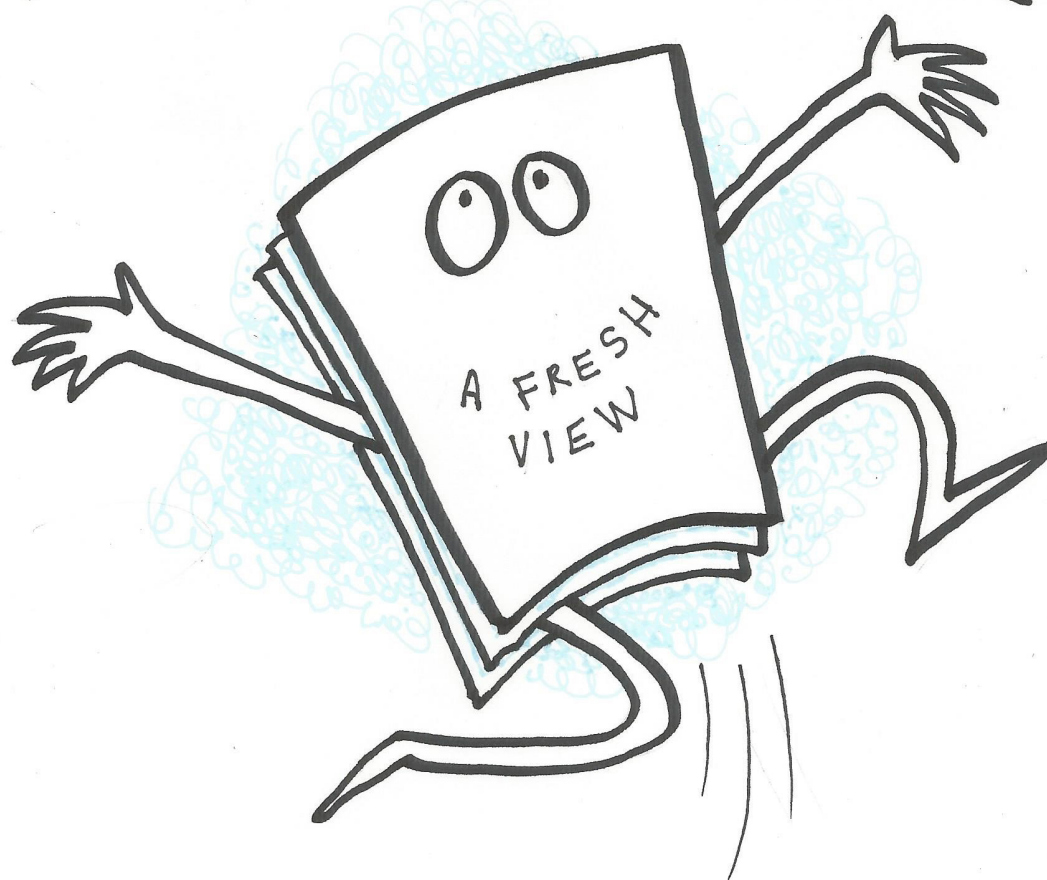


FRESH!



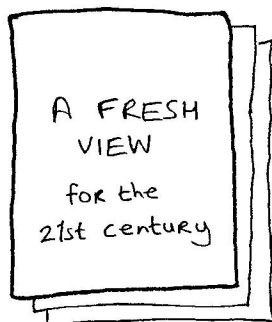
An introduction to :

“A FRESH VIEW FOR THE 21ST CENTURY:

EDUCATION, COMMUNITY, OUTREACH POLICY FRAMEWORK 2014”

Original document developed by the ECO Working Group of the Council of National Cultural Institutions in association with Anne Gallagher

Adapted & Illustrated by Patrick Sanders



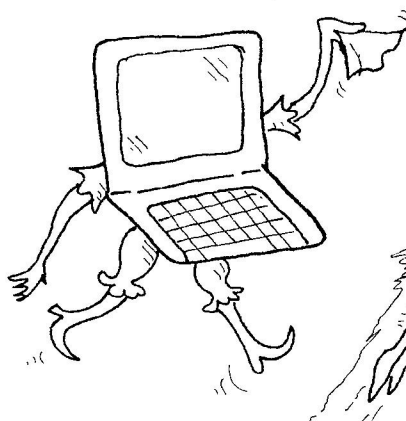
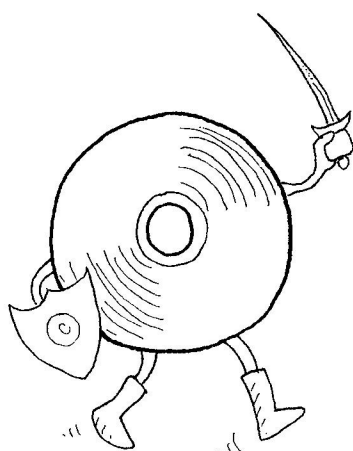
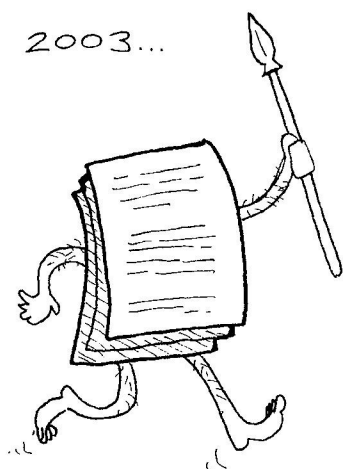
"A FRESH VIEW FOR THE 21st CENTURY" is a revised policy framework, developed by the EDUCATION, COMMUNITY, OUTREACH (or ECO) WORKING GROUP of the COUNCIL of NATIONAL CULTURAL INSTITUTIONS (or CNCI)...

This revised and updated policy is based upon the foundational

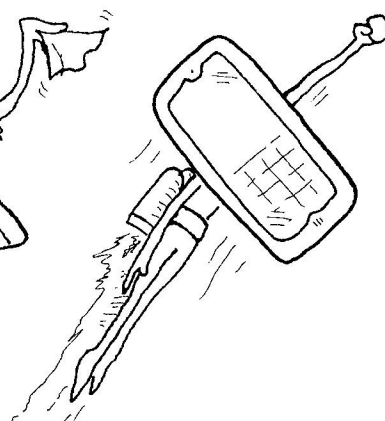
ECO POLICY
FRAMEWORK
FOR
EDUCATION,
COMMUNITY,
OUTREACH

of 2003.

2003...



...TODAY



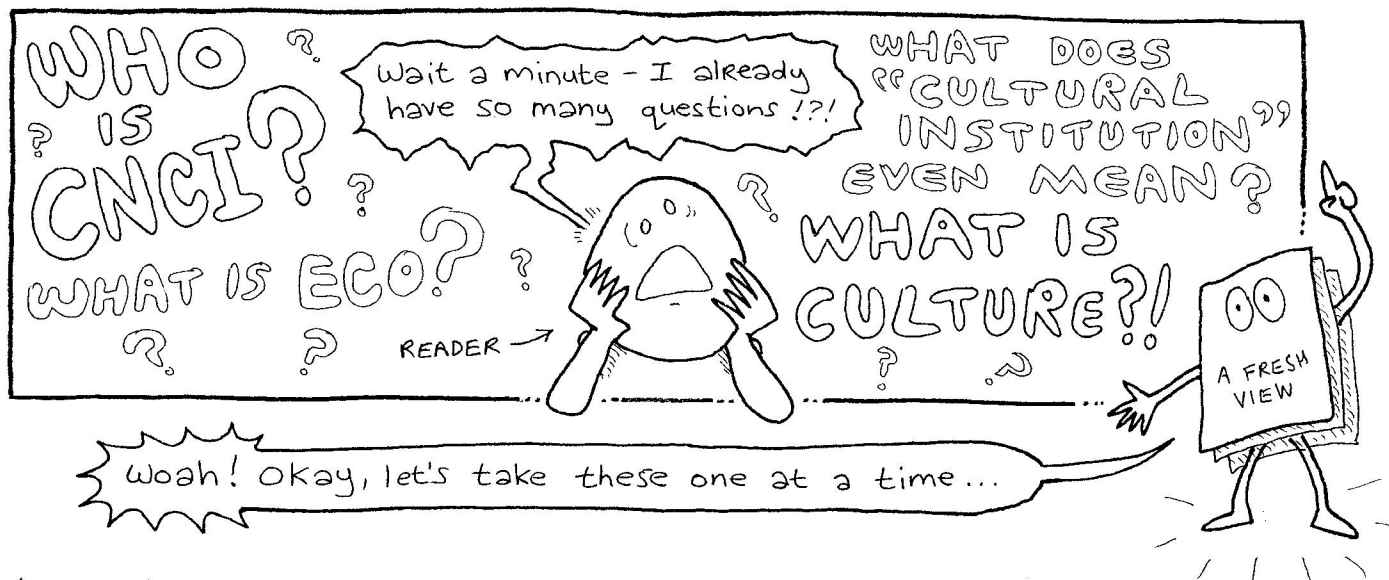
However, in the years since that report's publication a lot has changed in culture, within ECO and in policy, so it was felt it was time to update it...

This document (the one you are reading right now) has been designed as a graphic report to help give you a taste of what "A FRESH VIEW..." is about, and its purpose...



ARTIST'S
IMPRESSION
OF ARTIST'S
IMPRESSION

P. Zulu 2015

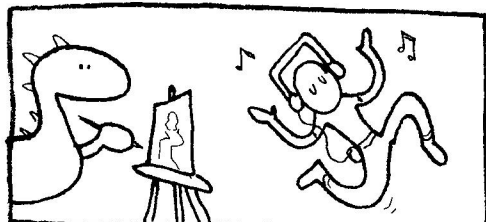


When we talk about...

CULTURE



...the term covers a wide range of artforms, heritage resources and cultural disciplines...



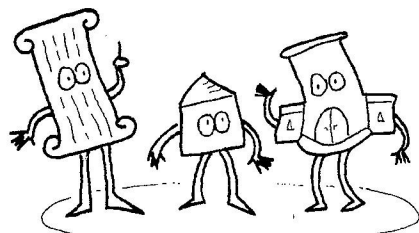
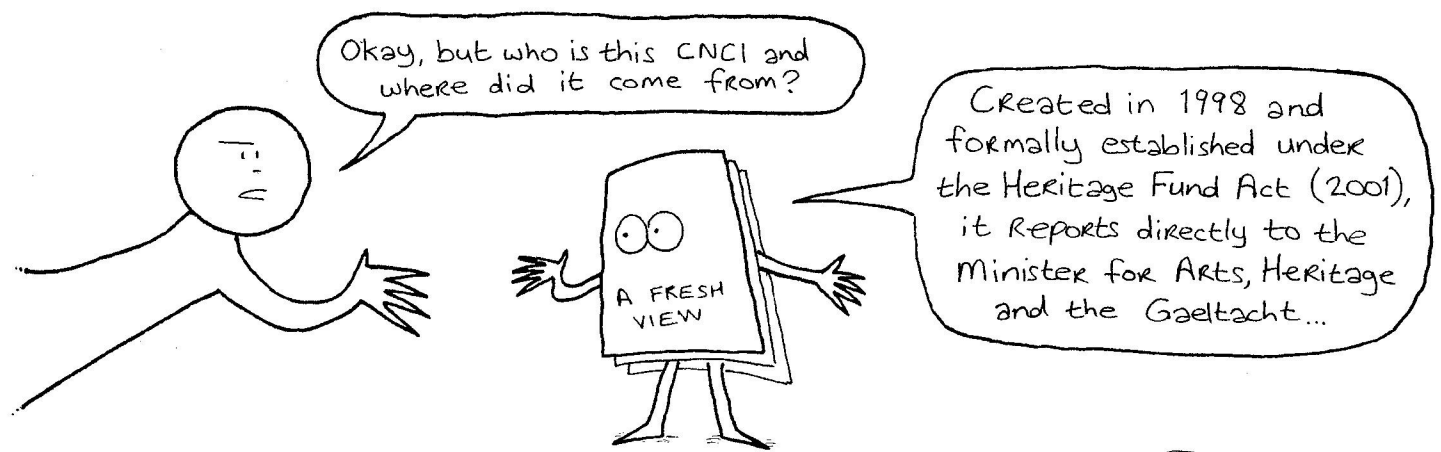
...from pre-history to modern day...

...and including both natural and built environments...

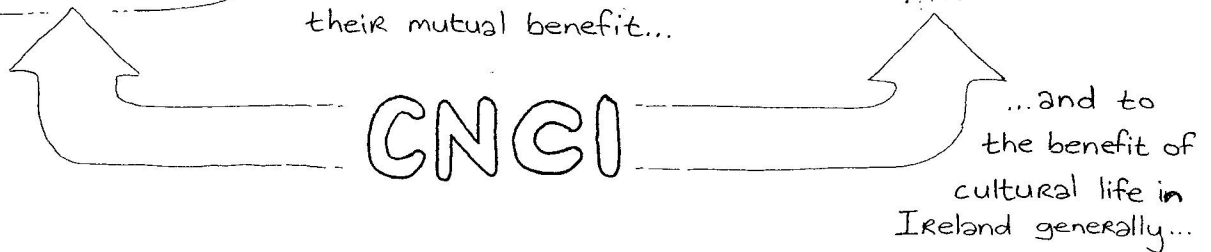
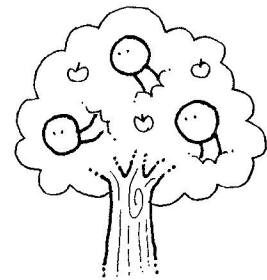


The Cultural Institutions (or CIs) that make up CNCI work to tend different aspects of Ireland's cultural landscape. Common to all is a commitment to the care of arts, culture and heritage, and to fostering rich and varied relationships between the people of Ireland and culture.



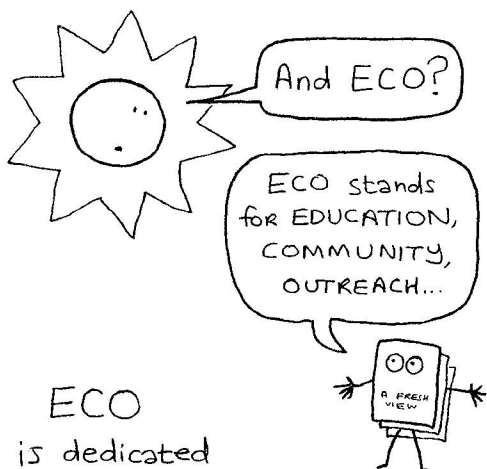


CNCI exists to facilitate professional exchange and partnerships between member institutions to their mutual benefit...

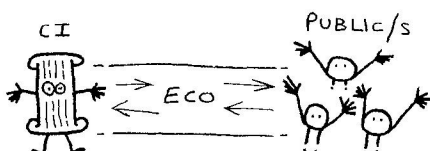


CNCI membership consists of the following institutions:

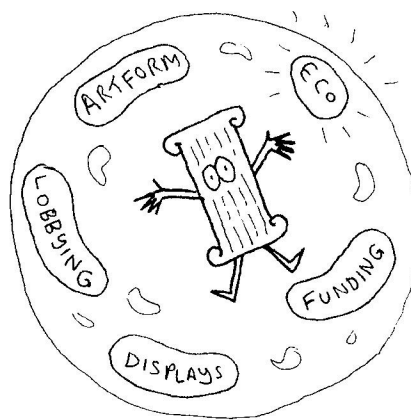
- THE ARTS COUNCIL
- CHESTER BEATTY LIBRARY
- CRAWFORD ART GALLERY
- THE HERITAGE COUNCIL
- IRISH MUSEUM OF MODERN ART
- NATIONAL ARCHIVES
- NATIONAL CONCERT HALL
- NATIONAL GALLERY OF IRELAND
- NATIONAL LIBRARY OF IRELAND
- NATIONAL MUSEUM OF IRELAND
- NATIONAL THEATRE SOCIETY LTD.



ECO is dedicated to the engagement of CIs with the diverse publics to

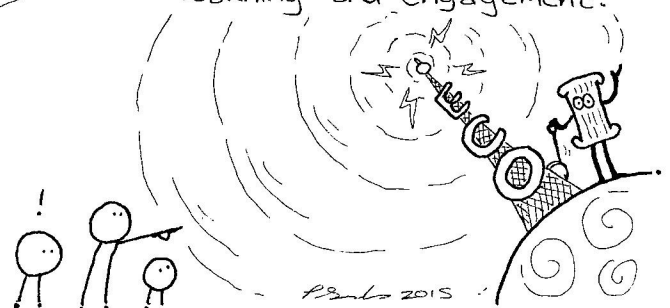


the mutual enrichment of both.



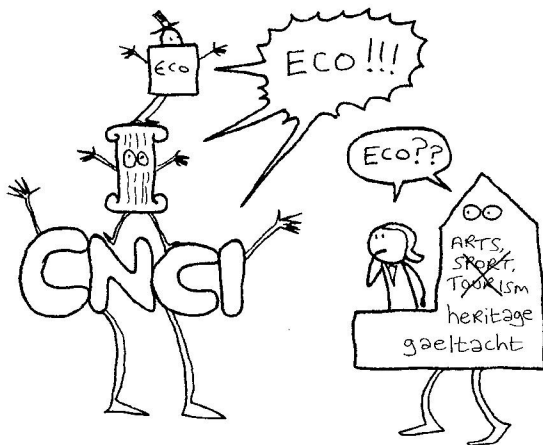
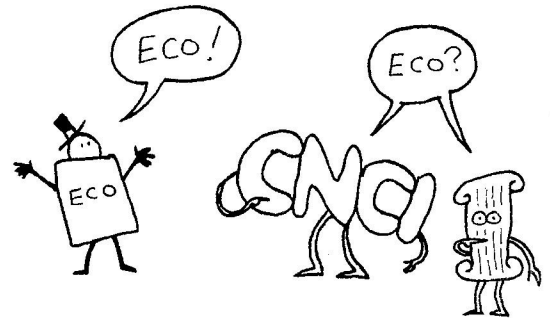
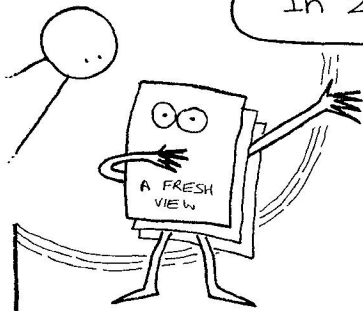
ECO is a professional discipline within the wider work of Cultural Institutions...

The term "ECO" also covers access to learning and engagement.



In 2003, it was hoped that this new policy framework would:

- ① Facilitate greater understanding of ECO within CNCI and its individual member institutions...



- ② Provide a basis for discussion with the Minister for Arts, Sport & Tourism [now Arts, Heritage & the Gaeltacht] on ECO, with a view to improving the policy and funding environment for such work...

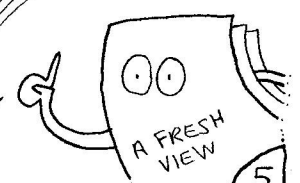


- ③ Provide a basis for discussion with other government departments to enhance their understanding of ECO work and its contribution to delivery of their key objectives...

- ④ Establish a framework for any future actions undertaken by the CNCI's ECO Working Group. These actions could be joint (several members) or collective (all members), and might include cooperation with other organisations on the island of Ireland or beyond...

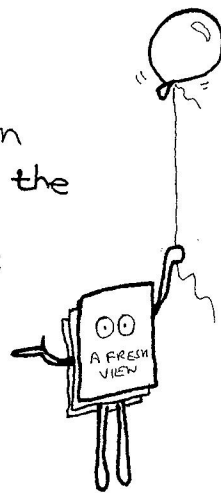


These aspirations still stand!



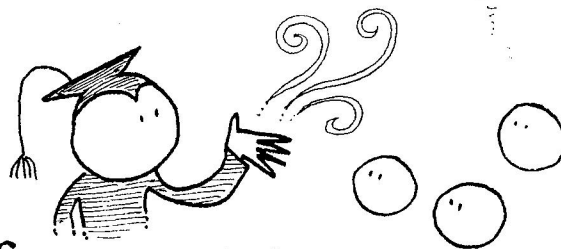
HOWEVER...

since 2003, there have been many developments in the legislative and policy environment, including:



ARTS IN EDUCATION CHARTER, 2014

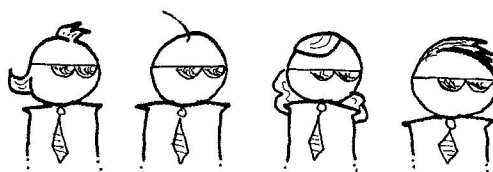
The Department of the Arts, Heritage & the Gaeltacht and the Department of Education & Skills acknowledge the importance of participation in the arts and culture within and out of school, and set a number of Recommendations for action...



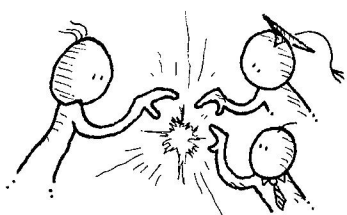
ENCOUNTERING THE ARTS IRELAND, 2013

The members of CNCI ECO have been central to the formation of ETAI, which includes more than 30 arts, education, culture and heritage organisations catering for the 800,000+ children and young people currently in schools in Ireland...

SPECIAL COMMITTEE ON ARTS & EDUCATION, 2006



This was an alignment between politicians, practitioners and the public around the need to address the lack of arts provision for children and young people both in and out of schools...

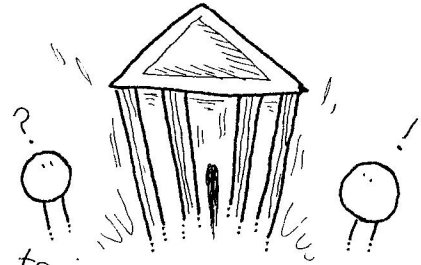


ARTISTS ~ SCHOOLS GUIDELINES, 2006

Designed to facilitate artists, teachers, schools and arts organisations to work in partnerships with young people to enhance learning, enrich arts experience and develop creativity...

THE MUSEUM STANDARDS PROGRAMME FOR IRELAND, 2004

Administered by the Heritage Council, this aims to improve all aspects of Ireland's museum practice (including museum education)...

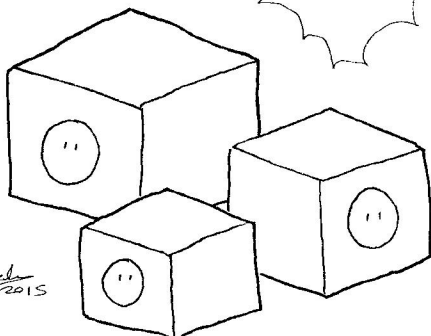


TOWARDS A FRAMEWORK FOR JUNIOR CYCLE, 2011

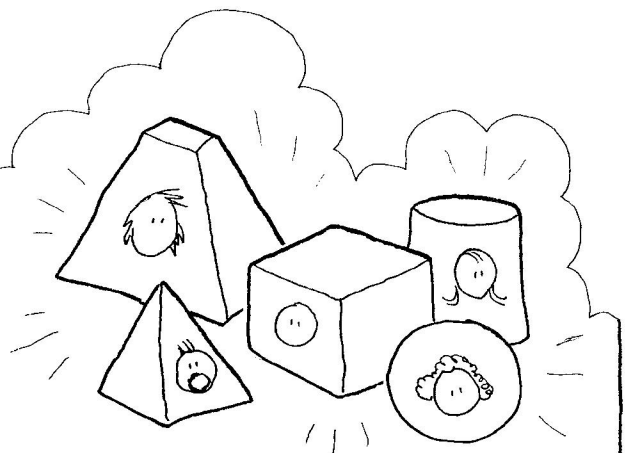
This provides opportunities for CIs to work with schools in new and innovative ways to meet the learning needs of students...

More information on these and other developments can be found in "A FRESH VIEW..."

The Rise of DIGITAL MEDIA and the opportunities they offer have also had a significant impact on ECO work in recent years...

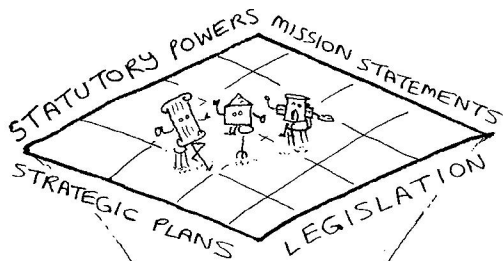
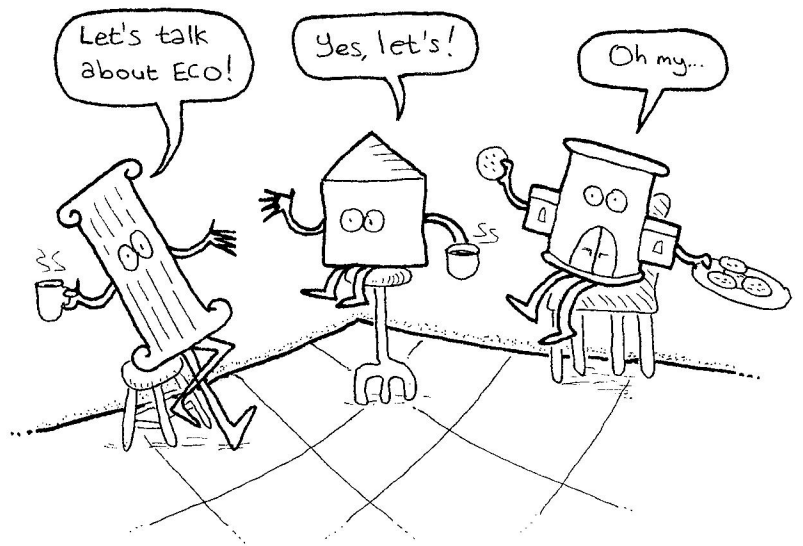


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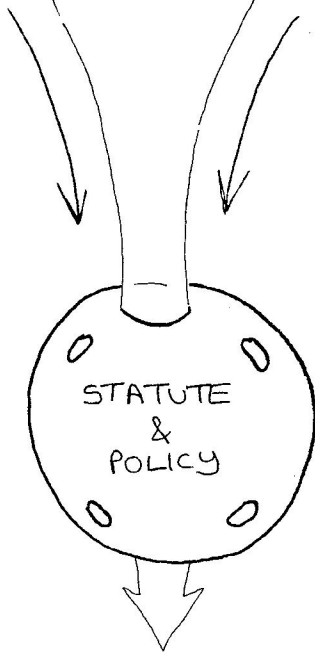


Ireland is also now a more MULTICULTURAL society than back in 2003...

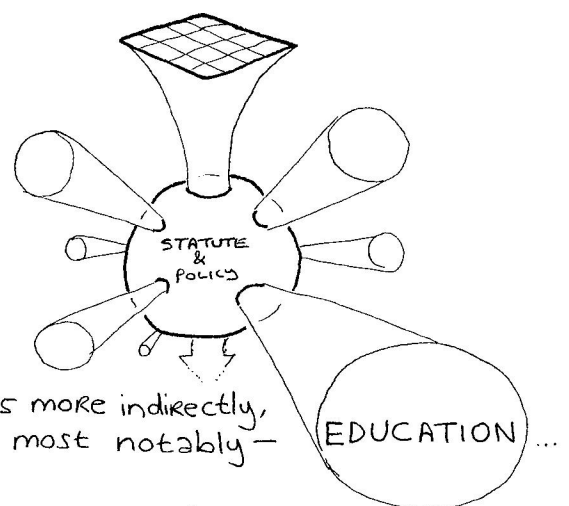
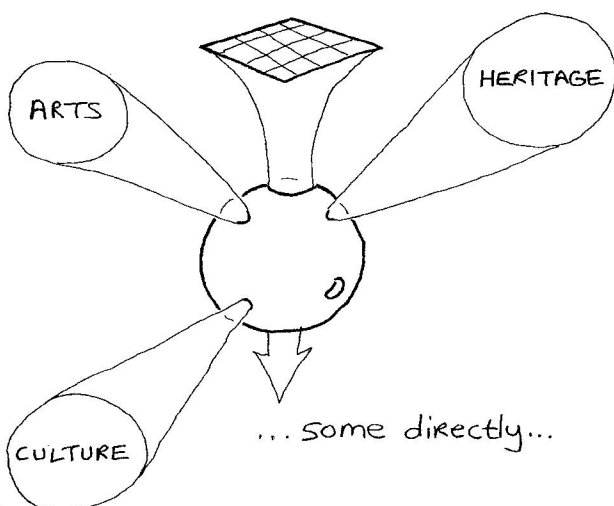
So, CNCI was set up to facilitate shared thinking and pooling of resources for Cultural Institutions, especially in areas like ECO...



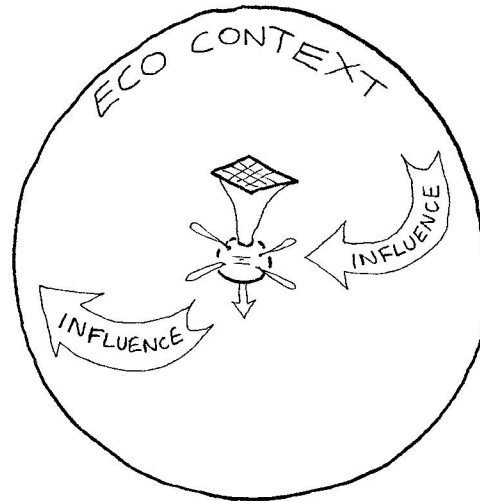
ECO is shaped by a matrix of external factors (like legislation) and organisational ones (like mission statements)...



...This matrix of factors connects with ECO through different fields of public life via statute and policy...

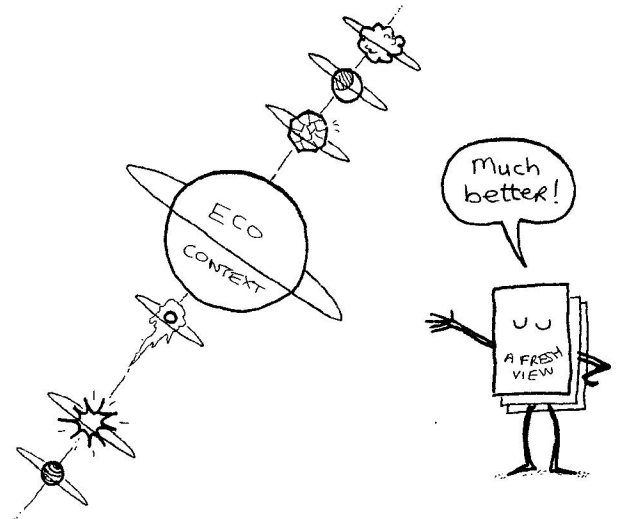
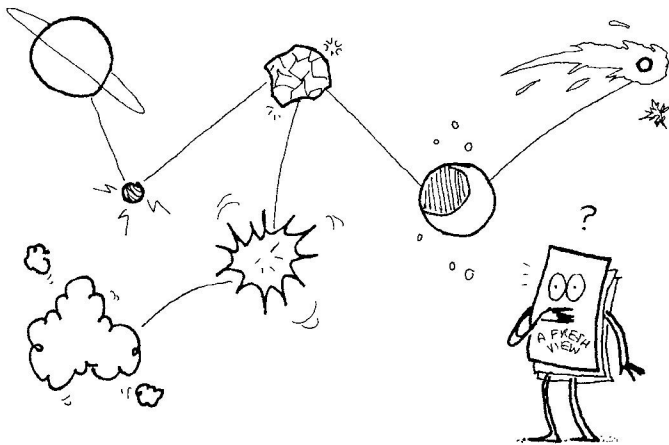


But ECO has its own context too... And as well as being influenced BY, it has also had influence ON the policies, provisions and programming of CNCI members...

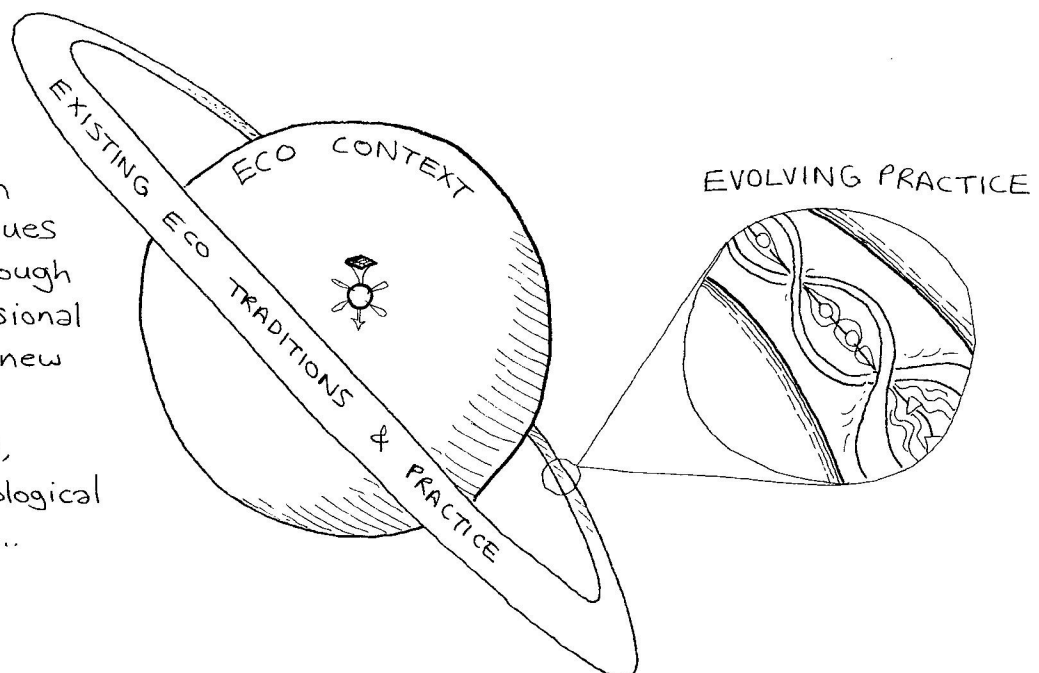


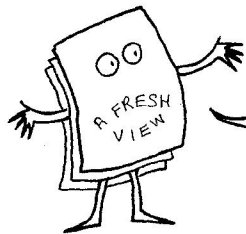
In the past however, ECO practice across Ireland had been somewhat uneven...

... but in recent years, the quality of ECO work has become more consistent...



ECO practice in Ireland continues to evolve: through research, professional development, new partnerships, collaborations, social & technological changes, etc...



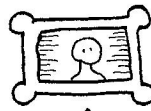


So where does ECO fit within our Cultural Institutions..?

The work of most national Cultural Institutions can be seen as a TRIANGLE showing the relationship between:

THE CULTURAL RESOURCE

(artform, heritage resource, cultural object, event, etc.)

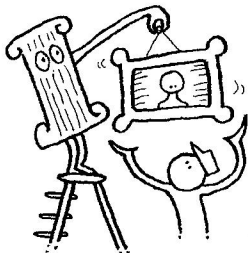


(and its maker)

HERE IT'S A PAINTING, BUT IT COULD BE ANY ARTISTIC, CULTURAL OR HERITAGE RESOURCE

OR - WHAT WE HAVE OR MAKE

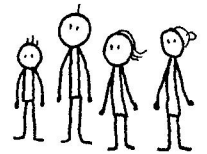
THE SERVICE ACTION



WHAT WE DO

(eg: create, collect, conserve, Research, document, show)

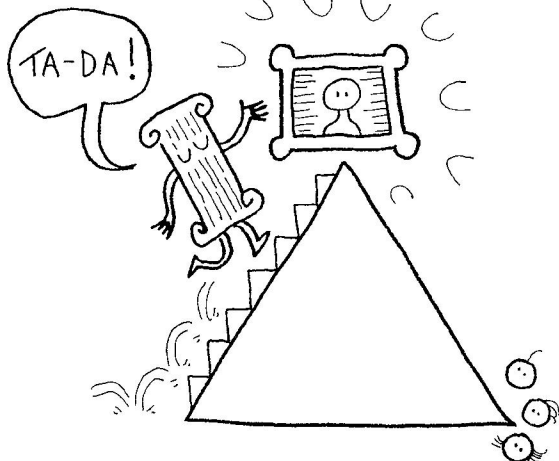
THE PUBLIC



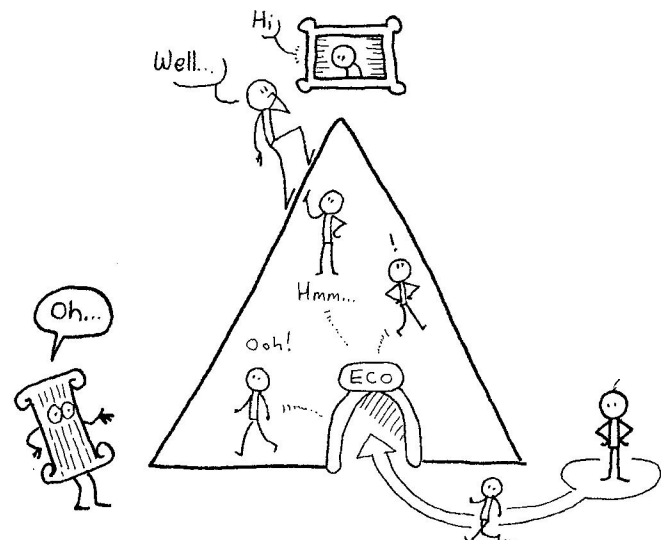
WHO IT'S FOR

THIS IS WHERE ECO TENDS TO ENTER THE TRIANGLE

Often the focal point of this triangle is the collection or repertoire...

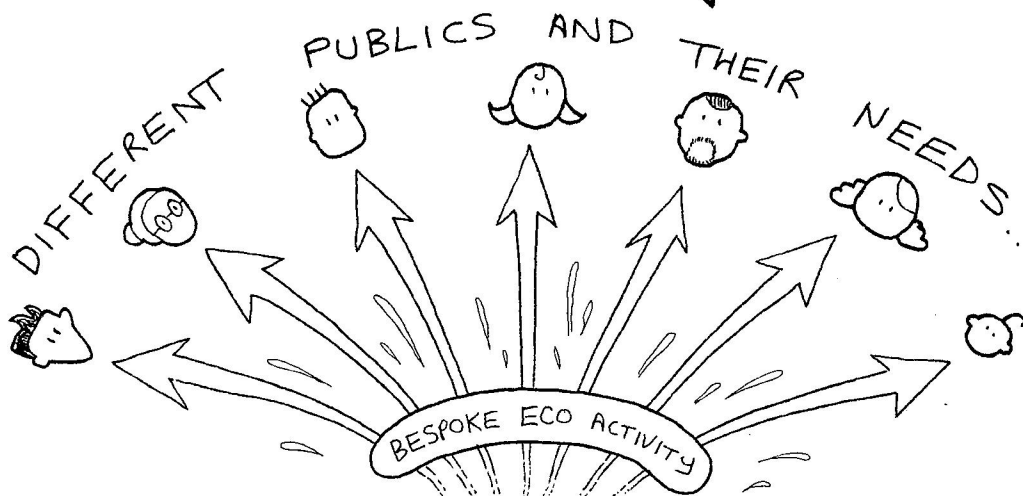
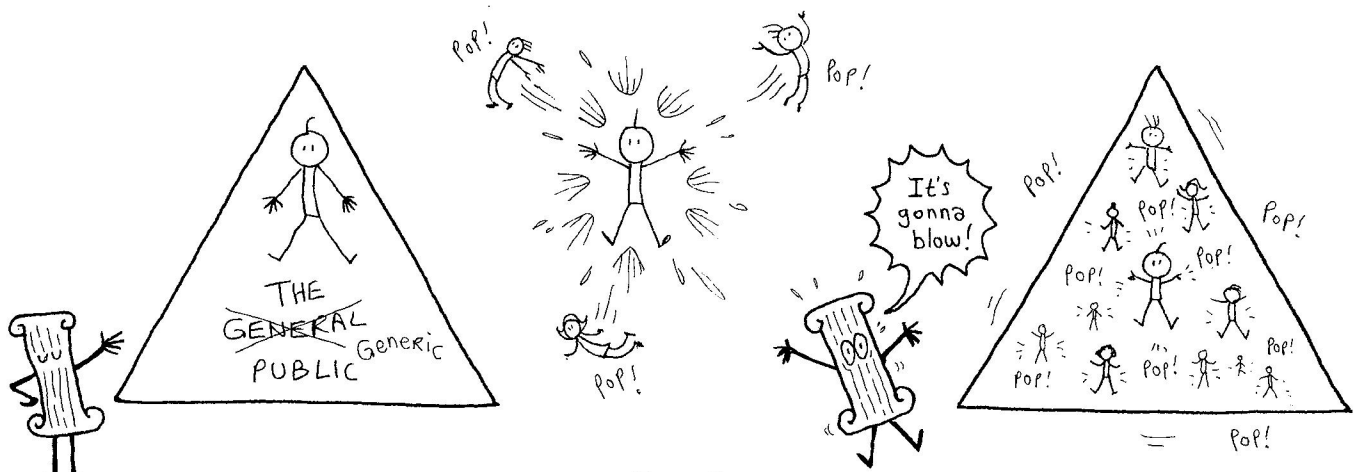


ECO, however, is about the public's relationship with the institution and its resources...

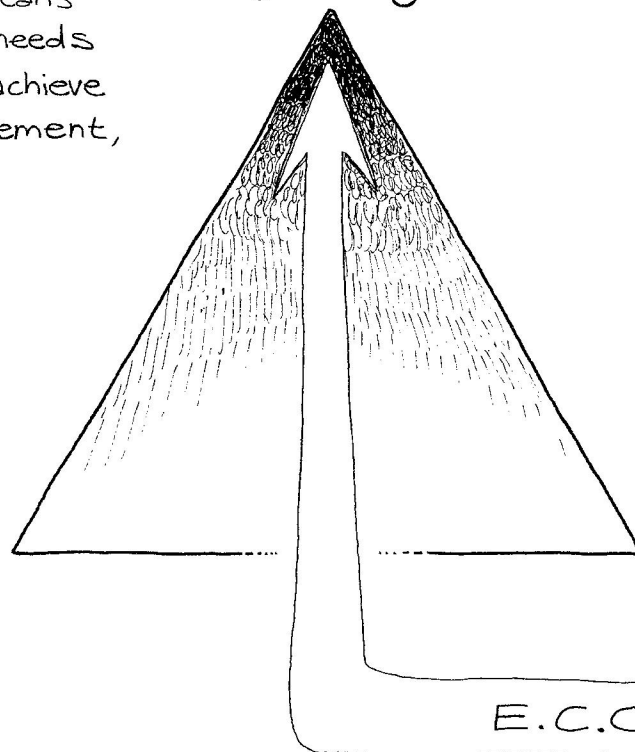
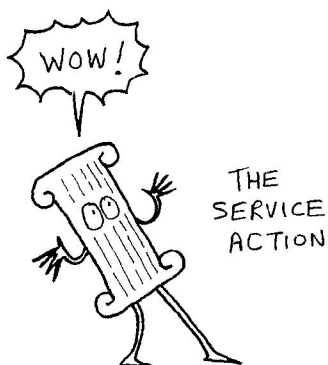


However, ECO recognises there is no one single "GENERAL PUBLIC"...

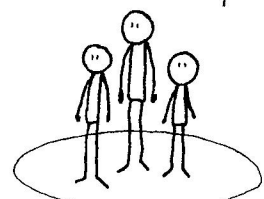
...but rather a number of "PUBLICS" made up of different groups and communities, each with their own needs...



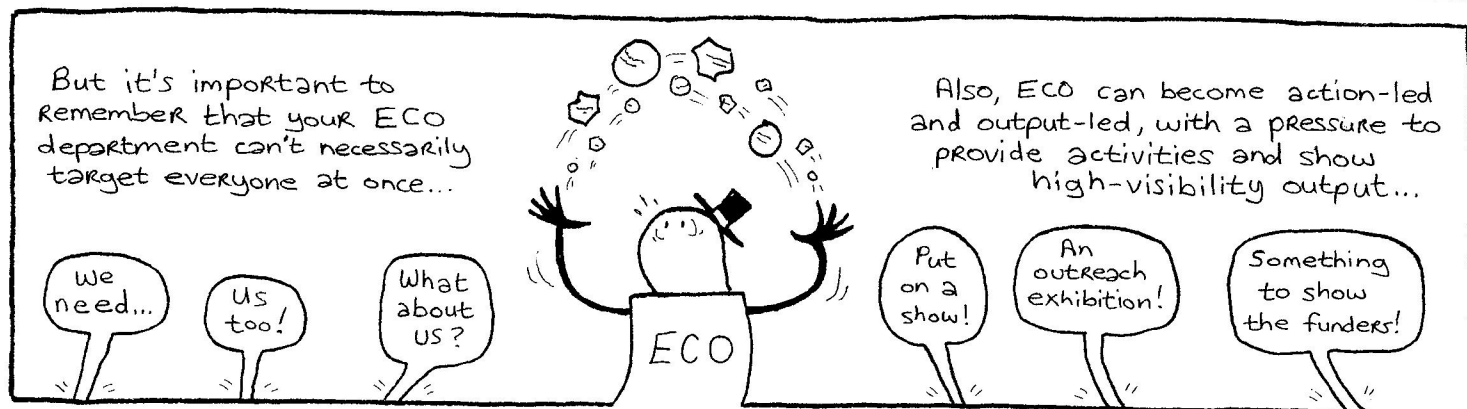
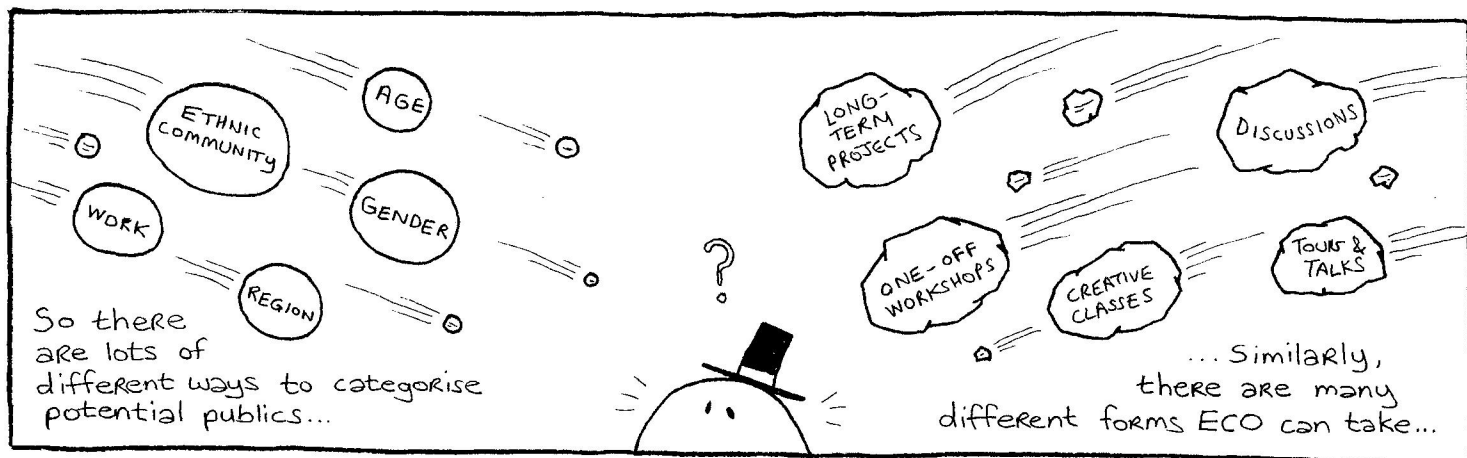
Meeting the different needs of different publics means that ECO activity needs to be bespoke to achieve its aims of engagement, and inclusion...



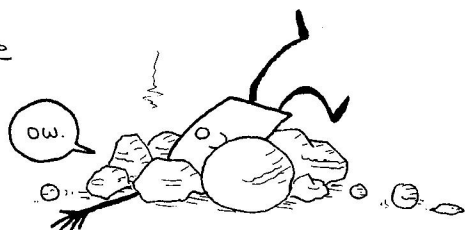
THE PUBLIC/s



E.C.O.



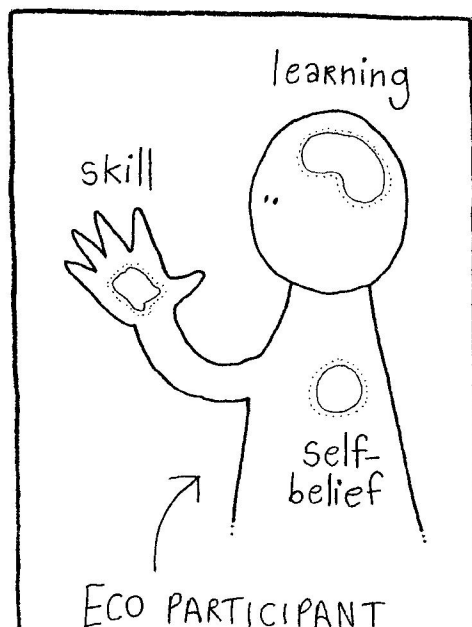
This can mean inappropriate expectations, both from within and outside the institution...



If your ECO department is small it could be easy to become overwhelmed!



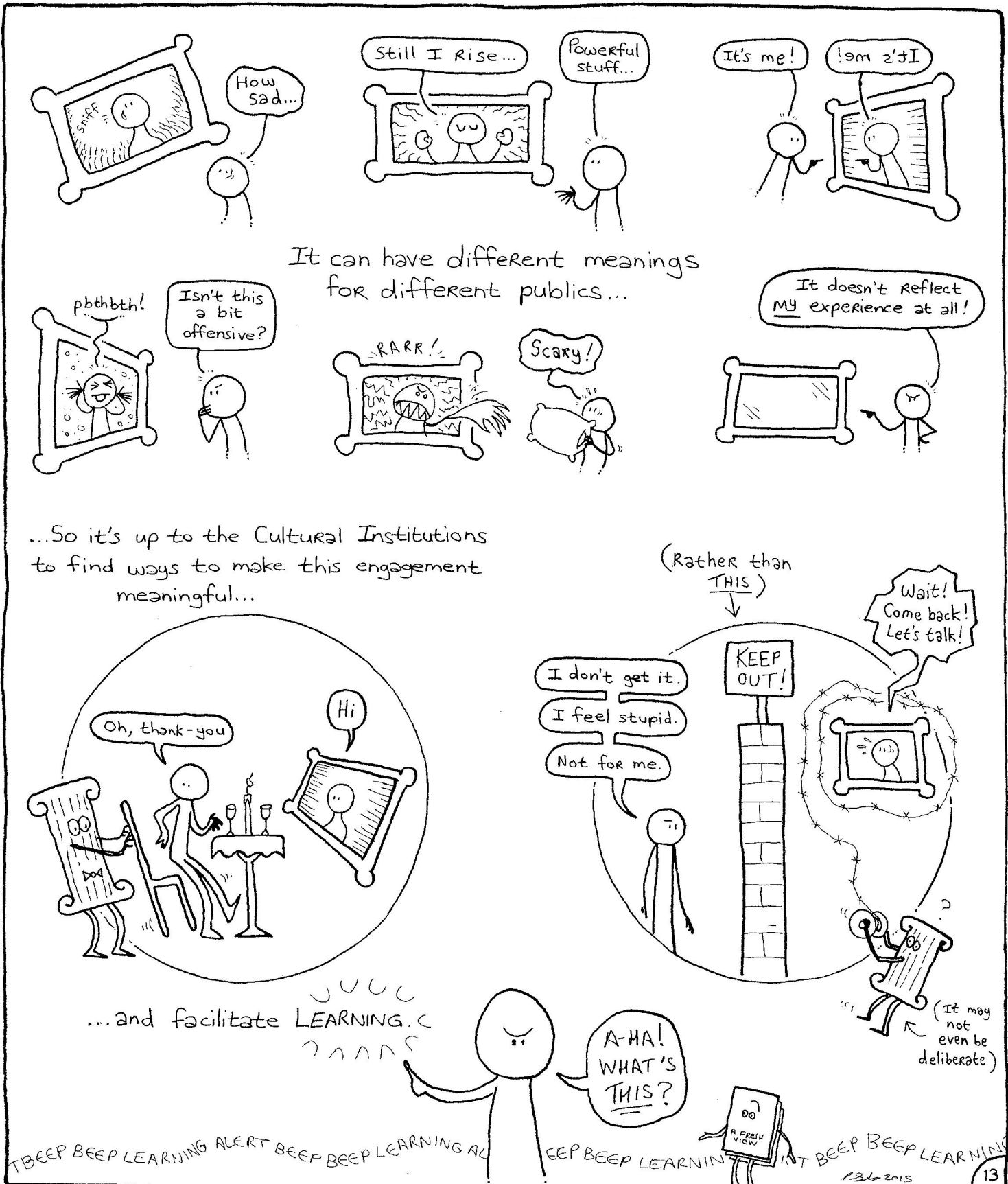
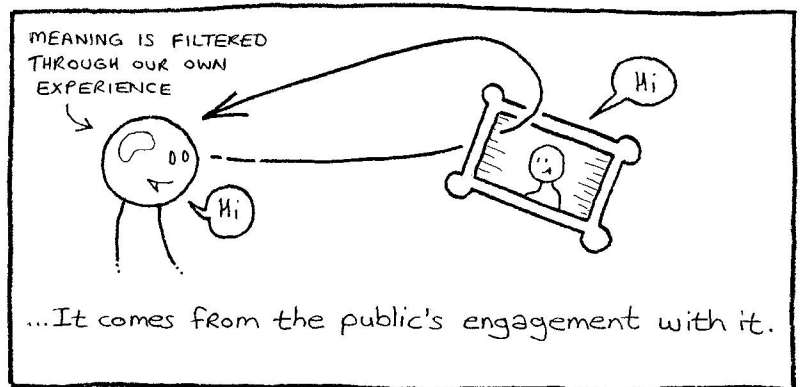
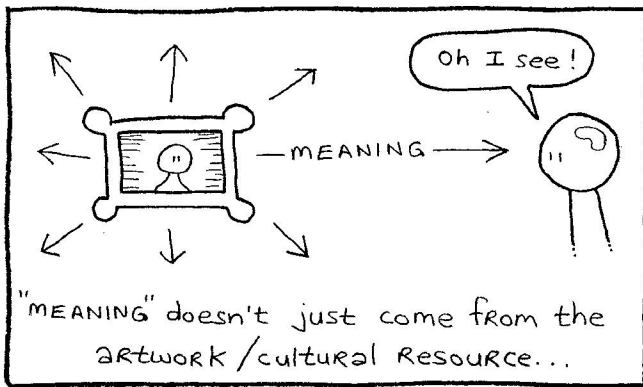
With policies and strategies in place, your ECO department can make informed judgements about what groups to target and what kinds of projects are required.

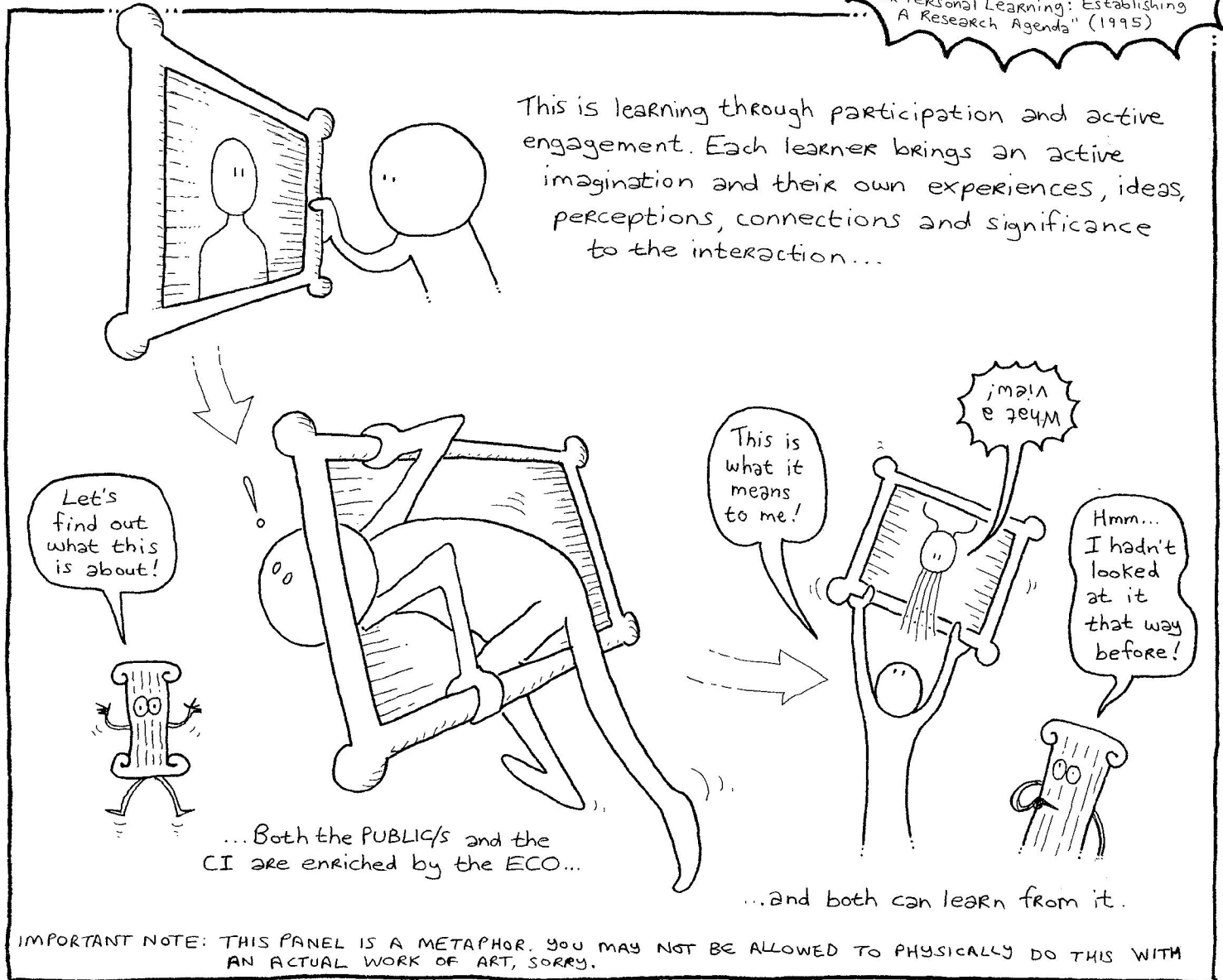
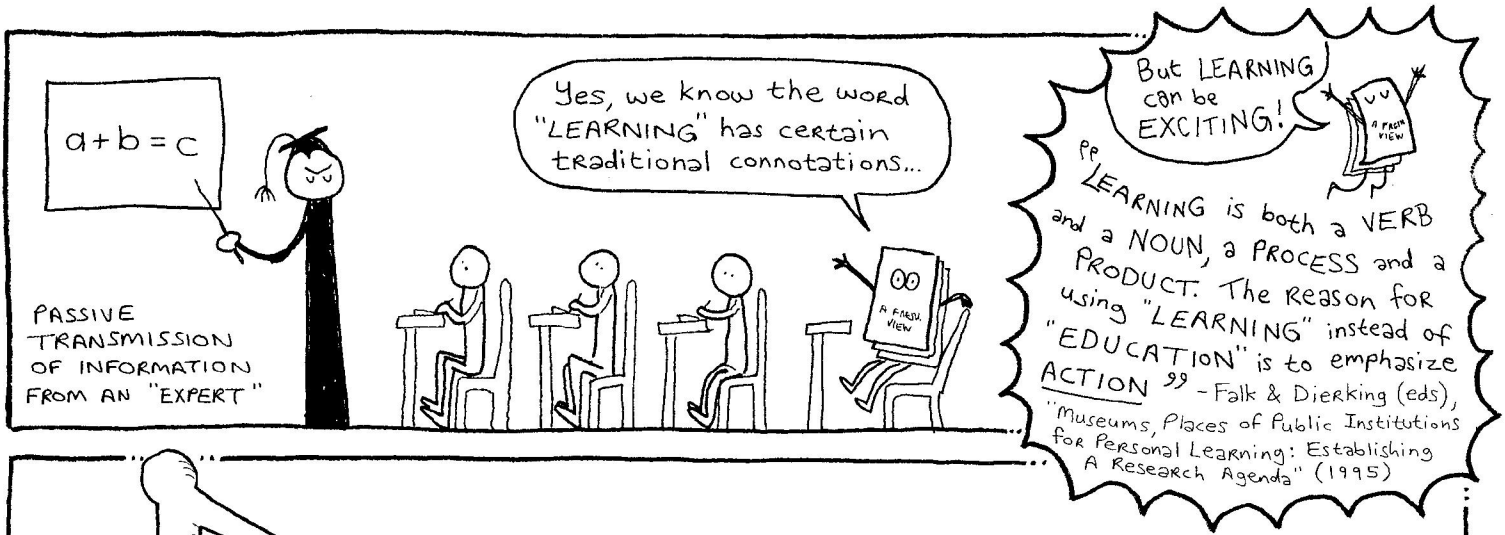


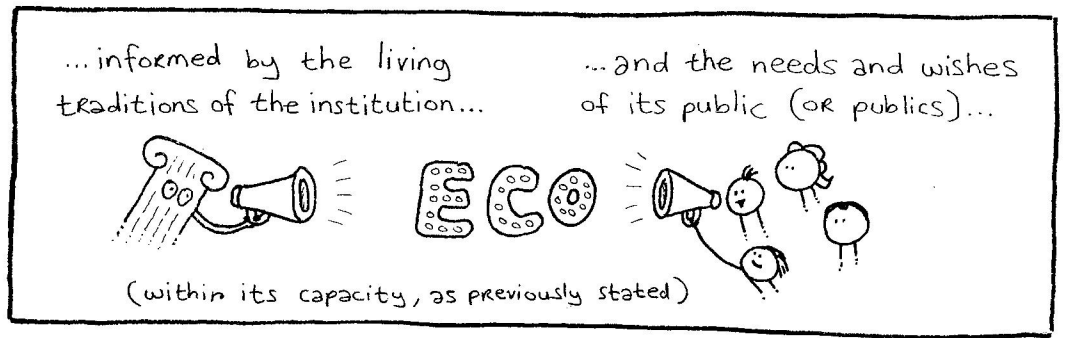
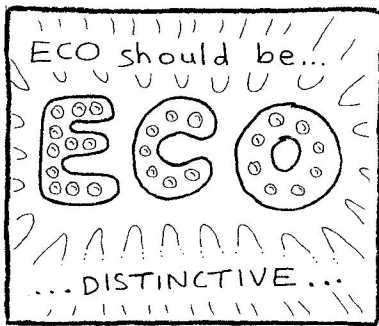
And look at the OUTCOMES you want to achieve, not just OUTPUTS...



PLUS it helps to remember - your ECO team are a specialist staff, so listen to their expert judgement!

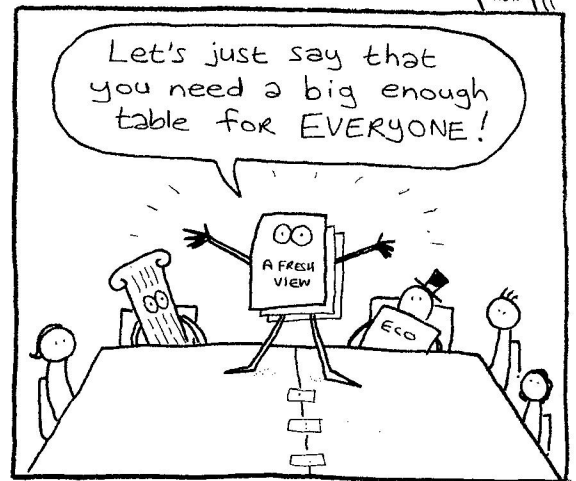
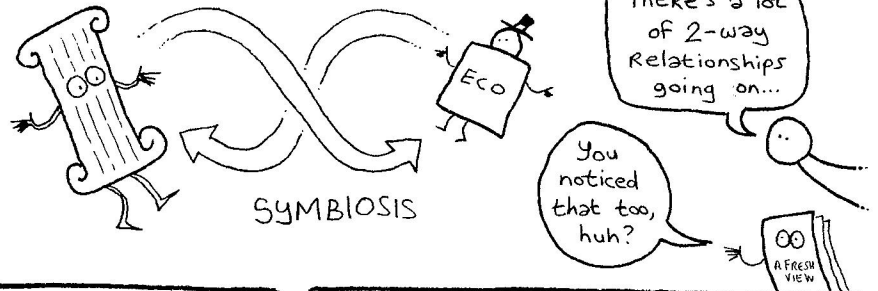
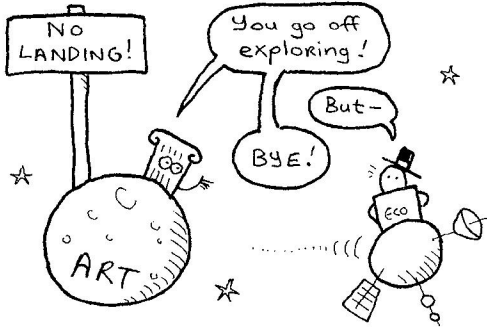






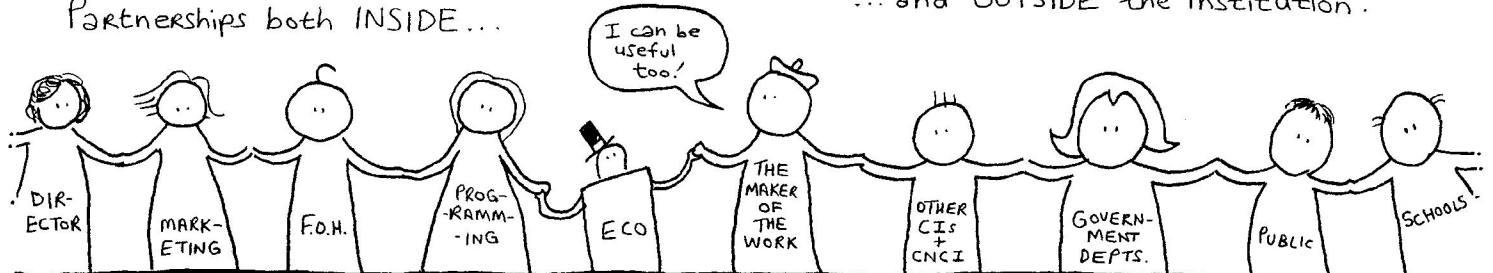
ECO should not be seen as a SATELLITE SERVICE...

... Rather, it's a CORE SERVICE and there should be a SYMBIOTIC RELATIONSHIP between the ECO policy and the CI's wider policy and planning...

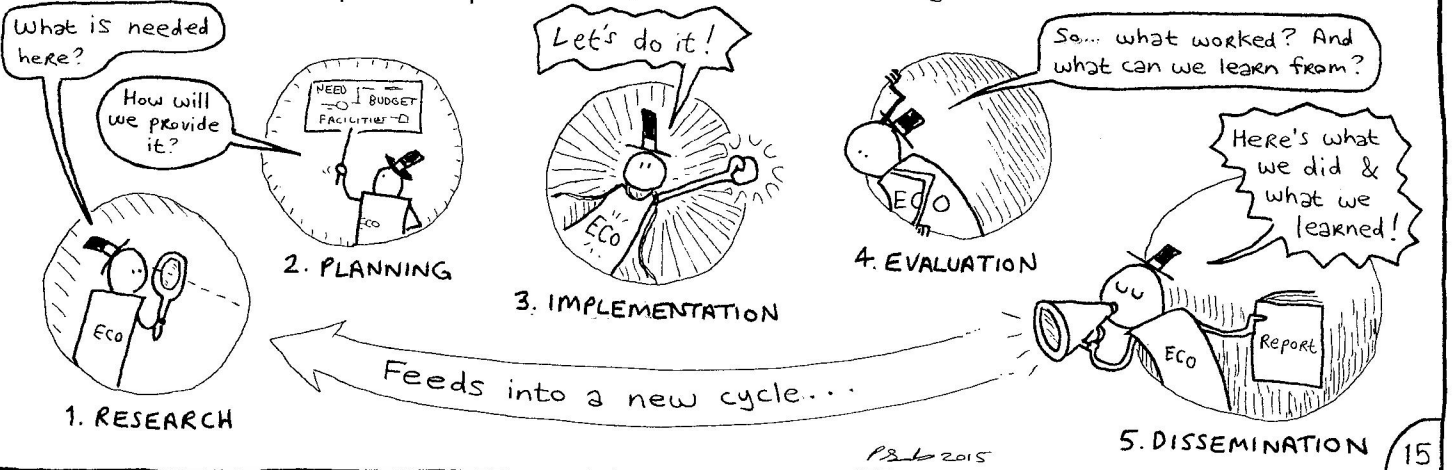


PARTNERSHIPS - with the right people - are key.
Partnerships both **INSIDE**...

...and **OUTSIDE** the institution.



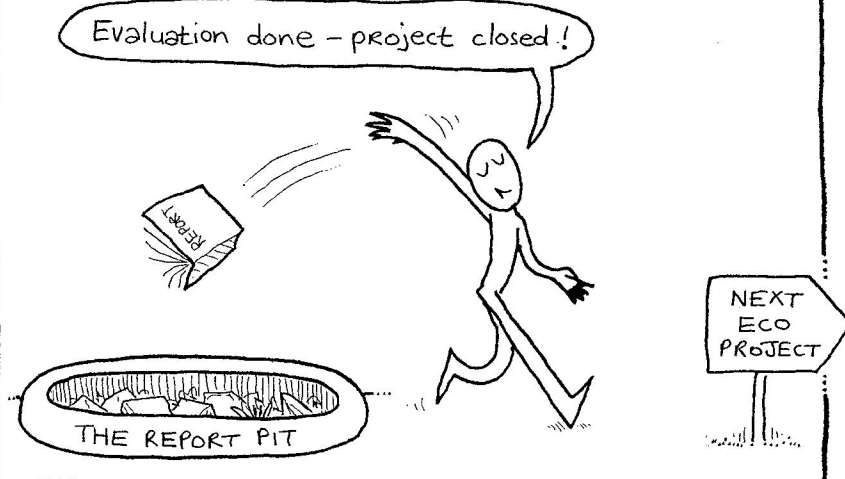
To continue to develop and improve ECO, this is a useful cycle for CIs to follow...



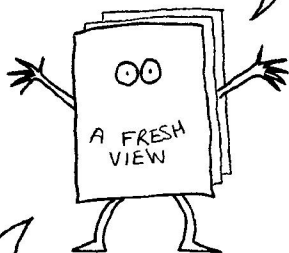
Remember: ongoing evaluation of both individual ECO projects and overall ECO provision can be useful for developing policies and as a planning tool...



Sadly, not all organisations see or apply the longterm value of EVALUATION...



So that was an introduction to "A FRESH VIEW FOR THE 21st CENTURY"...



The creation of a definitive report on ECO has helped to build a shared understanding within the CNCI ECO working group...

There's a lot of potential...



This graphic report was designed to give an overview of the issues raised in "A FRESH VIEW FOR THE 21st CENTURY: EDUCATION, COMMUNITY, OUTREACH POLICY FRAMEWORK 2014". The full document can be accessed online at:

