

Competence Model of Managers of Cultural Centers: The Case of Lithuania

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Abstract

Actuality. Competency-based education and teacher professional development have been known and studied since the end of the 20th century. Therefore, the definition of competence was developed both in science and in various fields of activity. In the educational discourse, the (definition) of the competences of cultural center managers finds a place in the context of social and pragmatic constructivism - it is the actualization and dissemination of the career of social participation in the cultural process. The performance of managers is based not only on their leadership, but also on the construction of social relations (Brinkmann, Tanggaard, 2010) in order to operate the culture in an adequate response to the changing world. The combination of theories based on constructivism in the research gives researchers an impartial assessment of the abilities of managers of cultural centers as signs of the expression of competences, and managers - the freedom to (recognize) the diversity of cultural activities and participate in it independently by acquiring new abilities and opportunities to design their careers. According to Green (2013), the classification of competences is based on three aspects: according to areas of application, criteria of complexity of abilities and according to the nature of activities. On the basis of the theories of social and pragmatic constructivism, when examining the identity of the head of the cultural center, the areas of his activity are explored.

The purpose of the research is to reveal the aspects of the activities of the heads of Lithuanian cultural centers, highlighting the areas of activity and to prepare a competency model.

Research objectives: Present the concept of competence and its definition; To find out the directions and areas of activity of cultural center managers; Prepare a competency model for cultural center managers.

Methodology. The strategy of qualitative analysis and the methodology of focus groups were used to analyze the areas of activity of cultural center managers. 18 managers of Lithuanian cultural centers participated in the qualitative study. Three focus groups were formed. The results of the discussions were recorded, transcribed and analyzed.

Results. The study of the focus group of managers of Lithuanian cultural centers highlighted the managers' areas of activity and corresponding areas of competence. After the analysis of the qualitative research, three areas of activity were highlighted: general, management and leadership, and professional. The prepared model of competences will be able to help the managers of Culture Centers to evaluate the available competences. Therefore, the model can be used to evaluate and manage the performance or career growth of managers of cultural centers in order to achieve high excellence.

Keywords: culture, cultural center, managers, competences, skills, cultural awareness.