

Appendix J Digital Policy and Action Plan

1. Introduction

1.1 South East Museum Development (SEMD) provides professional support to more than 300 museums across the region. We are a trusted critical friend providing grass roots support to museums in the South East, and our team of experts provide relevant and timely advice, strategic funding and training that our museums need to flourish. We champion the region's museums to ensure that their work is recognised, supported and advocated for. This Policy reflects the use of digital services that SEMD employs to deliver its programme of work.

1.2 SEMD is led from within the sector by the Royal Pavilion & Museums Trust (lead partner), Hampshire Cultural Trust, Oxfordshire County Museums Service, and Chatham Historic Dockyard Trust, forming the Museum Development Coordination Group (MDCG).

2. Delivery Context

2.1 Digital media technologies underpin every aspect of our society, economy and culture and we must ensure that museums have the confidence to respond to its opportunities and challenges. Through the development of a holistic digital approach, embracing digital activity and skills across the programme we aim to embed an expectation of 'digital by default' not only in our work but to set this expectation in the south east museum community.

2.2 The south east's museums are very diverse in their levels of digital capability. The resources published by Arts Council England's Digital Champions, as well as other digital research carried out by Collections Trust and Culture24 will be used by the SEMD team to inform where to focus our resources: we are committed to improving awareness, engagement, knowledge and use of digital technology.

2.3 Public facing digital conduits:

- SEMD Website (www.southeastmuseums.org)
- Social Media Channels (twitter, youtube)
- E-newsletter (Monthly for 2021-22)
- Grant Applications
- Evaluation Surveys
- Organisational Healthcheck Survey (OHC)
- Mentimeter (live polling software)
- Zoom (video conferencing software)

2.4 Internal Systems:

- CiviCRM (customer relationship management system*)
- Microsoft Office Suite
- Mailchimp (e-newsletter)
- Smart Survey (evaluation data)
- Mentimeter (live evaluation tool)
- Zoom (video conferencing scheduling)
- PIER employee/manager (HR software)
- Civica Financials (financial processing software)
- Hootsuite (social media scheduling software)

2.5 CiviCRM Software

2.5.1 SEMD utilises the CiviCRM database to hold, analyse and use interaction and contact data from south east museums such as generic contact details of organisations and individuals within south east museums, collection overviews, network memberships, and Accreditation status. We also capture when and how we interact with museums, for example, whether museum staff and volunteers have attended a SEMD-run training day, and the details of grants and projects we have supported them with.

2.5.2 The database is a key tool for producing quarterly monitoring reports for the programme for MDCG and our funder Arts Council England. We also create bespoke reports based on museum type, district, collections, etc, as required. The database also acts as a key mechanism for the SEMD team work strategically to understand the ongoing support and need it provides to museums.

2.6 Support for Museums:

2.6.1 As part of our delivery programme we will be supporting south east museums in developing their digital skills. We will do this via training, focussed project cohort work, 121 support from subject specialists, signposting to 'digital champions' and through online resources. More detail on the delivery programme can be found within the 2021-22 Business Plan for SEMD.

2.6.2 We have identified that south east museums need supporting with:

- Increasing their knowledge and understanding of available hardware and software for external and internal processes
- Collections Management Systems (CMS) and Digital Asset Management Systems (DAMs) with regards best practice in Collections Management
- Digital Marketing
- Audience development, including segmentation software
- Digital content creation with relation to collections
- engagement with the public (whether this is simple 'viewing' interaction, or active sharing of museum-created content)

4. Review.

4.1 The SEMD Team will regularly monitor the effectiveness of this policy as part of its risk management process, reporting to the MDCG. The digital actions will be reviewed quarterly by the MDCG in line with established review and reporting procedures, and the policy and plan will be updated when required. Remedial action will be identified where needed and delegated to the appropriate member(s) to implement.

4.2 The measurables contained within Item 3, Action Plan, will be reviewed annually at the end of each financial year (31 March).