



Open Call: Fulbright Specialist Program Museum Management Open Project

The Fulbright Specialist Program (FSP) is seeking a highly qualified professional to serve as a Specialist for a 34-day project, "Innovation Management in Public Museums" to take place in Ecuador.

The Fulbright Specialist Program (FSP), part of the larger Fulbright Program, was established in 2001 by the U.S. Department of State, Bureau of Educational and Cultural Affairs (ECA). The program pairs highly qualified U.S. academics and professionals with host institutions abroad to share their expertise, strengthen institutional linkages, hone their skills, gain international experience, and learn about other cultures while building capacity at their overseas host institutions. Grant benefits include international round-trip economy class airfare, transit allowance, all applicable visa fees, a daily honorarium, enrollment in a limited health benefits program, lodging, meals, and in-country transportation.

Host Institution: Fundación Museos de la Ciudad (City Museums Foundation)

Project Title: "Innovation Management in Public Museums" (P011035)

Proposed Timeframe: The project may be completed between May and June, 2025 or between August 20 and September 30, 2025.

Location of Project: Quito, Ecuador

Project Description:

Established on June 5, 2003, the Fundación Museos de la Ciudad (City Museums Foundation) is a nonprofit entity under private law affiliated with Quito's Secretariat of Culture. It plays a key role in enhancing citizen education and cultural management in Ecuador's capital through diverse artistic, scientific, cultural, and heritage activities. The Foundation manages four museums and an art center, significantly contributing to Quito's cultural agenda.

Over its 20-year history, the Foundation has become a prominent player in educational museology and community engagement across Latin America. However, its growth has often been inconsistent, driven by trial-and-error rather than systematic planning. This lack of a structured approach has complicated efforts to evaluate the Foundation's direction and achievements.

To address these challenges, there is a critical need for improved planning, systematization, and evaluation at both the institutional level and within individual museums. Strengthening planning and consolidating educational methodologies will help align activities with the Foundation's objectives. Additionally, developing a clear strategy for fundraising and forming strategic partnerships is essential for sustainability.

By establishing a robust operational framework and enhancing its educational foundation, the Foundation can develop a more coherent and responsive museum program. This will better align with the interests of its audiences and foster a stronger, more engaged relationship with the public.

Project Activities:

1. Institutional Diagnosis:
 - a. Interviews and Meetings: Conduct structured interviews and group meetings with key stakeholders, including department heads and museum staff. Gather qualitative insights into strengths, weaknesses, opportunities, and critical issues including internal operations,



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resource allocation, and staff satisfaction to analyze trends and areas needing improvement.

2. **Planning Presentation:**
 - a. **Workshops and Seminars:** Host presentations and workshops on planning for cultural institutions, highlighting successful case studies and best practices.
 - b. **Experience Sharing:** Use past experiences to inform the development of a relevant and actionable plan for the Foundation.
3. **Workshops:**
 - a. **Development Sessions:** Organize workshops to collaboratively develop clear objectives and setting measurable goals.
 - b. **Goal Setting:** Facilitate brainstorming, SWOT analyses, and consensus-building exercises to ensure comprehensive planning.
4. **Systematization and Reporting:**
 - a. **Documentation:** Document progress, decisions, goals, and action items, creating detailed reports that align the general strategic plan with the specific needs of each space.
 - b. **Alignment Checks:** Regularly review and update the strategic plan to ensure consistency with the Foundation's goals and each space's needs.
5. **Action Plans:**
 - a. **Execution Plans:** Develop detailed action plans outlining steps for implementing the strategic plan, including timelines, resource allocation, and responsible parties. Include strategies for diversifying funding sources to enhance financial stability.
6. **Monitoring and Evaluation Tools:**
 - a. **Resource Introduction:** Introduce tools for effective monitoring and evaluation, such as software for tracking progress and KPIs, with regular review meetings.
 - b. **Feedback Mechanisms:** Establish feedback mechanisms from stakeholders to assess and adjust the plan as needed.
7. **Further Steps:**
 - a. **Audience Research:** give an overview on how to conduct research to understand community needs and audience engagement, using surveys and focus groups.
 - b. **Recommendations Report:** Develop a report with recommendations to enhance citizen awareness and participation, improving outreach and educational programs.
 - c. **Assessment and Recommendations:** Produce a report with recommendations for continuous improvement, optimizing operations, enhancing visitor experiences, and strengthening community ties

Preferred Qualifications

The selected specialist for the program must have extensive experience in various roles within museums and/or cultural spaces to provide a well-rounded institutional perspective and contribute effectively to the program's success. Key qualifications and responsibilities include:

1. **Experience and Expertise:** The specialist should possess significant experience in museum administration and management, educational and community programs, and innovation within cultural spaces. A comprehensive understanding of cultural spaces is essential, including expertise in educational offerings, program design, strategic planning, and audience studies. While broad strategic planning experience is valuable, experience specifically in strategic planning for cultural spaces is highly advantageous due to the unique challenges and scope involved.
2. **Evaluation and Planning:** The specialist must be capable of conducting thorough and objective evaluations of current practices and contribute to the development of actionable plans. They should



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have a track record of providing consulting services in relevant areas, ensuring that recommendations are practical and effective.

3. Educational Approach and Community Engagement: The Foundation's educational approach is non-formal, constructivist, and socio- environmental with a critical museological perspective, encouraging reflection on current issues. The specialist should be familiar with or open to this educational model. Experience in community mediation processes and enhancing public participation is crucial, as the Foundation aims to deepen engagement with diverse communities.
4. Cultural Understanding: Knowledge of Latin American culture is beneficial, as it aids in understanding the operational nuances of the museum and addressing contextual issues effectively. The specialist should be adaptable and open to working within the local cultural context, recognizing the differences between audiences and investors in the USA and Ecuador.
5. Language: Knowledge and understanding of Spanish is preferred, but not required.

How to Apply

Applicants must meet all program eligibility criteria, including U.S. citizenship. A complete list of U.S. applicant eligibility criteria can be found at <https://fulbrightspecialist.worldlearning.org/eligibility-specialists>.

Applicants must submit a CV and a completed "Submission of Interest Form" (<https://bit.ly/3AfgGOJ>) via email to fulbrightspecialist@worldlearning.org no later than Monday, February 24, 2025 to be considered as a candidate.

Please note that if you are selected as a potential candidate for this project, **you will be required to submit an official application to join the Fulbright Specialist Roster** in order to serve as the Specialist for this project. If you are interested in applying to the Roster in the meantime, please let our team know and we would be happy to help you with setting up your Roster account. For more information regarding this process and the program, visit <https://fulbrightspecialist.worldlearning.org/application-specialists/>.



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