

**Minutes**  
**ICOFOM General Assembly**

**Online via Zoom**

27 November 2023

17:00 – 18:00 CET

**Chair:** Karen Brown

**Board:** Marion Bertin (France), Jamie Brown (Scotland), Anna Leshchenko (Germany), Lynn Maranda (Canada), Supreo Chanda (India), Melissa Aguilar Rojas (Costa Rica), Elizabeth Weiser (USA), Luciana M. de Carvalho (Brazil), Janet Tee (Malaysia)

**Absent:** Earnest Kapan (Ivory Crest); Brulon Soares (Scotland); Margaret Zheng Yi (China)

**Present:** voting and non-voting members of ICOFOM

**Agenda:**

1. Call to order
2. Approval of the Agenda
3. Approval of the Minutes of the 28 October 2022 ICOFOM General Assembly
4. Chair's Report
5. Treasurer's Report and approval thereof
6. Working Group Conferences Report
7. Working Group Publications Report
8. \Working Group Communications Report
9. Working Group Ethics Report
10. Sub-committee Reports
  - (a) ICOFOM LAC
  - (b) ICOFOM ASPAC
11. Future Plans and Business

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- 1) Karen called the meeting to order
  - 2) Agenda was **Approved**
  - 3) Minutes of the 2022 General Assembly, held on 28 October 2022, were **Approved** with the following correction being noted: the date of these minutes was recorded as 28 January 2022 and should have read 28 January **2023**
  - 4) **Chair's Report:** Karen Brown made brief comments on the following deferring to ICOFOM's Working Groups for the details which follow her report
    - a) ICOFOM now has over 2000 members
    - b) ICOFOM includes 2 Sub-Committees – ICOFOM ASPAC (Asia and the Pacific) and ICOFOM LAC (Latin America and the Caribbean)
    - c) ISS (ICOFOM Study Series) publications continue to be produced
    - d) ICOFOM's 2023 Symposia were as follows: ICOFOM annual symposium 6-10 November in conjunction with ICOFOM LAC in Recife, Brazil (6-10 November); and one held by ICOFOM ASPAC in Kuala Lumpur, Malaysia (15-19 November)
    - e) BIG thank you to Luciana Menezes de Carvalho, Chair of ICOFOM LAC for accommodating ICOFOM's annual gathering into their symposium due to the uncertainty of that which was originally planned to be held in Kuala Lumpur
    - f) The symposium in Kuala Lumpur, which took place immediately following that in Recife, was open to attendees primarily from the Asia-Pacific region but was not able to serve as ICOFOM's annual event
  - 5) **Treasurer's Report:** presented by Jamie Brown (see **attached**) was **Approved**
    - a) Jamie thanked Daniel Schmitt, former ICOFOM Treasurer, for all his work
    - b) ICOFOM is financially strong
    - c) Scholarships and grants are being given to young professionals
    - d) ICOFOM's a/c at the end of 2022 and into 2023 shows a balance of 27,198.32 Euros

- e) The highest 2023 expenditure was on publications
  - f) Special project SAREC funding was also received (Young People and the SDGs)
- 6) **Working Group Conferences Report:** presented by Marion Bertin (see **attached**)
- a) Annual conference (16-19 November) was very successful thanks to Luciana and our strong relationship with ICOFOM LAC
  - b) Next conference will be held 5-7 June 2024 in St. Andrews, Scotland, on the subject of Transnational Islands Museologies
  - c) The results of the specially funded SAREC conferences/projects will be presented at ICOM Dubai
- 7) **Working Group Publications Report:** presented by Elizabeth Weiser (see **attached**)
- a) Liz asks for recommendations/suggestions for contributors to the publications
  - b) Website is being updated
  - c) The issue of language was raised; English is the most prevalent and most preferred language being used; machine/computer translation is not bad
- 8) **Working Group on Communications Report:** presented by Anna Leshchenko and Melissa Aguilar Rojas (see **attached**)
- a) There is a need to divide the workload
  - b) ICOFOM on Social Media is being address primarily by Melissa in an effort to increase our outreach
  - c) The outreach of our platforms include playlists created on YouTube
  - d) Consent forms are now necessary as per ICOM's requirements
  - e) As an outreach of ICOFOM's Newsletter, News Digest was introduced
  - f) While we have Google drive translation for use, English will remain the lead language
  - g) Plans for 2024-2025: continue Website revision and increase ICOFOM's outreach
- 9) **Working Group on Ethics Report:** presented by Supreo Chanda (Bruno Soares is currently in Brazil)
- a) A very brief synopsis was provided
  - b) The working Group has been endeavouring to collect comments from both the ICOFOM Board and its membership

- c) There is not much to report with the crux of the problem lying with ICOM's ETHCOM Committee (of which Bruno is a member) which has not met and has not set up any substantive meetings for the near future

**10) Sub-Committee Reports - LAC:** presented by Luciana M. de Carvalho (see **attached**)

- a) Lucianna informed all that there had been an election during the LAC meetings and the new Chair of ICOFOM LAC is now is Scarlet Galindo from Mexico and that LAC is transitioning to a new Board for their sub-committee
- b) Lucianna and the incredible work ethic she brought to both LAC and to ICOFOM will be very much missed by all

**11) Sub-Committee Reports – ASPAC:** presented by Janet Tee

- a) Symposium was held in Kuala Lumpur 15-19 November 2023
- b) Symposium confirmation was delayed by changes in the Malaysian ministry
- c) Future conferences are planned for Shanghai, China (November 2024) and Bangkok, Thailand (2025)
- d) The Sub-committee is also trying to recruit members from New Zealand and Australia

**12) Future Plans: Karen**

- a) Conferences – St. Andrews, Scotland, in June 2024; Dubai (ICOM triennial) in 2025
- b) Some communications have been received regarding to publications coming from New Caledonia (conference of 16-21 October) and from ICOFOM LAC
- c) Karen thanks the ICOFOM Board for their work

The meeting was adjourned.

Lynn Maranda (ICOFOM Secretary)

2 January 2024

# **Treasurer's Report**

## **Rapport du trésorier**

### **Informe del Tesorero**

**Income 2022**

**le revenu 2022**

**los ingresos 2022**

Montants en lien avec les activités réalisées en 2022

	A. PRODUITS		Reçus en 2022	Produits totaux
	I. Réunions Annuelles			
	Autres		1241.30	1241.3
	II. Autres activités			
	Subventions annuelles		8634.00	8634
	PRODUITS TOTAUX		9,875.30	9,875.30

## Expenses 2022

## la dépense 2022

## Los gastos 2022

B. CHARGES		Payées en 2022	Charges totales
		Paid in 2022	
I. Réunions Annuelles			
Bourses		6455.76	6455.76
Autres		118.80	118.8
II. Autres activités			
Publications		2989.92	2989.92
Graphisme		759.94	759.94
Services de traduction		4415.00	4415
Frais de déplacements		1924.76	1924.76
Frais d'organisation autres séminaires		2181.30	2181.3
Coûts postaux et de télécommunications		84.70	84.7

CHARGES TOTALES		18,930.48	18,930.48

Réserves totales au 31 Décembre 2022	27,198.3
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## Forecast 2023

## la dépense 2022

## Los gastos 2022

Montants en lien avec les activités réalisées en 2023

	A. PRODUITS		Reçus au cours des années précédentes	Reçus en 2023	A recevoir au cours des années suivantes	Produits totaux
	I. Réunions Annuelles					
	Droits d'inscription aux réunions annuelles			1500		1500
	Sponsors			2000		2000
	Autres					0
	II. Autres activités					
	Subventions annuelles			11000		11000
	Subventions spéciales			5000		5000
	Autres subventions & sponsors			3000		3000

	PRODUITS TOTAUX		0.00	22,500.00	0.00	22,500.00

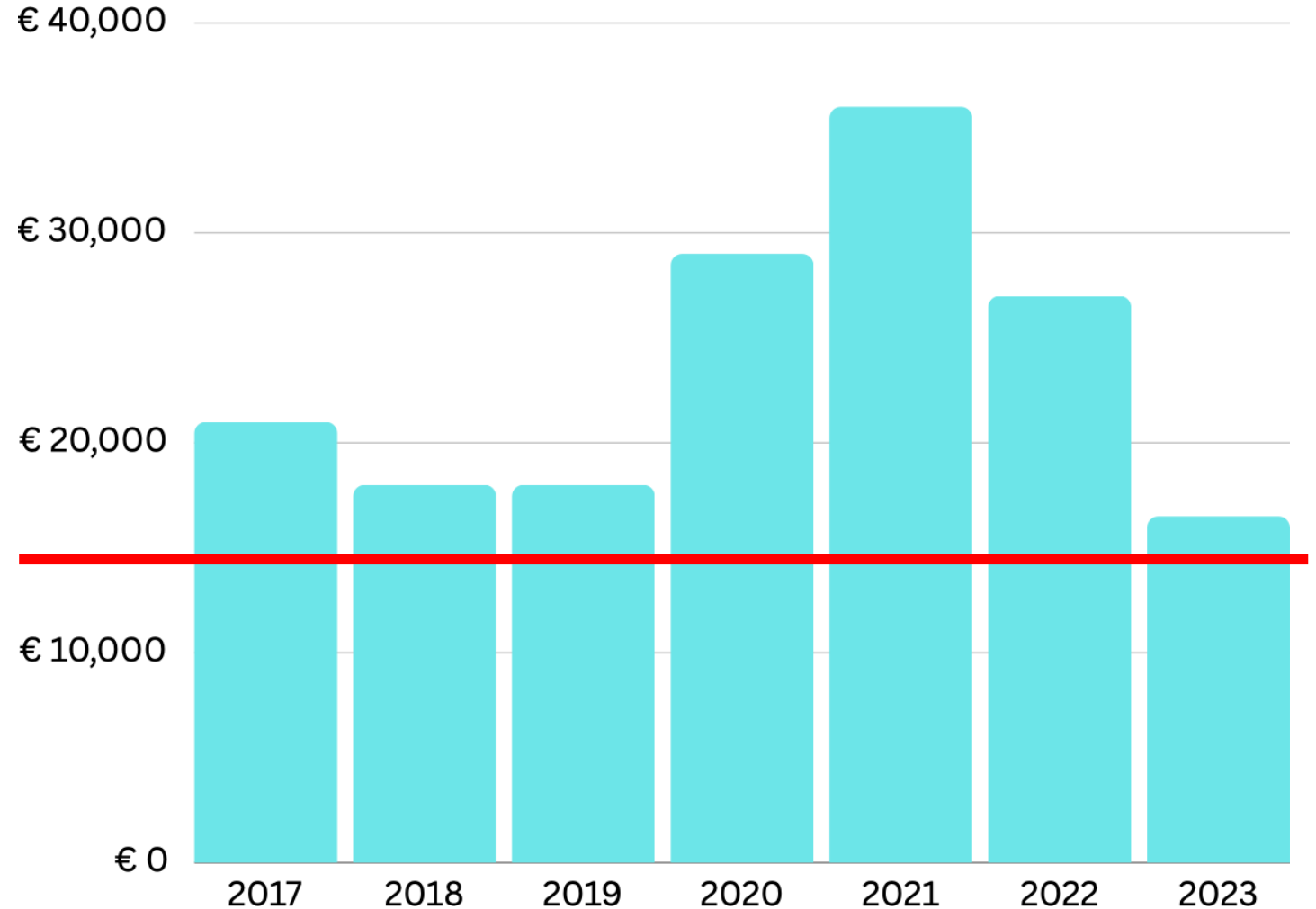
<b>I. Réunions Annuelles</b>	<b>8,000.00</b>
<b>II. Autres activités</b>	<b>25,490.00</b>

<b>Réserves totales au 31 Décembre 2023</b>	<b>16,208.3</b>
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## Evolution of ICOFOM Finances

## Evolution des Finances de l'ICOFOM

## Evolución de las Finanzas del ICOFOM



**M ICOM**  
international  
committee  
for museology

**Thank you**  
**Merci**  
**Gracias**

## **AGM Nov. 2023 – LAC Report**

At the beginning of this year, we were honored with the ending of the publication of the project developed by us during the years 2021 and 2022 entitled "Latin American and Caribbean perspectives for the discussion of a new museum definition".

Our second project "History of Museology in Latin America and the Caribbean: Fundamental Collections", has been developed throughout 2022 and 2023.

One of the activities planned for 2023 is to organize a publication, whose texts in its entirety will be available in the three official languages of ICOFOM LAC, with the purpose of describing and analyzing the construction process of the Network of Collections of the History of Latin American and Caribbean Museology, its trajectory, methods and the initial results of the lines of work, that are: 1. Parameters for the collective understanding of what we mean by "history(s) of Museology"; 2. Bibliography / background information related to the project; and 3. Development of a questionnaire to collect testimonials that may be of interest to the project.

During this year, we have been also in charge of launching and organizing 3 publications: the launch of the book relating to the 29th ICOFOM LAC symposium; and now finalizing the edition of the book referring to the 30th symposium of ICOFOM LAC and the booklet of the 31st symposium of ICOFOM LAC.

Speaking specifically of this last meeting,

The 2023 Annual Symposium of ICOFOM LAC was held in the city of Recife, in the state of Pernambuco, Brazil, under the theme "Histories of Latin American and Caribbean museology: subjects, diversity and plurality of experiences". The symposium was held in a hybrid format between the 6th and 10th of November. The proceedings occurred at the Museu do Homem do Nordeste (MUHNE), belonging to the Joaquim Nabuco Foundation (FUNDAJ).

Of course, it is essential to say that we were honored with a joint symposium with ICOFOM: the 46th Annual Symposium of ICOFOM, whose theme was "The Legacy and Impact of Latin American and Caribbean Museology".

Report - 1

We had an extremely successful experience of an event that took place, impeccably, in a hybrid format and with simultaneous translation into two official languages of ICOM, in addition to Portuguese, the language of the host country and also one official language of ICOFOM LAC. Furthermore, it is worth highlighting that it was an interesting experience of exchanges and reflections focused on the different museologies that coexist in Latin American and Caribbean territory, which in turn took center stage, once again, in the global scenario of Museology. It is also important to highlight the participation of colleagues around the world in presentations, conferences and debates, effectively enhancing different museologies around our planet. The symposium reached 173 people (including registrations and participation), from 12 countries.

Another highlight, and here I forward my speech to the end, was the election of our new 2023-2026 board, of which I mention the following colleagues, which the photos are from left to right: Ana Burró, from Paraguay; Ana Carolina Gelmini de Faria, from Brazil; Daniela Paz Fuentes Arenas, from Chile; Elisa Mencos, from Guatemala; Henrique Vasconcelos Cruz, from Brazil; Juan Carlos Fernández-Catalán, from Ecuador; Maia Rodriguez, from Argentina; Natalie McGuire, from Barbados; and Virginia González, from Argentina. In addition I also mention the election for presidency, now assumed by our colleague Scarlet Galindo, from Mexico. To all my colleagues, I wish you success and a lot of determination for all the work

to come. Thanks!

**Publications Team** 26 November 2023 – Elizabeth Weiser, editor in chief

### ICOFOM STUDY SERIES

- We have now published two issues of the ICOFOM Study Series: 50.2 *Spaces for Global Museology* and 51.1-2, *Challenging the Silences: Confronting taboos in museums and museology*. The double issue of 51.1-2 allowed us to get back on track with the year.
- The next issue 52.1 (spring 2024), will be guest edited by Rainer Brömer and team at the Philipps-Universität Marburg, Germany, from a conference on decolonizing knowledge and university collections. We have been in contact since the summer conference and he anticipates contributions will be from Brazil, Tanzania, Indonesia, and several European countries.
- Issue 52.2 will be guest edited by Luciana Carvalho and Vinicius Monção and will utilize articles stemming from the recently finished ICOFOM/ICOFOM LAC symposia in Recife, Brazil. I will be in touch with both of them this month to see how they want to distribute the work. We would very much appreciate your recommendations as to speakers from the symposia that you heard that you think we should ask for a full article. Who would be a good candidate for inviting to submit an academic article?
- I am suggesting that issue 53.1 (spring 2025) focus on island museologies and include pieces from the Scotland '24 and Noumea '23 symposia, as well, possibly as a Caribbean contribution from Brazil '23. Karen has suggested that she, Jamie, and Ana Sol González co-edit—I might suggest that someone from Noumea be included as well?
- Scarlet Galindo and I have held brief discussions of possibly making 53.2 a focus on the Carta de Xochimilco and its implications today. This is just an idea for now.

### OTHER PUBLICATIONS

- Spring will also see us publishing the *Materials for Discussion* for the Scotland symposium, which we are working on with Karen and Jamie.

### OTHER ITEMS

- Allison Daniel, our editorial coordinator, and I went through the guidelines for citation and formatting this summer and revised and streamlined them in English, Spanish, and French.

- I went through all our websites—on the ICOFOM platform and in Open Edition—and sent to the appropriate webmasters the needed updates, revisions, fixed links, etc.
- Melissa Aguilar, Allison, and I also coordinated on a checklist of items to focus on in the copyediting and layout process, to streamline production and reduce errors.
- Melissa has been designing our covers this year, and she has found us a new layout technician for the PDF version of the journals. I have asked Jamie and Karen to see if there might be an extra 400 euros in the budget to pay the layout person a fairer wage for the amount of work they do. The journal is at least 125 pages and goes through two revisions as it is converted into a format usable for publishing with our online open-access platform. Additionally, it now includes photos, which require substantially more work to get properly placed. Karen notes that UK typesetting and layout for print rates for a document of this type are between Euro 900 – 1000, so our Euro 300 payment is very low. This would require Board approval.
- I have it on my to-do list to finalize the SCOPUS application this winter. It will involve writing several policies, and if they are things the Board needs to approve, I will run them by everyone.
- Finally, I have checked with our Open Edition contact about the feasibility of doing what I discussed at the Recife symposium: Having a simple machine translation of each of our articles as an online button. The goal would be to encourage people to write in the language in which they are most intellectually comfortable (English/Spanish/French), with the assurance that the online global audience will be able to read the online version of their article in the other two languages as well. Our contact would prefer that these translation be professionally done by a human, but that is not a feasibility in our budget, nor do we have sufficient time. Machine translation promises to be a viable alternative, and I am seeking Board approval for moving forward with this option.



Mise à jour de l'équipe des publications 26 novembre 2023 - Elizabeth Weiser, rédactrice en chef

## SÉRIE D'ÉTUDES ICOFOM

- Nous avons maintenant publié deux numéros de la série d'études de l'ICOFOM : 50.2 Spaces for Global Museology et 51.1-2, Challenging the Silences : Confronter les tabous dans les musées et la muséologie. Le double numéro de 51.1-2 nous a permis de reprendre le cours de l'année.
- Le prochain numéro 52.1 (printemps 2024) sera édité par Rainer Brömer et son équipe de la Philipps-Universität Marburg, en Allemagne, à l'occasion d'une conférence sur la décolonisation des savoirs et des collections universitaires. Nous sommes en contact depuis la conférence d'été et il prévoit des contributions du Brésil, de la Tanzanie, de l'Indonésie et de plusieurs pays européens.
- Le numéro 52.2 sera édité par Luciana Carvalho et Vinicius Monção et utilisera des articles issus des symposiums ICOFOM/ICOFOM LAC qui viennent de se terminer à Recife, au Brésil. Je les contacterai tous les deux ce mois-ci pour savoir comment ils souhaitent distribuer le travail. Nous vous serions très reconnaissants de nous recommander les orateurs des symposiums que vous avez entendus et auxquels nous devrions demander un article complet. Qui serait un bon candidat à inviter à soumettre un article académique ?
- Je suggère que le numéro 53.1 (printemps 2025) se concentre sur les muséologies insulaires et inclue des articles des symposiums d'Ecosse '24 et de Nouméa '23, ainsi qu'une contribution caribéenne du Brésil '23. Karen a suggéré qu'elle, Jamie et Ana Sol González soient co-édités - je pourrais suggérer que quelqu'un de Nouméa soit également inclus ?
- Scarlet Galindo et moi-même avons discuté brièvement de la possibilité de faire de 53.2 un dossier sur la Carta de Xochimilco et ses implications aujourd'hui. Ce n'est qu'une idée pour l'instant.

## AUTRES PUBLICATIONS

- Au printemps, nous publierons également le matériel de discussion pour le symposium sur l'Écosse, sur lequel nous travaillons avec Karen et Jamie.

## AUTRES POINTS

- Allison Daniel, notre coordinatrice éditoriale, et moi-même avons passé en revue les directives de citation et de formatage cet été et les avons révisées et rationalisées en anglais, en espagnol et en français.

- J'ai passé en revue tous nos sites web - sur la plateforme ICOFOM et dans Open Edition - et j'ai envoyé aux webmasters concernés les mises à jour, révisions, liens corrigés, etc. nécessaires.

- Melissa Aguilar, Allison et moi-même avons également coordonné une liste de contrôle des éléments sur lesquels se concentrer dans le processus de révision et de mise en page, afin de rationaliser la production et de réduire les erreurs.

- Melissa a conçu nos couvertures cette année et nous a trouvé un nouveau technicien de mise en page pour la version PDF des revues. J'ai demandé à Jamie et à Karen de voir s'il n'y aurait pas 400 euros de plus dans le budget pour payer la personne chargée de la mise en page à un salaire plus juste pour la quantité de travail qu'elle accomplit. La revue compte au moins 125 pages et fait l'objet de deux révisions lorsqu'elle est convertie dans un format utilisable pour la publication sur notre plateforme en ligne à accès libre. En outre, il comprend désormais des photos, ce qui nécessite beaucoup plus de travail pour les placer correctement. Karen fait remarquer qu'au Royaume-Uni, les tarifs de composition et de mise en page pour l'impression d'un document de ce type se situent entre 900 et 1000 euros, de sorte que notre paiement de 300 euros est très faible. Cela nécessiterait l'approbation du Conseil d'administration.

- J'ai inscrit sur ma liste de choses à faire la finalisation de la demande SCOPUS cet hiver. Cela impliquera la rédaction de plusieurs politiques, et s'il s'agit de choses que le conseil d'administration doit approuver, je les soumettrai à tout le monde.

- Enfin, j'ai vérifié auprès de notre contact Open Edition la faisabilité de ce dont j'ai parlé au symposium de Recife : Disposer d'une traduction automatique simple de chacun de nos articles sous la forme d'un bouton en ligne. L'objectif serait d'encourager les gens à écrire dans la langue dans laquelle ils sont le plus à l'aise intellectuellement (anglais/espagnol/français), avec l'assurance que le public mondial en ligne sera en mesure de lire la version en ligne de leur article dans les deux autres langues également. Notre contact préférerait que ces traductions soient effectuées de manière professionnelle par un humain, mais cela n'est pas faisable dans notre budget, et nous n'avons pas non plus le temps nécessaire. La traduction automatique promet d'être une alternative viable, et je demande l'approbation du Conseil pour aller de l'avant avec cette option.

Actualización del equipo de publicaciones 26 de noviembre de 2023 - Elizabeth Weiser, redactora jefe

## SERIE DE ESTUDIOS ICOFOM

- Ya hemos publicado dos números de la Serie de Estudios de ICOFOM: 50.2 Espacios para una museología global y 51.1-2, Desafiando los silencios: Afrontar los tabúes en los museos y la museología. El número doble de 51.1-2 nos permitió retomar el año.
- El próximo número 52.1 (primavera de 2024), será editado por Rainer Brömer y equipo de la Philipps-Universität Marburg, Alemania, a partir de una conferencia sobre la descolonización del conocimiento y las colecciones universitarias. Hemos estado en contacto desde la conferencia de verano y anticipa que habrá contribuciones de Brasil, Tanzania, Indonesia y varios países europeos.
- El número 52.2 será editado por Luciana Carvalho y Vinicius Monção como invitados y utilizará artículos procedentes de los simposios ICOFOM/ICOFOM LAC recientemente finalizados en Recife, Brasil. Me pondré en contacto con ambos este mes para ver cómo quieren distribuir el trabajo. Aprenderíamos mucho sus recomendaciones sobre los ponentes de los simposios que haya escuchado y a los que crea que deberíamos pedir un artículo completo. ¿A quién sería un buen candidato para invitar a presentar un artículo académico?
- Sugiero que el número 53.1 (primavera de 2025) se centre en las museologías insulares e incluya artículos de los simposios de Escocia '24 y Noumea '23, así como, posiblemente, una contribución caribeña de Brasil '23. Karen ha sugerido que ella, Jamie y Ana Sol González lo coediten; ¿podría sugerir que también se incluya a alguien de Numea?
- Scarlet Galindo y yo hemos mantenido breves conversaciones sobre la posibilidad de hacer que el 53.2 se centre en la Carta de Xochimilco y sus implicaciones en la actualidad. Por ahora es sólo una idea.

## OTRAS PUBLICACIONES

- En primavera publicaremos también los Materiales para el debate del simposio de Escocia, en los que estamos trabajando con Karen y Jamie.

## OTROS ASUNTOS

- Allison Daniel, nuestra coordinadora editorial, y yo repasamos este verano las directrices de citación y formato y las revisamos y racionalizamos en inglés, español y francés.

- Revisé todas nuestras páginas web -en la plataforma ICOFOM y en Open Edition- y envié a los webmasters correspondientes las actualizaciones, revisiones, enlaces corregidos, etc. necesarios.

- Melissa Aguilar, Allison y yo también nos coordinamos en una lista de comprobación de elementos en los que centrarnos en el proceso de edición y maquetación, para agilizar la producción y reducir los errores.

- Melissa ha diseñado nuestras portadas este año y nos ha encontrado un nuevo técnico de maquetación para la versión PDF de las revistas. He pedido a Jamie y Karen que vean si podría haber 400 euros más en el presupuesto para pagar al maquetador un salario más justo por la cantidad de trabajo que realiza. La revista tiene al menos 125 páginas y pasa por dos revisiones mientras se convierte a un formato utilizable para su publicación con nuestra plataforma en línea de acceso abierto. Además, ahora incluye fotos, que requieren bastante más trabajo para colocarlas correctamente. Karen señala que las tarifas de composición tipográfica y maquetación para impresión en el Reino Unido para un documento de este tipo oscilan entre 900 y 1.000 euros, por lo que nuestro pago de 300 euros es muy bajo. Esto requeriría la aprobación de la Junta.

- Tengo en mi lista de tareas pendientes finalizar la solicitud de SCOPUS este invierno. Implicará redactar varias políticas, y si son cosas que la Junta debe aprobar, las someteré a la consideración de todos.

- Por último, he consultado con nuestro contacto de Open Edition la viabilidad de hacer lo que comenté en el simposio de Recife: Disponer de una sencilla traducción automática de cada uno de nuestros artículos como botón en línea. El objetivo sería animar a la gente a escribir en el idioma en el que se sienta más cómoda intelectualmente (inglés/español/francés), con la seguridad de que la audiencia global en línea podrá leer la versión en línea de su artículo también en los otros dos idiomas. Nuestro contacto preferiría que estas traducciones fueran realizadas profesionalmente por un humano, pero eso no es factible en nuestro presupuesto, ni disponemos de tiempo suficiente. La traducción automática promete ser una alternativa viable, y solicito la aprobación de la Junta para seguir adelante con esta opción.

## Working Group Communications Report

### Members

Chair: Anna Leshchenko, newsletter editor and moderator on Facebook group from December 2023

Members of the group:

Marion Bertin, translating and proofreading (French), moderator on LinkedIn

Melissa Aguilar, translating and proofreading (Spanish), updating news on the website, moderator on Instagram

Scarlet Rocio Galindo Monteagudo, moderator on Facebook group till November 2023

Jamie Allan Brown, moderator on Twitter/"X"

Gabriel Joffray, translating and proofreading (volunteer, January-May 2023)

Anna.

We will present with Melissa who has been the chair of a working group on website revision, as our work has overlapped in some places.

In the working group on communication that I have been chairing we have currently three other people apart from me: Marion, Melissa and Jamie. Scarlet has been helping with moderation on facebook and since she is now also a new chair of ICOFOM LAC I decided to take off her the load with facebook. So I am editing the newsletter and will moderate facebook activities from now on. Marion is responsible for the updated on LinkedIn, Melissa is in charge of the instagram and the news section on the website and Jamie is helping with twitter, that changed its name to "X". And at the beginning of the year we had help from Gabriel, student from St Andrews university, who was helping us with proofreading of texts in French.

We do not do the communications work as other international committees. This work is usually done by one person who is a secretary. We let our secretary to be in charge of the incoming inquiries and our secretary Lynn is also taking minutes.

### Where we are active

Instagram

Facebook

LinkedIn

Twitter/X

Youtube

### Newsletter

Anna: so we have quite a few social media platforms. You can find the links to all of them in the menu of our website, if you look for "ICOFOM on social media", we also added this year the icons leading to our main media platforms at the very bottom of the menu and they are doubled at the top of the website.

To the left of the website's screenshot you can see the platforms where we are active in a descending order. We are most active on instagram and least active on youtube, which I will explain when we get to it later.

Number of posts 10.2022-11.2023:

Instagram: 37 posts and 225 stories

Facebook

2.1. Facebook Group: 109 (from group members)

2.2 Facebook Page: 37

LinkedIn: 31

Twitter/X: 56 (including retweets)

Youtube: 0

Melissa. You can see the numbers on the screen. Our most presence is on IG. Youtube is not active yet, since this is a time-consuming task that requires a lot of resources + editing of videos - making everything right with the consent forms. We would like to invite students for volunteering on this matter. Everything from IG gets reposted to FB page, where we have a different audience.

Outreach of our platforms

Instagram page:

Last post on our Call for the annual symposium 2024

480 accounts reached

603 impressions

Instagram stories:

127 regular info

98 "special" stories (58 N.C. / 40 Recife)

(Updated and moderated by Melissa Aguilar)

Melissa . we are showing our Lasts post stats. IG is our main focus atm it has the most engagement. Regarding stories, over the year we did 127 stories of regular info and 98 on symposiums (special stries)

Outreach of our platforms

Facebook page: Currently 6.3k followers

Last cross-post from Instagram on our Call for the 47 annual symposium in St Andrews shared 37 times

Anna: on facebook we have a page and a group. And in both we have about 6000 members many of which do not overlap, so we keep both the page and the group to increase our outreach. On the facebook page we sometimes have statistics that show that up to 6000 facebook users read our post and up to 600 people click on the links we share. And still we direct our main attention to instagram, because whatever Melissa posts to instagram is automatically cross posted to facebook page. So the statistics on the screen are all thanks to Melissa's work on instagram.

Outreach of our platforms

Facebook group:

Currently 5026 members

103 posts in one year

(not only from ICOFOM)

Anna

While on the facebook page we have 6300 followers, in the group we have only 5026. Again these are not the same people.

We reach fewer people, but as far as I know from my personal communication with our active members most of them found out about our conferences on facebook. And the group is where we do not only announce something on behalf of ICOFOM, it is were our members share invitations to their conferences and other museological activities.

Outreach of our platforms

LinkedIn:

Number of posts

LinkedIn Group: 13 (impressions: between 17 and 106)

LinkedIn Page: 18 (organic impressions: between 102 and 288)

Updated and moderated by Marion Bertin

Anna: Our group on linkedin is not very active in terms of engagement from members. People are gradually joining, but not really participating, the group is closed to members only to make sure we can control spam messages. As well as for the facebook, we keep both the group and the page. The page that was launched, in parallel to the group, is open to everyone and its outreach is higher. We have slightly over 2,000 members in the group and our posts were seen by less than 106 people, while a page with 550 followers it reaches up to 288 viewers.

Outreach of our platforms

Youtube:

No new videos uploaded

Created playlists

Anna: we did not upload any videos to youtube this year. As you can see we have very few subscribers and the lengthy videos of conference sessions are not something people will watch. If we choose to promote ICOFOM over youtube, we need a team of volunteers who could cut and edit videos into short presentations by separate speakers. We have some videos that were livestreamed and are still stored on facebook and could be reuploaded to youtube, but there was an issue of consent form, that were not signed by all the participants. All interactions by those speakers have to be just found and deleted. Local organisers from Canada never finished the upload. And as far as know for the hybrid sessions of this year

Outreach of our platforms

Twitter page:

Some portion of information overlaps  
with other platforms

Updated and moderated by

Jamie Allan Brown

The outreach is growing. We had twitter blocked about two years ago, and after that the new tweets were not shown to our followers. This year is has been changing.

What I find great is the reposts and updates on our different platforms is not always overlapping. And each of the platforms is getting a personal touch of the moderator from our board.

Outreach of our newsletter

Newsletter:

19 newsletters were sent in the past year.

We introduced "News digest", with a switching leading language, followed by the other two (only in 2023)

Opens: between 653 and 767

Clicks: between 38 and 116

Edited and sent out by Anna Leshchenko or Melissa Aguilar

Anna:

I became the newsletter editor this year and experimented with switching the lead languages in the news digests. There have been 4 news digests and 15 announcements. Each news digest was sent out in one of the official languages followed by the the other two. It was an experiment to decolonise the language use a little. I did it only this year, all further newsletter will be sent out in English as a lead language, sometimes in the three languages, when there is time to get all the translations and proofreading fast.

## Website

Published Pages Total (since beginning of times): 229

Edited Pages: 10 sections edited.

Agenda & news updated constantly

Translated pages: 16 (eng into fr and spa)

Added pages: Collaborations, Special projects

Number of News: 22

Melissa. over the year, we managed update the website significantly, highlighting the challenge of keeping it to the 3 icofom languages. We did constant work on agenda and news, these were our focus. Besides that, with the team we managed to edit 10 sections, translate 16 pages that had no translation again, into spanish and french. We added pages for collabs and special projects (suggested by Jamie for the transnational island project) We still have a lot to do, our priority is to fix issues when one of our visitors report a broken link or when we get news about CFP or events. I encourage you to write and report if you see any inconsustencies.

## Plans 2024-2025

Continue website revision (translations in the three official languages of ICOM, new pages, optimisation of existing pages, archive)

Increase outreach in social media platforms

To continue the promotion of a multilingual communication through all our platforms, keeping English as the lead language.



## Report on 2023 Conferences

### Annual 2023 Symposium

Our 46th annual symposium took place on November 6-10 in Recife, Brazil, in collaboration with the ICOFOM Latin American and Caribbean (LAC) symposium on *Histories of Latin American and Caribbean Museology*. The ICOFOM symposiums theme was *The Legacy and Impact of Latin American and Caribbean museology*. It was held in a hybrid format, both in-person and online, with simultaneous translation into English/Spanish/Portuguese. It was a success as, on the one hand, it addressed an important topic for museology and, on the second hand, it reflected the strong relationships that ICOFOM built with ICOFOM LAC over the past few years. I would like to thank again Luciana Menezes de Carvalho who acted as ICOFOM LAC chair during the past two terms and who was a wonderful work partner.

### Subcommittees

As I previously said, the ICOFOM LAC was held in Recife (Brazil), on the theme *Histories of Latin American and Caribbean museology: subjects, diversity and plurality of experiences*.

ICOFOM ASPAC organised its annual symposium in Kuala Lumpur, Malaysia with the theme *Museums Towards Community Recovery*. It happened from 15th to 19th November 2023.

Luciana Menezes de Carvalho and Janet Tee, as ICOFOM ASPAC Chair, will give longer reports on the events.

### Next symposium

The 47th ICOFOM annual symposium will be organised in St Andrews (Scotland) and be held from 5-7 June 2024, with the School of Art History at the University of St Andrews, and the European Research Council (ERC) selected and UK Research & Innovation (UKRI) funded Shared Island Stories research project. The overarching topic is *Transnational Island Museologies*. The Call for Papers, available in the three official languages of ICOM, is open until 1 January 2024. The symposium will be hybride, and accessible both in-person and online.

## Other conferences

In 2023, ICOFOM built collaborations with different institutions to organise events and the committee acted as scientific and/or financial partner.

- ICOFOM was a scientific partner of the Festival de la muséologie organised by Métis-Lab, organised in Paris, on 8-9 June 2023;
- ICOFOM was a scientific partner of the International Graduate Student Symposium on the *Study of books and Literature in exhibitions*, held in Manchester on 17-18 July 2023. The collaboration about this symposium is still going on and we are discussing about the possibility of publishing the proceedings;
- ICOFOM was a scientific and financial partner for the International Conference jointly organised by the ICOFOM (International Committee for Museology, part of the International Council of Museums), the AMEPNC (Association of Museums and Heritage Institutions in New Caledonia), and the University of New Caledonia, in New Caledonia, on 16-21 October 2023. The theme was *Increase visibility and attractiveness of islands' heritage: a 21st-century issue for museology*.

## Special project funded by SAREC

In 2023, ICOFOM was successful in securing a SAREC-funded special project, *'Young People Shaping the Future of Museology through the Lens of the SDGs'*. The project, via a series of global youth workshops, has sought to embrace the call to action for museum professionals by global youth climate activists, for greater involvement of young people to become agents of change in both contemporary museology, across wider society, and seek to understand the role that museums can play to address climate change and the UN's Agenda 2030, particularly in underrepresented countries and communities. Two workshops were held; the first in Noumea, New Caledonia, in collaboration with the *Université de la Nouvelle-Calédonie* and the *Association des Musées et Établissements Patrimoniaux de Nouvelle-Calédonie* (AMEPNC), and the second workshop in Kuala Lumpur, Malaysia in collaboration with ICOFOM ASPAC, ICOM Malaysia and the Malaysian Department of Museums. The workshops will contribute towards research outputs and the general call for greater youth participation in

MARION BERTIN

ICOFOM CO-VICE-CHAIR AND CO-CHAIR OF THE WG ON CONFERENCES

museums and ICOM, with a series of recommendations presented at the general assembly in Dubai.