as diverse visitor groups and end users. This is valuable for collecting user requirements for both designing and experiencing EMOTIVE stories, as well as for evaluating the EMOTIVE prototype experiences and tools.

The University of Glasgow team has a range of partners on this project including EXUS Software Ltd-SME, Greece and UK; ATHENA Research Centre, Greece; University of York, UK; INRIA Sophia-Antipolis-Research Centre, France; CNR-Research Centre, Italy; DIGINEXT-Company, France; and Noho-Creative Industry SME, Ireland.

emotiveproject.eu



CASE STUDIES

BEAUTY IN HELL

Beauty in Hell: Culture in the Gulag virtual exhibition

Beauty in Hell: Culture in the Gulag launched The Hunterian's virtual exhibition programme and showcases, to a global audience, current research undertaken by Dr Andrea Gullotta, Lecturer in Russian Studies at the University of Glasgow. It looks at the unique circumstances of the Solovki Camp (the Soviet Union's earliest labour camp) and how the cultural activity of the intellectuals, scientists, and artists imprisoned there formed a resistance to the systematic violence and oppression that came to define it.

The exhibition commemorates the 100th anniversary of the Russian Revolution, which marked the beginning of the Soviet era and the state violence that eventually resulted in the creation of the Gulag. In the spring semester of 2016/17, the development of this virtual exhibition was used as part of the Hunterian Exhibition Development Course, a course offered as part of the MSc in Museum Studies. This led to a summer work placement in The Hunterian for one of the PGT students, supporting the preparation of the exhibition. This is an example of how digital initiatives can be carried out in collaboration with other departments of the University, co-curating diverse material with both University staff and students.

glasgow.ac.uk/beautyinhell



MUSEUM EDUCATION MSc

Online Distance Learning

The Hunterian is collaborating with the School of Education in a new Masters in Museum Education that started in 2017-18. From 2018-19 this will also be offered as an online distance-learning course. Several members of Hunterian staff contribute to the teaching and Hunterian digital resources, such as videos of selected objects, have been developed for this programme.

Digital resources are a valuable resource supporting teaching and learning in this programme, providing opportunities for the students to develop a critical awareness of museum collections and ways of integrating them in both formal and informal educational contexts.

glasgow.ac.uk/postgraduate/taught/museumeducationonline



The Hunterian

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