



## **Expression of Interest**

### **Digital Museum Studies Program**

The BC Museums Association (BCMA) is the professional association for the museum and gallery sector in the province of British Columbia. As the voice for institutions, professional staff, trustees and volunteers of museums and art galleries, it delivers educational programs and networking opportunities for the sector while honoring industry excellence, inspiring innovation, and acting as the provincial advocate and information hub. Founded in 1957, the BCMA has an extensive membership across the province ranging from major museums, to historic and heritage sites, to independent galleries, and local and city archives as well as industry connections nationally and internationally. For more information on the BCMA please visit our website at <http://museumsassn.bc.ca>.

Technology is becoming increasingly important to the narrative of museums and galleries. As a result, the BCMA sees an industry need for a digital-focused training program within the cultural sector. This is a need often articulated by BCMA members and sector professionals, both among new staff looking for an entry level program and among mature professionals looking to upgrade skills. The training program could include theoretical and practical training in technical leadership, digitization, interactive development, digital communications and storytelling, and digital strategic planning, among other relevant topics to the museum field.

The BCMA is interested in working with a BC-based academic partner to explore developing a for-credit digital museum studies program aimed at cultural professionals. The BCMA is able to offer topic expertise and professional endorsement as well as leverage membership and professional connections for audience development. We are looking for an academic partner who is interested in entering into an entrepreneurial arrangement with the BCMA.

If you have an interest in working with the BCMA, please respond by sending your initial thoughts on the program and how this partnership might work.

**Deadline:** 5pm February 25, 2015 to Theresa Mackay, Executive Director, BCMA, at [tmackay@museumsassn.bc.ca](mailto:tmackay@museumsassn.bc.ca).