

Strategic Plan 2011-2016:

The NTNU Museum of Natural History and Archaeology





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Contents

This is the NTNU Museum of Natural History and Archaeology	5
Our history	5
Our vision.....	5
Our role	5
Our values.....	5
Our strengths	5
Our challenges	5
Our concept for 2016	6
Goals and strategies	8
Research and knowledge development	8
Knowledge sharing and communication of research	8
Scientific collections.....	9
Training and recruiting.....	9
Staff and organization	10
Finances and infrastructure.....	10
Action plan	11
Research and knowledge development	13
Knowledge sharing and communication of research	14
Scientific collections.....	15
Training and recruiting.....	16
Staff and organization	17
Finances and infrastructure.....	18

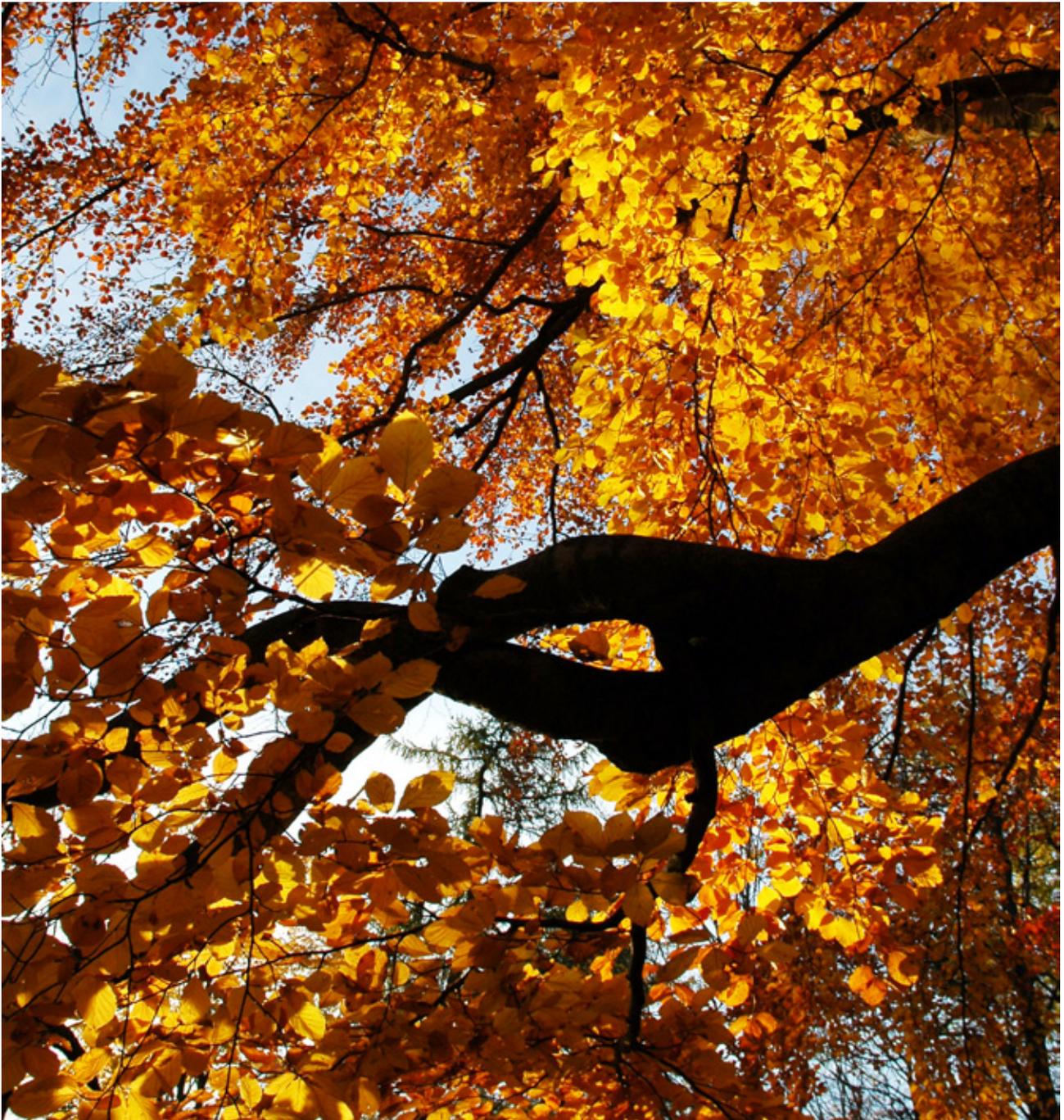


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This is the NTNU Museum of Natural History and Archaeology

Our history

The NTNU Museum of Natural History and Archaeology has its origins in the Norwegian Royal Society of Sciences and Letters (DKNVS), which was founded in 1760.

In 1926, the Society was reorganized as both an academy and a museum.

The Storting (Norwegian Parliament) resolved to form the University of Trondheim in 1968, and the museum was transferred to the University on 1 April 1984.

Further reorganization after 1 January 1996 led to the establishment of the Norwegian University of Science and Technology (NTNU).

In 2005, the NTNU Museum of Natural History and Archaeology was raised to the same level as the university faculties, with representation on the Council of Deans and the University Research Committee.

Our vision

The NTNU Museum of Natural History and Archaeology embraces the world!

Our role

The NTNU Museum of Natural History and Archaeology develops and communicates knowledge of nature and culture. It safeguards and preserves

scientific collections, making them available for research, management and dissemination.

Our values

Our values are clarity, openness and collaboration.

Our strengths

Our strengths are our rich scientific collections, our long tradition of expertise, and our central location in the city.

Our challenges

- The NTNU Museum of Natural History and Archaeology must meet NTNU's goal of developing outstanding research in the areas where the museum has particular expertise and qualifications.
- The Museum must respond to the challenges of its role as a key player in NTNU's goal of increased contact with the community.
- The Museum must develop a creative working environment and inspire professional challenges that make it attractive to all groups of employees working at the museum.
- The Museum must tackle a financial situation characterized by increased competition for resources and expertise both internally and externally, with greater demands for external income.

Our concept for 2016

In 2016 the NTNU Museum of Natural History and Archaeology is an active producer of knowledge for the sustainable management of culture and the natural environment, at a high international level.

Because the Museum

- has strong research groups in biological diversity and the development of cultural material in time and space,
- has developed sophisticated archaeological prospecting and documenting methods in collaboration with the technological field,
- has a leading research group in conservation theory,
- has activated the scientific collections and the long time series to meet the knowledge needed for environmental management,
- has secured recruitment, through commitment to research-based education and supervision at all levels.

In 2016 the NTNU Museum of Natural History and Archaeology is a leading national resource for knowledge dissemination and research communication, and highly visible in public debate.

Because the Museum

- has a critical perspective on regional and global development in natural and cultural history,
- shows the interaction between long-term social development and technological change,
- disseminates knowledge about changing traditions and environments in learning, and conducts research in museology,
- collaborates closely with the research communities at NTNU, research institutes, the corporate

sector and the education system to promote recruitment within science and technology,

- has a strategic approach to communication, with a strong academic foundation and up-to-date use of methods and tools.

In 2016, the NTNU Museum of Natural History and Archaeology's scientific collections are secure and made available for research, management and the public.

Because the Museum

- has collections that are preserved and stored in facilities that are physically secure, easily accessible and climatically stable,
- has digitized collections that enable access to relevant information over the Internet.

In 2016, Ringve Botanical Gardens offer attractive and well-functioning university gardens

Because the Museum

- has ensured that the Gardens' collections are of a high scientific quality and are included in several projects and educational programmes at NTNU,
- has showcased the Gardens' facilities and collections, making them easy to access both physically and digitally as important sources of botanical information,
- has developed the Gardens as a popular venue for outdoor activities, recreation, inspiration, and exploring nature,
- offers a variety of experiences and attractions to the public, through collaboration between the Botanical Gardens and the Museum of Music.

In 2016, Kalvskinnet is a district that attracts attention and provides a display window for NTNU

Because the Museum

- has established the Kalvskinnet Knowledge Centre in partnership with the Science Centre and the NTNU Gunnerus Library,
- has helped to develop Kalvskinnet as a venue close to the city centre where NTNU and the public

- meet for dialogue and interaction,
- offers experiences at a place where old and modern architecture meet, with attractive facilities and opportunities that appeal to the public,
- offers engaging exhibitions and activities at the museum site, which motivate community involvement and critical reflection.

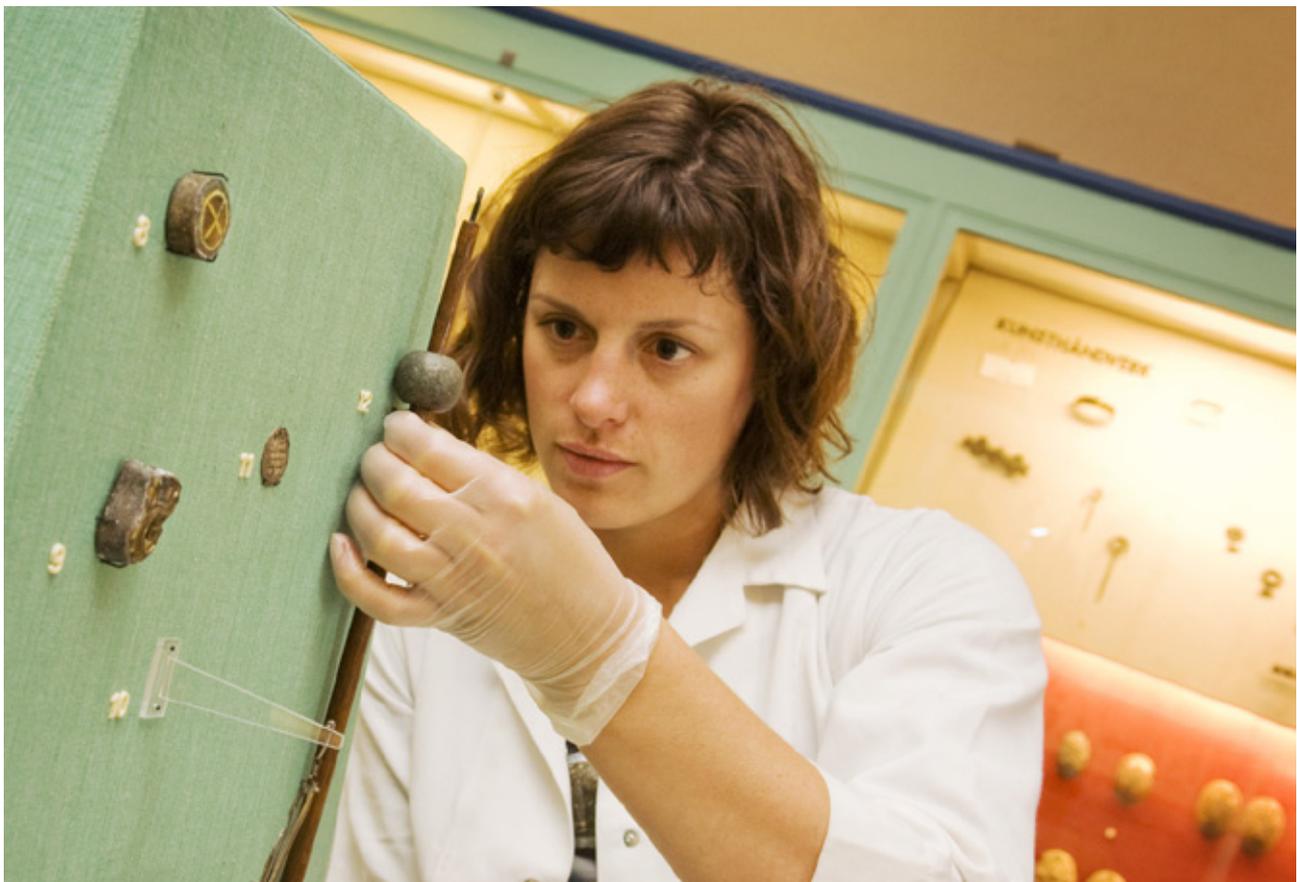


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Goals and strategies

Research and knowledge development

In 2016 the NTNU Museum of Natural History and Archaeology is an active producer of knowledge for the sustainable management of the cultural heritage and the natural environment, at a high international level.

Strategies

- The NTNU Museum of Natural History and Archaeology will conduct research in
 - » taxonomy and the evolutionary history of species, as well as historic and ecological processes that underlie speciation and distribution of species,
 - » the interaction between humans and nature, cultivation and landscape; the development of cultural material and forms of culture from a long-term perspective,
 - » field archaeological methods with a focus on the development of dating, documenting and remote sensing technologies, maritime heritage and conservation technology,
 - » museology to strengthen the foundation for effective research communication.
- The research will be at a high international academic level and documented through increased scientific publishing.
- The scientific collections and long-term time series will be active elements in research.
- The NTNU Museum of Natural History and Archaeology will continue to develop interdisciplinary collaboration between conservation theory and knowledge production for environmental management.

- The main goal of activity funded on a commission basis will be to contribute to the development of research-based knowledge for environmental management.

The activity will:

- » be planned and implemented on the basis of research and the value to society,
- » be based on the research groups' academic profiles and activities,
- » exploit the opportunities that contract and management projects provide for increased research productivity.

Knowledge sharing and communication of research

In 2016 the NTNU Museum of Natural History and Archaeology is a leading national resource for knowledge dissemination and research communication, and highly visible in the public debate.

Strategies

- The NTNU Museum of Natural History and Archaeology will develop arenas where the public can encounter science and technology in a socially engaging and critical manner.
- Outreach activities will build on the knowledge that is developed by the Museum, NTNU and other knowledge communities.
- The NTNU Museum of Natural History and Archaeology will have a strategic and systematic approach to communication.
- The Museum will communicate both the results and the processes related to research and collection activities.

Scientific collections

In 2016, the NTNU Museum of Natural History and Archaeology's scientific collections are secure and made available for research, management and the public.

Strategies

- The scientific collections will be curated, secured and preserved in accordance with ICOM's code of ethics.
- The scientific collections will be based on nationally agreed sharing of effort.
- The scientific collections will be made digitally available for research, management and the public.

Teaching and recruiting

In 2016 The NTNU Museum of Natural History and Archaeology offers teaching to ensure recruitment to research, management and museum duties.

Strategies

- Teaching will be based on the museum's research expertise and fields of activity.
- Supervision at Master's and PhD levels will relate to the museum's active research groups.
- The academic study of Archaeology will comprise all education levels and provide broad knowledge of the discipline's social and professional practice.
- The NTNU Museum of Natural History and Archaeology will teach systematics and taxonomy at all levels; it will also contribute to education in faunistics and floristics.



PHOTO: ARILD JUUL / THE NTNU MUSEUM OF NATURAL HISTORY AND ARCHAEOLOGY

Staff and organization

In 2016, the NTNU Museum of Natural History and Archaeology will be an attractive and challenging workplace characterized by holistic thinking, employee participation, clear leadership, effective communication, and team spirit.

Strategies

- The NTNU Museum of Natural History and Archaeology will pursue a long-term personnel policy that attracts and develops employees with appropriate expertise, skills, qualifications and values.
- The NTNU Museum of Natural History and Archaeology will have a healthy and stimulating work environment with a focus on well-being, trust and positive engagement.
- The NTNU Museum of Natural History and Archaeology will prioritize health, safety and environment (HSE) initiatives in all areas of work.
- The Museum's administration will provide active and professional support to promote achievement of the museum's academic goals.
- The NTNU Museum of Natural History and Archaeology will demonstrate its skill in adapting to new operating parameters and ideas from the community.

Finances and infrastructure

In 2016, the NTNU Museum of Natural History and Archaeology will have a financial base, a targeted use of resources and an infrastructure allowing it to be a powerful and internationally profiled museum institution.

Strategies

- The NTNU Museum of Natural History and Archaeology will work systematically to ensure greater coherence between its objectives, duties and funding.
- The NTNU Museum of Natural History and Archaeology will increase the museum's access to resources through active interaction with industry, regional and national authorities, other knowledge-based institutions and the rest of NTNU.
- The NTNU Museum of Natural History and Archaeology will actively work to increase external funding of research.
- The NTNU Museum of Natural History and Archaeology will manage its own financial resources effectively and purposefully.
- The NTNU Museum of Natural History and Archaeology will develop an infrastructure that effectively supports research, collection, education and communication activities.

The NTNU Museum of Natural History and Archaeology – Action Plan 2011-2016





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Research and knowledge development

We will

- implement the Research Council of Norway's strategic commitment to R&D at the university museums as a guideline for research activities
- organize and develop research activities in scientific groups that take responsibility for seminars and common projects
- strengthen expertise in geophysics and deep-water archaeology through interaction with national and international research communities
- use publishing activities to activate the collections and the long-term time series that have the highest priority
- build an international network through participation in Research Council and EU projects
- pave the way to enable the results of heritage management to form the basis of research and publishing at least at Level 1
- professionalize our recruitment strategy and increase the number of academic positions, including recruitment positions



Knowledge sharing and communication of research

We will

- prepare and implement a plan for exhibition activities, including a funding strategy
- develop the school services into a robust unit for operations and development that includes activities at Ringve Botanical Gardens
- have a communication plan for all large research and management projects
- realize the Kalvskinnet Knowledge Centre through a new building
- strengthen and develop the digital communication of knowledge and research to the public
- increase the availability and attractiveness of Ringve Botanical Gardens both in the gardens and through digital channels
- continue to document communication operations as well as to maintain the associated archives and objects

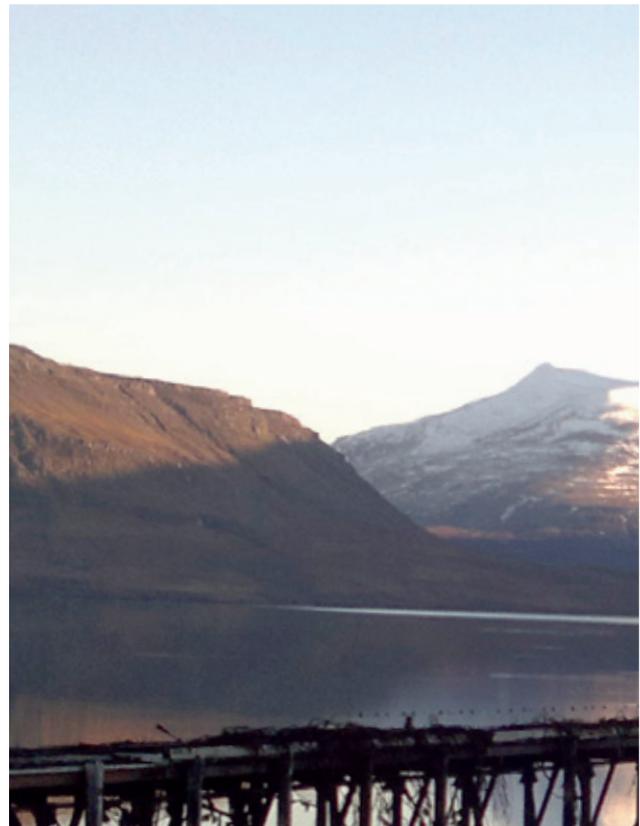
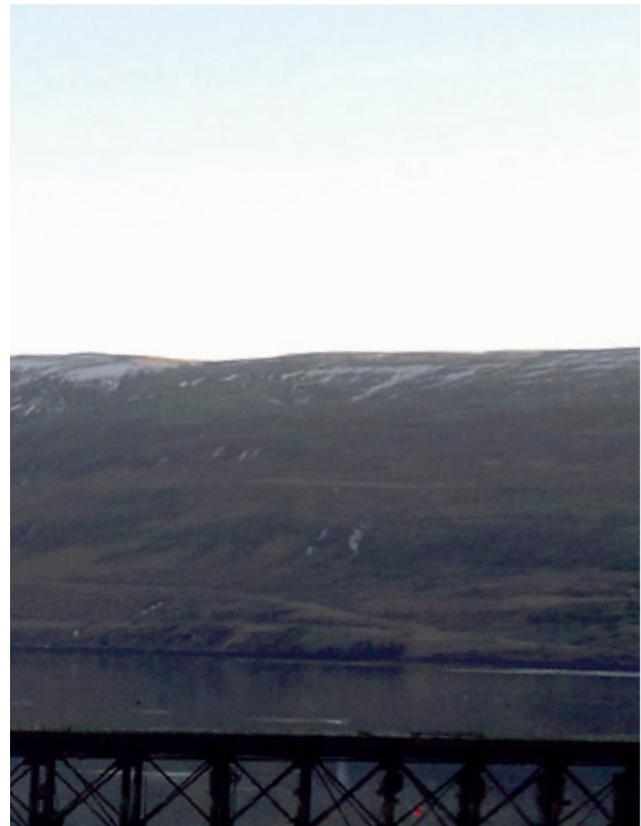


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Scientific collections

We will

- reduce the collection backlog, mainly through the Revita project and realization of new storage facilities at Kalvskinnet
- develop strategic plans for collecting
- conduct R&D projects that contribute to the renewal and growth of the scientific collections
- give priority to the digitalization and accessibility of the museum's collections
- safeguard our living collections at the Botanical Gardens through adequate infrastructure and operations at a scientific level
- reorganize the operation of the collections and associated records to optimize the operation of new storage facilities, and maintain the expertise built through the Revita project
- make our expertise available to initiatives aimed at safeguarding and disseminating NTNU's collections of university history



Teaching and recruiting

We will

- actively use NTNU's council for the study programmes in archaeology to maintain and strengthen the profile of archaeological teaching in relation to society and professional practice
- develop formal collaborative platforms with the Department of Archaeology and Religious Studies to ensure coherence, progression and the rational use of expertise and resources in archaeological studies
- actively participate in the national research schools in biosystematics and archaeology
- contribute to a Nordic master's degree programme in biological diversity to ensure a wide range of courses and increased recruitment at master's level
- teach NTNU students the value of scientific collections, and actively use the collections in teaching
- aim to increase our contribution to teaching in faunistics and floristics
- use Ringve Botanical Gardens for teaching purposes in collaboration with other research groups at NTNU
- develop a study programme in research communication in collaboration with relevant research groups at NTNU



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Staff and organization

We will

- promote ongoing cultivation of existing expertise through strategically based planning of professional development
- develop a recruitment strategy to secure the right staff members and ensure that expertise is appropriately transferred when employees leave
- develop a common organizational culture that contributes to attendance, flexibility and willingness to change
- develop awareness of strategic management and greater clarity of the employer role among all staff with management responsibilities
- follow up NTNU's priorities in Health, Safety and the Environment, with a focus on risk assessment, fire safety and security in the buildings at Kalvskinnet, as well as in the field
- have an administration that is integrated with the sections and an active supporter of the museum's goals
- participate in forums and networks with participants from the private and public sector to identify new ideas and influences and to promote the NTNU Museum of Natural History and Archaeology
- develop a new communication strategy, as a tool for knowledge sharing, dialogue with the community, and reputation building



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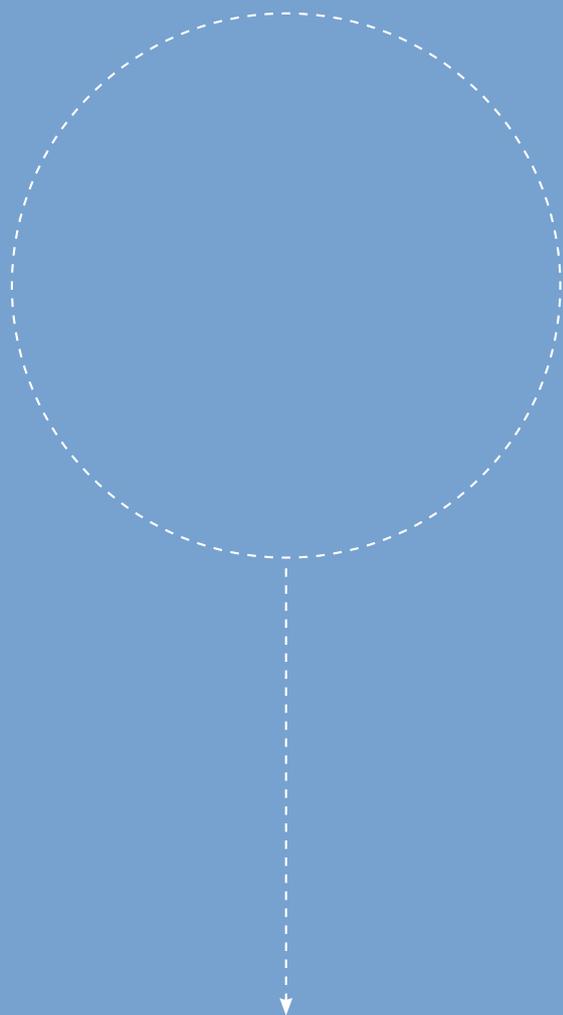
Finances and infrastructure

We will

- work for increased basic funding
- prepare a vigorous strategy to secure resources from private and public collaborators and professionalize the work involved in this process
- prepare a strategy to strengthen external research and implement specific measures to achieve an enhanced and more predictable resource situation
- work for increased cooperation between the Ministry of Education and Research and the Ministry of the Environment to secure the necessary resources for our statutory management activities
- have an administration that in close collaboration with the sections actively helps to improve financial skills, financial monitoring and the efficient use of resources
- participate in projects that strengthen the infrastructure in the long term



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NTNU – Innovation and Creativity

The Norwegian University of Science and Technology (NTNU) in Trondheim represents academic eminence in technology and the natural sciences as well as in other academic disciplines ranging from the social sciences, the arts, medicine, architecture to fine arts. Dross-diciplinary cooperation results in ideas no one else has thought of, and creative solutions that change our daily lives.

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