

STRATEGIC PLAN 2017-2021

SCIENCE IN THE CENTRE

CONTACT

Telephone: +47 73 59 21 45

Email address: post@vm.ntnu.no

Street address: Erling Skakkes gate 47A, Trondheim

Mailing address: NTNU Vitenskapsmuseet, NO-7491 Trondheim, Norway

Graphic design: NTNU Graphics Centre

Printing: Skipnes kommunikasjon



TABLE OF CONTENTS

This is the NTNU University Museum	5
Vision and values	6
The Museum's role in society	6
The Museum's unique advantages	6
The Museum's challenges	7
The Museum's ambitions.....	7
Goals and the way forward	9
The scientific collections	10
Research and knowledge development.....	10
Exhibitions and public activity	11
Knowledge sharing and digital presence	11
Education	12
Organization and resources.....	12
Action plan.....	13
Scientific collections	14
Research and Knowledge Development	14
Exhibitions and public activities	15
Knowledge sharing and digital presence	15
Education	15
Organization and resources.....	15

The NTNU University Museum is one of Norway's leading institutions for collecting, preserving, studying and exhibiting natural and cultural history collections.



**THIS IS THE NTNU
UNIVERSITY MUSEUM**

VISION AND VALUES

NTNU - Knowledge for a better world

NTNU's core values are: Creative, constructive, critical, respectful and considerate.

NTNU has an academic platform that identifies three social missions: NTNU will be broad-based university with a technical-scientific main profile and will be a national centre for professional education.

The NTNU University Museum will contribute to this with our natural and cultural history profile, and with our strong commitment to interdisciplinary perspectives and cooperation.

The NTNU University Museum is one of Norway's leading institutions in all aspects related to natural and cultural history collections, from making them accessible, to studying, conserving and safeguarding them for future generations.

The Museum offers professionally oriented education in archaeology, and public heritage management activities under the Cultural Heritage Act. The Museum benefits from being part of a technical-scientific university and from being a university museum, which ensures good integration between research, management and public outreach.

The NTNU University Museum has its origins in the Royal Norwegian Society of Sciences and Letters, which was founded in 1760. The Museum is founded on the oldest organized museum collections in Norway, and was officially separated from its parent organization in 1873. In 1968, the Norwegian Parliament (Stortinget) established the University of Trondheim, which included the Museum. This decision became reality in 1984. Ringve Botanical Garden was created as a result of the same decision, and has been a part of the University Museum since 1981. In 1996, the Norwegian University of Science and Technology, NTNU, was established.

With respect to organization, the NTNU University Museum is considered to be at the same level as NTNU's faculties.

The Museum's role in society

The NTNU University Museum will develop and share knowledge about nature, culture and science as the basis for sustainable development. The Museum will safeguard and manage its scientific collections and capitalize on them through research, public outreach and education.

The Museum's unique advantages

Our unique advantages are our scientific collections, multidisciplinary expertise, central location and long tradition in knowledge and education.

The Museum's challenges

The NTNU University Museum's challenges are to address:

- statutory requirements for the proper management of the scientific collections, given a very challenging storage situation,
- NTNU's goal to develop outstanding research in the fields where the museum has expertise and special qualifications,
- challenges raised by being a key player in NTNU's goal to increased public outreach and visibility, and by the expectation that the Museum will have an active presence in the regions,
- expectations from a creative work environment to create professional challenges that make it attractive for all employee groups to work at the museum,
- a financial situation characterized by increased competition for resources and expertise internally and externally, and with a greater demand for external funding.

The Museum's ambitions

The NTNU University Museum's scientific collections are the core of our operations.

Our ambition is to strengthen and capitalize on the collections as an important foundation for knowledge and research, and ensure that they are safeguarded, preserved and developed for the future.

The NTNU University Museum has multidisciplinary expertise with a focus on natural and cultural history.

Our ambition is to be an attractive research partner and active producer of knowledge at a high international level for a sustainable natural and cultural environment.

NTNU Museum is very centrally located in Trondheim and in people's perception.

Our ambition is to strengthen Kalvskinnet as a knowledge and cultural district, and to create attractive exhibits and a meeting place between the public and NTNU in the regions.

The NTNU University Museum is part of a long, proud tradition related to knowledge.

Our ambition is to be a leading and innovative national environment for the digital sharing of knowledge, and to play a clear role in the public debate.

*The NTNU University Museum will
develop and share knowledge about
nature, culture and science as the basis
for sustainable development.*





GOALS AND THE
WAY FORWARD

The scientific collections

Goal

In 2021, the NTNU University Museum's scientific collections will be safeguarded in functional and secure facilities and actively used in research, management, education and public activities.

The way forward

- Scientific collections are managed, safeguarded and conserved in accordance with ICOM's Code of Ethics.
- The collections are systematically developed to realize national and international research ambitions.
- Management of the collections is strengthened through interdisciplinary and national cooperation.
- The collections are made digitally available for research, management and the public.
- The scientific quality of the living collections in Ringve Botanical Gardens is increased, and the collections are included in projects in research, management, education and public activities.

Research and knowledge development

Goal

In 2021, the NTNU University Museum is an attractive research partner and active producer of knowledge at a high international level for a sustainable natural and cultural environment.

The way forward

- NTNU University Museum conducts research on
 - » taxonomy, systematics and evolutionary history
 - » ecological processes and species distributions
 - » the interactions between humans and nature
 - » material culture and forms of culture in a long-term perspective
 - » archaeology and advanced technology
 - » dating methodology and development of chronologies
- The scientific collections, data series, subject archives and results of commissioned and public management operations are active elements in research and the research-based production of knowledge.
- Research at the Museum is at a high international academic level and documented through high quality scientific publications.
- Research at the Museum is developed through internationally oriented research groups, which also strengthen interdisciplinary activity.
- The NTNU University Museum is a central national actor as a producer of knowledge and data for Norwegian environmental stewardship.
- The NTNU University Museum actively works to increase external research funding.

Exhibitions and public activity

Goal

In 2021, the NTNU University Museum offers attractive exhibits and spaces for the public and research to meet, with Kalvskinnet as the hub and with a presence in the regions.

The way forward

- Kalvskinnet is a vibrant hub, with a view towards the realization of the “Kalvskinnet Knowledge Centre.”
- The NTNU University Museum develops local and regional arenas where the public encounters science and technology in a socially engaging and innovative way.
- The University Museum exhibition management is based on a clear long-term plan, where the audiences, profile and financing are clearly described.
- The Museum’s permanent exhibitions are renewed and further developed in keeping with the long-term plan.
- The University Museum is a preferred exhibition location in Norway for international touring exhibitions related to natural and cultural history.
- All Trøndelag students experience the Museum’s educational programmes over the course of their primary schooling, either as a visitor to the Museum or gardens or at regional events.
- The University Museum’s role as a significant player in public outreach for NTNU will be strengthened.
- The University Museum will work to increase external funding for its exhibitions and public operations.

Knowledge sharing and digital presence

Goal

In 2021, the NTNU University Museum is a leading and innovative national environment for knowledge sharing, and is clearly visible in the public debate.

The way forward

- The Museum shares both results and the processes behind its research and collection activities.
- The University Museum plays a clear role and is relevant in public debate, both by influencing the agenda and by purposefully sharing skills and expertise.
- The University Museum is innovative and leading in the digital sharing of knowledge.
- The Museum is at the forefront of open publishing (Open Access) and contributes to ensuring that knowledge can be shared without cost to users.

Education

Goal

In 2021, the NTNU University Museum offers attractive courses that train good candidates in research, management and museum tasks.

The way forward

- The educational offerings are based on the Museum's research expertise, infrastructure and operations.
- Supervision at Master's and PhD levels is related to the Museum's active research.
- All educational levels of the archaeology studies programme provide broad knowledge of the subject's societal and professional practices.
- The Museum offers courses at all levels in biology in collaboration with the Faculty of Natural Sciences.
- The Museum is a living laboratory and participates in innovative educational programmes for teachers within our operational areas.

Organization and resources

Goal

In 2021, the NTNU University Museum is an attractive and professionally stimulating place to work, with expertise, financing and infrastructure that ensure an effective institution.

The way forward

- The NTNU University Museum operates under a long-term personnel policy that attracts and develops employees with the right expertise, skills and qualifications.
- The working environment is characterized by positive team spirit, holistic thinking, involvement and clear leadership.
- The NTNU University Museum is flexible and adaptable with respect to new regulatory frameworks and ideas from society.
- The Museum's access to resources is increased through active collaboration with industry, regional and national authorities, other knowledge institutions and NTNU in general, and through a deliberate orientation towards international research.
- The NTNU University Museum develops an infrastructure that effectively supports its academic operations.



ACTION PLAN
2017-2021

The scientific collections

We shall:

- prioritize the digitalization of the Museum's collections and making them available,
- develop strategic acquisition and growth plans,
- maintain and further develop knowledge from the REVITA project,
- improve the magazine and archive situation,
- ensure that the collections are safeguarded and well prepared for the future,
- lead the efforts related to the university's historical collections.

Research and Knowledge Development

We shall:

- capitalize on our collection material and databases in the course of our research activities,
- actively participate in NTNU's strategic areas "Oceans" and "Sustainability,"
- stimulate interdisciplinary research,
- ensure good research in DNA barcoding, ancient DNA and environmental DNA,
- further develop research activities at the National Laboratories of Age Determination, including isotope research,
- develop the use of geophysical methods in archaeological research,
- strengthen the Museum's research expertise,
- ensure that our public heritage management activity in archaeology increases research activities,
- strengthen international research cooperation, and ensure the international mobility of employees,
- implement results and experiences from academic evaluations.

Exhibitions and public activity

We shall:

- work towards the realization of the Kalvskinnet Knowledge Centre,
- develop our public outreach role on behalf of NTNU,
- increase external financing of exhibitions and arrangements,
- ensure the renovation of permanent exhibitions through the preparation of 3-year framework plan,
- actively involve the Museum’s academic staff in arrangements,
- contribute to increase the capacity of educational programmes at Kalvskinnet and in the Museum’s botanical gardens,
- increase our presence through regional exhibitions and events,
- further develop our expertise and capacity for the presentation of international traveling exhibitions,
- conduct annual visitor surveys.

Knowledge sharing and digital presence

We shall:

- establish an advisory council for digital sharing,
- establish a strategic focus on digital sharing,
- revise the Museum’s communication policy,
- create a plan to increase the visibility of leadership,
- provide media training for relevant staff,
- be an active participant in “NTNU’s Public Outreach.”

Education

We shall:

- help ensure that NTNU has strong student recruitment,
- actively contribute to the national research schools,
- strengthen the integration and visibility of field courses and training,
- implement measures to increase the number of master’s students in our research groups,
- further develop educational collaboration with the Faculty of Humanities.

Organization and resources

We shall:

- ensure effective support for the Museum’s primary operations,
- strengthen human resource development at all levels of the “production chain”,
- help ensure pride in our workplace,
- increase external funding,
- develop cooperation with the regional business community,
- highlight “One NTNU—One Museum” through our own activities,
- emphasize readiness and HSE,
- ensure efficient and environmentally friendly area and resource use.

ntnu.edu/museum