

NCK Work plan 2015

Goal:

NCK shall be the first choice for the heritage sector in the Nordic and Baltic countries when looking for competence and experience in the field of heritage learning. NCK shall have key competences to meet the expectations of the owners and have a broad network within museums, archives, arts and universities in the Nordic countries, Europe and internationally, which will enable NCK to create partnerships necessary to lead the field of heritage learning forward

Targets

1. NCK develops its networks and international contacts

Activities:

a. NCK will work to find forms and financing to be able to continue the work with the reference group.

b. NCK participates in various networks and cooperates with different organisations

- NCK follows EARLALL's work
- NCK participates in Culture Action Europes work
- NCK participates in NEMO's work
- NCK keeps its contacts to Observatory PASCAL

c. NCK continues to coordinate RSM's group on museum learning strategies

d. NCK welcomes interns from different countries to spend time at NCK

- NCK develops information and marketing of this opportunity and a structure to make interns come at suitable times.

e. NCK offers a place for a guest researcher during 2015 in order to cooperate with NCK in different projects.

2. NCK develops its communication and marketing

b. NCK arranges events in order to increase the knowledge about NCK

- A spring conference on the theme *Audience development* will be arranged in February with at least 75 participants

- A seminar will be arranged in November. If financing allows this will be the reference group meeting

- NCK will award a prize for heritage learning work each year. The prize will be marketed to create attention

b. NCK continues its communication work

- Facebook is updated several times a week
- The mailinglist is kept alive with information about events and similar things
- The website is up to date – both English and Swedish versions
- An ”executive news”-letter will be sent to owners and other selected people four times during the year.

c. NCK visits two of its owners during the year in order to increase the knowledge about NCK.

d. NCK starts to use film as a tool for marketing and information about what we do.

3. NCK shall contribute to research and development within the field of heritage learning at regional, national, Nordic and European level

a. NCK works with learning projects at a practical level

- NCK takes part in the project *Joy and Surplus value* within Nordplus vuxen, with Jamtli as lead partner. The other partners are Ringköping-Skjern, Gotland, Maihaugen, MiST. The project will end in November 2015.
- NCK runs, together with Malmö museer and Maritima museerna the project *Interkulturell dialog* which is about investigating Swedish for immigrants and similar initiatives at Swedish museums.
- NCK works on a project about genealogy as a learning tool.
- NCK runs the networking project *Kulturarv och lärande*. The project ends in February

b. NCK works with policy-oriented projects

- NCK takes part in the project *Access to Culture* which is about investigating how EU policies concerning access to culture are implemented at national level. The project ends in April 2015.
- NCK is the lead partner in the project *Aktivt åldrande och kulturarv* – Funds have been granted from Vinnova to create a national network. The project ends in February 2015.

c. NCK develops and applies for new projects and contributes to project applications as a partner

- NCK applies for the project *Digital pedagogik* within Nordplus vuxen.
- NCK applies for the project *Audience development i arkiv* from kulturkontakt nord or nordisk kulturfond
- NCK together with MiST apply for the project *Regionala effekter 2* through interreg
- NCK applies for the project platform B for *Aktivt åldrande och kulturarv* at Vinnova
- NCK applies for the project *En KKN-strategi 1420* at the regional development fund
- NCK investigates the opportunities to apply for a project through the European social funds in order to create projects around youth, immigrants and older adults together with Jamtli.
- NCK investigates the opportunities to apply for a project through Erasmus+
- NCK investigates the opportunities to cooperate with Världsarv Ragundadalen about a project around learning and world heritage sites.

d. NCK works towards creating publications and getting the project results published

- A publication is created from the best contributions to the spring conferences to mark NCK's 10th anniversary. Financing is sought during the year.

4. NCK develops its commissioned work in order to reach a surplus of 105 000 sek to reinvest (15% of the public funding)

a. NCK develops a business plan

- NCK will develop its pricing so that it is adapted to the market and ensures that the owners are given an advantageous price.
- NCK will look into the marketing and how to reach out to different countries with commissioned work and lectures
- NCK has an internal workshop to evaluate commissioned work to see if the offers of services can be developed.

b. NCK offers courses, lectures and services as consultants or with investigations

- The course *Kulturarvs pedagogik och utveckling* will be held for master students from NTNU and other people who are interested during February/March.
- A lecture about GLO will be given to the city archive in Uppsala during January.
- If there is an interest courses about HLO can be given to Jamtli, Teknikland, Fjällmuseet och Världsarv Ragundadalen
- NCK continues to market its courses and workshops