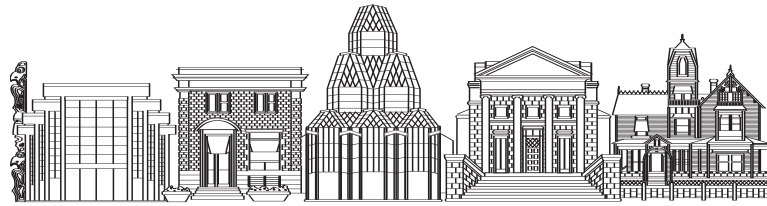


OBJECT TITLE: FIELD
CAMERA COMMONLY
USED BY PROFESSIONAL
PHOTOGRAPHERS.
INSTITUTION: DAWSON
CITY MUSEUM , JOHN
GOULD COLLECTION.
PHOTOGRAPHER
CREDIT: GREG SKUCE





CANADIAN HERITAGE INFORMATION NETWORK
RÉSEAU CANADIEN D'INFORMATION SUR LE PATRIMOINE

The Canadian Heritage Information Network (CHIN) is a national centre of excellence that provides a visible face to Canada's heritage through the world of networked information. CHIN's vision is to connect Canadians and worldwide audiences to Canada's heritage. Our mission is to promote the development, presentation and preservation of Canada's digital heritage content for current and future generations of Canadians.

FOUND



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OBJECT TITLE: Eagle mask - Kwikwam
INSTITUTION: U'mista Cultural Centre
CREATOR: Robert Brown
PHOTO CREDIT: Sharon Eva Granger
DATE OF OBJECT'S

CREATION: Early 1900
COVERAGE: Kwak'w, k, wakw
Northern Vancouver
Island



OBJECT TITLE: Fort La Tour
Ceramic Cup
INSTITUTION: New Brunswick
Museum/ New Brunswick
Archaeological Services

DATE OF OBJECT'S
CREATION: 1630's
COVERAGE: 17th century Acadia



OBJECT TITLE: A watchful basilisk in
the Biodôme's Tropical
Forest
INSTITUTION: Montréal Biodôme
DATE OF OBJECT'S
CREATION: 10.01.2004



MESSAGE FROM THE MINISTER

WE LIVE IN A NEW ERA



The Internet contributes in a phenomenal way to our knowledge society. Canadian heritage institutions see extraordinary possibilities in this, especially in public education.

As the population becomes more and more at ease with digital technology, and a growing number of Canadians have access to the Internet, there are fewer cultural and linguistic boundaries. Gradually, the decreasing cost

of access to technology is closing the gap between those who have connectivity and those who do not.

We receive information less passively than ever before. We are also participating in the creation and exchange of knowledge. In this digital world, our museums play a more important role by enriching the intellectual capital of our knowledge society, as well as by enabling us to get to know our heritage better and to better understand the world in which we live.

As we move forward in this effort, Canadian Heritage Information Network's (CHIN) award-winning Virtual Museum of Canada (VMC) initiative, which includes the Community Memories program, continues to achieve strong national and international success. In 2004, the VMC received approximately 7 million

NUMBER OF CHIN MEMBER
INSTITUTIONS: 1242. NUMBER THAT
JOINED THIS YEAR: 68.
NUMBER OF NEW MEMBERS SINCE
THE LAUNCH OF VMC IN 2001: 603.

visits from 142 countries around the world. Nevertheless, it is fair to say that many challenges remain to creating digital heritage content. The issues of technological know-how, standards, copyright, intellectual property, and business models are constant preoccupations. With this in mind, CHIN is focusing on how we can best serve and position the museum community in the knowledge society of the 21st century.

Based on this, we have established four strategic priorities:

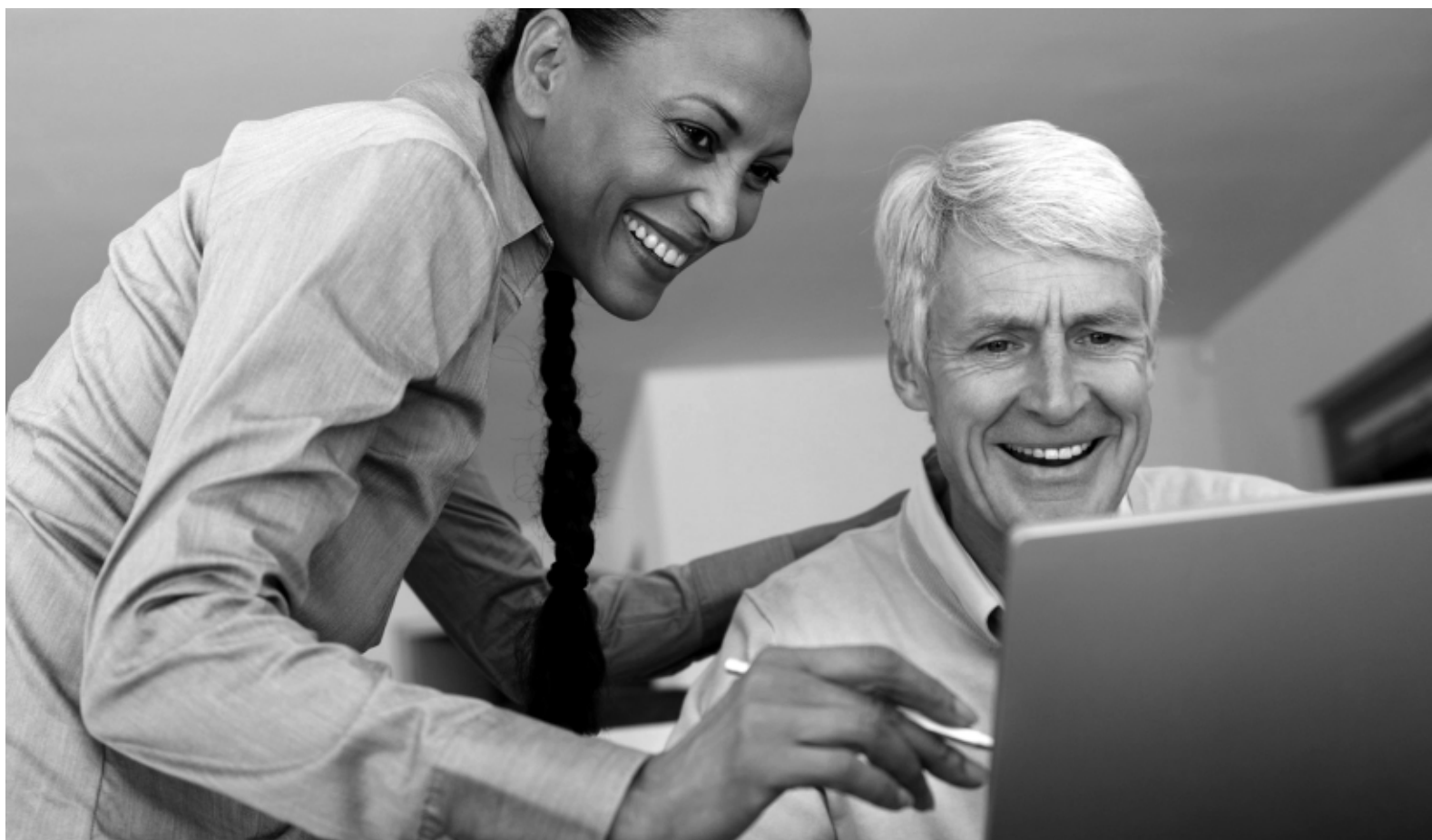
- Improve the ability of member museums to leverage emerging technologies to develop convenient, personalized, and interactive online services.
- Enhance the use of heritage content, especially in educational settings, by offering virtual learning environments created from the digital repositories in Canadian museums.
- Increase Canadians' interest and participation by better targeting their needs, and by implementing effective communications strategies.
- Strengthen international collaboration that engages worldwide audiences in Canada's rich heritage.

Over the course of the coming year, in partnership with our members, we look forward to achieving success in each of these four areas.

The Honourable Liza Frulla
Minister of Canadian Heritage and
Minister responsible for Status of Women

PRIORITY ONE:

ENHANCE SKILLS OF MUSEUMS THROUGH TECHNOLOGY



CHIN's first priority is to help our members build the skills necessary for creating, presenting, managing and preserving digital heritage. In addition to giving members access to databases, publications, collections, tools, catalogues, and knowledge, CHIN is also helping them evolve their use of content and realize technology's fuller potential in areas like education, the development of online communities of practice, and even in the commercial realm.

This priority is supported by the CHIN Web site, where each month about 125,000 heritage professionals access information on the application of technology to museums. We are building on this success by transforming www.chin.gc.ca into an even more comprehensive online knowledge centre that allows for personalization and offers greater convenience. Partnerships and collaborations with

THE HERITAGE NETWORK ATLANTIC E-LEARNING PROJECT

There is always a need for basic museum training for entry-level personnel, board members and volunteers in community museums. "The Bare Essentials of Museums" arose out of a common need felt by the members of Atlantic Canada's museum associations. Working together under the banner of Heritage Network Atlantic, these associations set out to provide online, basic-level training for volunteers and seasonal staff working in museums. In a highly collaborative effort, Heritage Network Atlantic assessed how multimedia technologies could provide accessible basic training to new employees and free up staff and resources, enabling the museums to offer higher-level training opportunities for more experienced staff. Working with CHIN, they developed training modules that not only provide the basic content needed by new staff, but also provide a quick reference for guides and volunteers.

provincial museum associations, the Canadian Museums Association and other related organizations, such as the Learning Coalition and Heritage Network Atlantic, also support professional development. These joint efforts build the technological capacity of network members and enrich the heritage content available to heritage professionals, students, lifelong learners, and the public in Canada and abroad.

We are also building museums' technical capacity through the development of software tools like the one developed for our Community Memories Investment Program. This easy-to-use software provides a template for the development of local history exhibits drawn from the collections of small and large museums, and the treasures and reminiscences of individuals from local communities.

As well, CHIN participates in various Government Online (GOL) committees. This effort, in turn, helps CHIN determine directions for initiatives such as the application of e-learning metadata.

KEY ACTIVITIES AND PROJECTS

Publications

Part of CHIN's mandate is to conduct research on behalf of our members. This year, we published two new publications: *Research on 'Quality' in Online Experiences for Museum Users* and *A Canadian Museums' Guide to Developing a Licensing Strategy*.

Digital Preservation for Museums Program

Digital heritage preservation is becoming one of CHIN's central fields of research. This year, CHIN developed a checklist to help museums develop internal policies and strategies for preserving digital heritage.

Provincial Museums Association Meeting

In February 2005, CHIN hosted its seventh annual meeting of provincial museums association directors, their technology coordinators (for those provinces/territories that have such positions) and the Canadian Museums Association, in Ottawa. These annual meetings give participants the opportunity to learn from each other, and establish the groundwork for future collaborations.

Senghor University, Egypt

Since the late 1980s, CHIN has been sharing its many decades of experience in the museum information business. We have provided training to groups from Argentina, the Caribbean, Czech and Slovak

Republics, Egypt, Southeast Asia, Venezuela, and other areas around the world. This training has involved the development of customized courses for heritage professionals interested in collections documentation and applicable technologies, which can include everything from planning for automation to creating online projects. In 1992, the Head of the Museology Studies at Senghor University, in Alexandria, Egypt, approached CHIN as a result of its reputation. This year again, we provided a two-week workshop for students at the university. The workshop taught students about automated collections management, documentation, standards and strategies for developing online heritage projects.

Next Generation

Protecting and promoting our heritage means taking time today to prepare the heritage professionals of tomorrow. In order to inspire and begin training future museums professionals, CHIN is often asked to give orientation sessions and presentations to post-secondary museology students. Meetings were organised in three Quebec and Ontario learning institutions this year.

Young Canada Works (YCW)

CHIN also participates in the delivery of the Young Canada Works At Building Careers In Heritage internship program. These internships provide ideal opportunities for graduates 30 years of age and under to build advanced career-related skills and abilities by participating in innovative heritage projects. This year, CHIN allocated a total of 18 YCW internships to CHIN members participating in executively produced online projects. A joint initiative of the Department of Canadian Heritage and Parks Canada, YCW is part of the Government of Canada's Youth Employment Strategy (YES).

Professional Development

May

Louisiana	American Association of Museums Panel: "Online Exhibitions: What Works, What Doesn't – An International Forum"
Nova Scotia	Federation of Nova Scotian Heritage Roundtable: "Heritage Conversations: Community Memories"

June

Arizona	Joint Conference on Digital Libraries (JC DL) Panel: "The Virtual and the Real: Current Research on Museum Audiences & Library Users"
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October

British Columbia	British Columbia Museums Association Presentation: "The 'So What' of Virtual Exhibits Panel: "The Young and the Restless" Workshop: "Community Memories, Local Stories for a Global Audience"
Newfoundland	Museum Association of Newfoundland and Labrador Workshop: "Digitizing Collections"
New Brunswick	Association Museums New Brunswick Presentation: "Community Memories"
Nova Scotia	Workshop: "Copyright in a Digital Age - A Practical Workshop"

November

Minneapolis	Museum Computer Network Session: "The Next Generation of Virtual Museums"
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PRIORITY TWO:

PROMOTE HERITAGE CONTENT ACCESS AND USE IN CIVIC LIFE



The way that people share, discuss, and interact with information has changed dramatically in the last two decades. In Canada, it is estimated that 71% of the public has access to the Internet from home, and this number is growing rapidly. This new environment pushes the boundaries of conventional learning and education, and presents the heritage community with an amazing opportunity to nurture sustained public engagement in heritage content.

Imagine a world where children and adults experience history and culture outside the boundaries of time or geography. The rapid evolution of enabling technologies, their adoption by the public, and the Government of Canada's ongoing support of digital heritage is making this a reality. By rapidly embracing current technical trends, museums can provide society with a mirror of its past and present, and give people an opportunity to imagine and shape the future.

But this priority is about going beyond merely providing access to information. It's about making people want to *use* the information. It is about active learning. Together, CHIN and its member institutions are creating digital educational spaces where teachers and learners can produce and exchange knowledge. Our primary target audience in this area consists of elementary and secondary students and their teachers.

“WHAT A GREAT SITE! FINALLY, AN INTERACTIVE SITE THAT IS VALUABLE, TIES INTO THE CURRICULUM, WELL DONE, AND BASED IN REALITY!”

ELEMENTARY SCHOOL TEACHER
ON THE VMC *INTERACTIVE*
INVESTIGATOR EXHIBIT

CAPTAIN BERNIER'S EXPEDITION

This year, four Canadian schools participated in *Captain Bernier's Expedition*, the first Virtual Classroom project organized for the VMC. Approximately 100 students from Quebec, Ontario, and Newfoundland and Labrador met online to transform themselves into early 20th century explorers and create virtual tours across the Canadian Arctic.

Coordinated by CHIN, the Communications Research Centre Canada (CRC), and the National Research Council Canada (NRC), this unique project was inspired by the Musée maritime du Québec's virtual exhibit, *Ilititaa... Bernier, His Men and the Inuit*. Students teamed up over a live broadband Internet connection to design and present voyages that, like Bernier's, brought Inuit and Francophone together.



Artefacts Canada

Artefacts Canada is a rich digital repository of authoritative heritage information fed from members' collections. Today, Artefacts Canada contains 3,466,177 artefacts, of which, 407,259 are accompanied by an image. Over the past year, members contributed more than 149,115 new artefacts — 41,891 of which included images.

This year, the Artefacts Canada Redevelopment project began with consultations involving heritage professionals. This process will ultimately lead to the establishment of the *Canadian Museum Digital Repository*. We have also been creating virtual communities of practice, using online tools, to facilitate collaborative research and best practices in documentation standards. These communities will play a key role in the development of a national data enhancement strategy for Artefacts Canada.

The Virtual Museum of Canada (VMC)

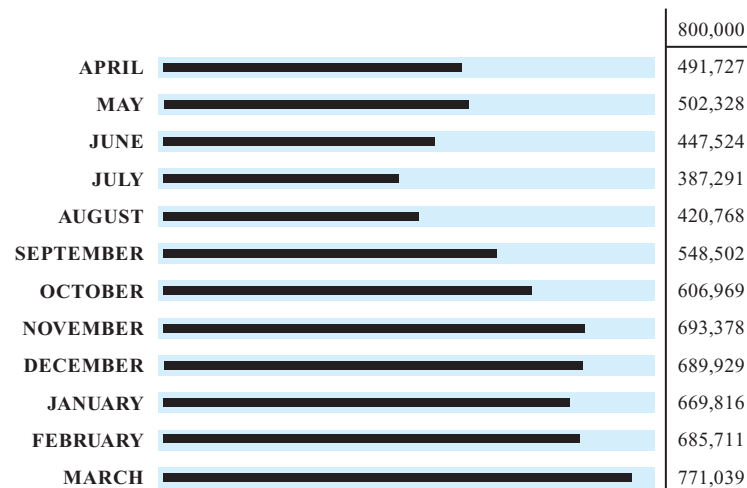
As technologies become less expensive and more accessible to the average person, memory institutions can enhance their knowledge services through informal, self-service electronic learning tools. The VMC stands at the forefront of this type of learning innovation.

This year, we have been conducting internal consultations to build the 'next generation' of the VMC. In doing so, we are shifting the focus of the VMC beyond content delivery to *communications* delivery characterized by a fuller understanding of users, their needs, how they learn, and the context of their online behaviours. The VMC's exciting virtual exhibits, engaging interactive games, and other robust content will continue to evolve, offering heritage institutions a stimulating platform in which to present their collections to a global audience.

Collaboration with Library and Archives Canada

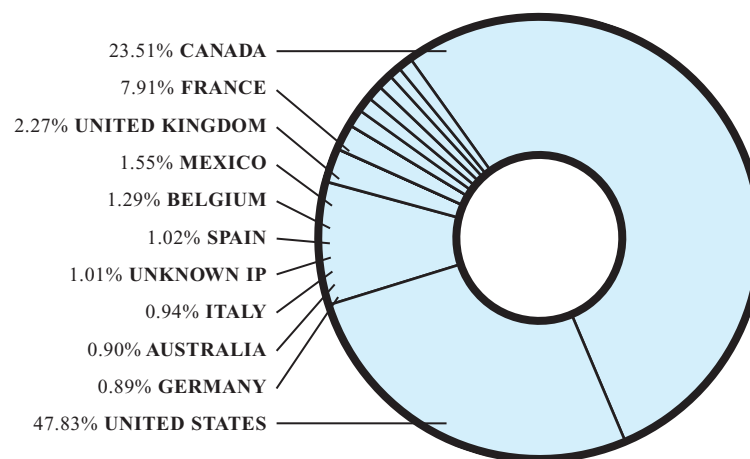
One of our goals is to provide a single point of access to the content available not only from museums but also Library and Archives Canada, in an online educational space. This is both a learning strategy and a long-term content preservation strategy. To this end, we have been laying the groundwork for a more holistic access to resources in museums, library and archives.

2004-2005 Visits - Total VMC Visits Per Month



VMC - International Reach

Last year, the VMC was visited by 142 countries. The top ten countries of origin are: Australia, Belgium, France, Germany, Italy, Mexico, Spain, United Kingdom, United States.



Content Statistics

- Exhibits & games: 300 exhibits, 144 games, 160 community memories
- Images: 407,259
- Educational Resources: 770
- Museums presented: 2,757
- Events and activities: 587

VMC INVESTMENT AND COMMUNITY MEMORIES PROGRAMS — EXHIBITS LAUNCHED IN 2004-2005

Alberta

COMMUNITY MEMORIES

Caroline Wheels of Time Museum

One Room Country Schools

Dickson Store Museum Society

The Dickson Store

Innisfail and District Historical Village

Remembrance and Hope

Jasper - Yellowhead Museum and Archives

Jasper Park Volunteer Fire Brigade: A Community History

Loyal Edmonton Regiment Museum

Ortona - The Canadian Battle - December 1943

Millet and District Museum and Exhibition Room

Millet Through One Hundred Years

Mountain View Museum (Olds Historical Society)

Arriving at the 6th Siding

Sodbusters Archives and Museum

The Sterling Flour Mill

Sundre Pioneer Village Museum

A Tough Pill to Swallow

Sunnybrook Farm Museum and Interpretive Centre

The Farm Tractor

British Columbia

VMC INVESTMENT PROGRAM

Osoyoos Museum/Society

Drawing on Identity: The Inkameep Day School and Art Collection

Royal British Columbia Museum

Journeys & Transformations: British Columbia Landscapes

Maritime Museum of British Columbia

Graveyard of the Pacific: The Shipwrecks of Vancouver Island

British Columbia Forest Discovery Center

From Camp to Community - Cowichan Forestry Life

Simon Fraser University/Museum of Archaeology and Ethnology A Journey to a New Land

COMMUNITY MEMORIES

Boundary Museum Society

Grand Forks' Wartime Memories

Fernie and District Historical Society

Fernie Centennial Memories - A History of Team Sports in Fernie

General Currie Heritage School

School Yard Memories

Historic Yale Museum

Colourful Characters in Historic Yale

Huble Homestead

A Year at Huble Homestead: 1915

Hudson's Hope Historical Society Museum

Hudson's Hope Pioneers in Pictures

Japanese Canadian National Museum

Our Mothers' Patterns

Lytton Museum and Archives

Lytton, Transformed by Transportation

Okanagan Military Museum

Always First

Quesnel and District Museum and Archives

Cariboo Treasures: Perspectives on a Cariboo Civilization

Steveston Historical Society

Steveston Recollections, The History of a Village

Vancouver Island Military Museum

For Services Rendered: Military Heroes of Vancouver Island

West Vancouver Museum and Archives

Point Atkinson Lighthouse: Maintaining the Light

Manitoba

VMC INVESTMENT PROGRAM

Saint-Boniface Museum

Agriculture in French Manitoba

COMMUNITY MEMORIES

Ashern Pioneer Museum

Life, Love and Laughter

Badger Creek Museum

Pioneer Days

Manitoba Electrical Museum & Education Centre

Powering Up Rural Manitoba

Musée Saint-Joseph Museum Inc.

Mode de vie des pionniers de la vallée de la rivière Rouge

Riverton Transportation & Heritage Centre

Riverton Musical Memories

Transcona Historical Museum

Serving King and Country: Transcona's Hometown Heroes

New Brunswick

COMMUNITY MEMORIES**Albert County Historical Society Museum**

Albert County Heritage

New Brunswick Sports Hall of Fame

Hometown Sports Heroes

Queens County Historical Society & Museum Inc.

Places of Our Hearts

Restigouche Regional Museum

Papertown, The Dalhousie Story

Saint John Jewish Historical Museum

The Changing Role of Jewish Women in Saint John

Science East - The York County Gaol

Fredericton's York County Jail, 1842 - 1996

Newfoundland

COMMUNITY MEMORIES**Botwood Heritage Centre**

Botwood: History of an Airport

Cape Bonavista Lighthouse Provincial Historic Site

A Guiding Light

Cape Ray Lightkeepers House

Women's History of the Southwest Coast of Newfoundland

Corner Brook Museum & Archives

Corner Brook - A Pulp and Paper Community

Corner Brook Museum & Archives

Les Francophones de Terre-Neuve et du Labrador

Durrell Museum

The Arm Lads Brigade

Glovertown Heritage Society Inc.

Some Boats and Boatbuilders from Central Bonavista Bay

Marystown Heritage-Museum Corporation

The History of Shipbuilding in Marystown, NL, Canada

Mockbeggar Property Provincial Historic Site (The)

Prelude to Confederation

Norris Arm Heritage Museum

Norris Arm: Those Pine Clad Hills

Sir William F. Coaker Heritage Foundation

Journey through a Union Built Town

Twillingate Museum and Crafts

Nightingale of the North-Georgina Stirling

Winterton Boat Building Museum

Traditional Boat Building of Winterton

Nova Scotia

COMMUNITY MEMORIES**Acadian Museum and Archives of West Pubnico**

The Lobster Plug Story in West Pubnico

Admiral Digby Museum

Digby County: A Journey Through Time

Amos Seaman School Museum

King Seaman - His Legacy Continues

Colchester Historical Museum

Cobequid Bay Shad Fishery

Glace Bay Heritage Museum

The French Block

Islands Historical Society

Survival of A People: Using our Natural Resources 1875-1975

MacDonald House Museum

Lake Ainslie - The Settlers Story

Memory Lane Heritage Village

Memories of Oyster Pond's Village Store: 1891-1975

Moose River Gold Mines Museum

It Happened at Moose River

Mount Saint Vincent University Art Gallery

Alice Egan Hagen (1872-1972) Nova Scotia Woman Ceramicist

North Sydney Museum

Telecommunications Visions from the Past

Shelburne County Museum

The Loyalist Link: The Forest and The Sea

Wallace and Area Museum

Wallace Sandstone: "Building Stone for a Nation"

Whitney Pier Historical Museum

The World at Our Doorstep

Nunavut**VMC INVESTMENT PROGRAM****Kitikmeot Heritage Society**

Angulalik - Kitikmeot Fur Trader

Ontario**VMC INVESTMENT PROGRAM****Workers Arts and Heritage Centre**

Highway Workplace: The Canadian Truckers Story

Royal Ontario Museum

Tuugaaq - Ivory - Ivoire

HVACR Heritage Centre Canada

Chilling Out

Canadian Museum of Nature

Ukaliq, the Arctic Hare

COMMUNITY MEMORIES**Battlefield House Museum**

Virtual Battlefield: The Museum and Its Community

Canadian Ski Museum

Origins of Skiing in Canada's National Capital Region

Castle Kilbride

Castle Kilbride Presents: Tying the Knot

Collingwood Museum

Hulls on Hurontario: Collingwood's Maritime Legacy

Cumberland Township Historical Society (CTHS)

Murder in Navan

Erland Lee (Museum) Home

From Saltfleet to Stoney Creek

Fairfield Museum & National Historic Site

The Fairfield Excavations

North Bay Area Museum

Tracks of Time

North Huron Museum

Facades of Wingham - Past and Present

Osgoode Township Historical Society and Museum

Plain Living in Osgoode Township

Ross Museum

Plowing A Furrow To Victory

School House Museum

The SWISHA Project

Stratford-Perth Museum

Setting the Stage: Stratford Circa 1953

Sudbury Region Police Museum

Police are People Too!

Todmorden Mills Heritage Museum and Arts Centre

Twentieth-Century Todmorden: A Community in the Don Valley

Toronto Aerospace Museum

Mosquito Aircraft Production at Downsview

Prince Edward Island**COMMUNITY MEMORIES****Elmira Railway Museum**

Elmira Railway Museum - End of the Line

The Prince Edward Island Regiment Museum

Prince Edward Island - Memories of WWII

West Point Lighthouse Museum

A New Life for an Old Light

Quebec**VMC INVESTMENT PROGRAM****Canadian Postal Museum / Canadian Museum of Civilization**

Before E-commerce : A History of Canadian Mail-order Catalogues

Musée amérindien de Mashteuiatsh

Living Memories Pekuakamiulnuatsh

Musée de la nature et des sciences

Canada's Symbolic Animals

COMMUNITY MEMORIES

Centre d'interprétation des pionniers de l'aviation (CIPA)

Pioniers de l'aviation

Centre d'interprétation du Moulin Bernier

L'héritage de la rivière aux Bluets

Gaspesian British Heritage Centre

Heart of the Village: Memories of The Blacksmith Shop

Hudson Historical Society

T.B. Macaulay and Mount Victoria Farm

La Société d'histoire et de généalogie de Val-d'Or

Hommage à Armand Beaudoin

Maison du Granit

L'héritage des tailleurs de pierre

Musée des communications et d'histoire de Sutton

The Impact of the Railway on the Sutton Region

Musée des Ursulines de Trois-Rivières

On The School Benches

Phonothèque québécoise

The History of the Independent Record Labels

Site historique du Moulin Légaré

Le Moulin Légaré, une histoire toujours vivante...

Saskatchewan

COMMUNITY MEMORIES

Avonlea's Prairie Pioneers

Avonlea's Agricultural Pioneers of the Prairies

Claybank Brick Plant National Historic Site and Museum

A Little Brick Plant in the Middle of Nowhere

Craik Community Archives & Oral History Society Inc.

Settlers' Effects Brought to Craik and Aylesbury

Duck Lake Regional Interpretive Centre

The First Shot Rang Out

Estevan Art Gallery and Museum

Andrew King Show Print

Grand Coteau Heritage and Cultural Centre

Through the Eyes of Everett Baker

Herbert CPR Train Station Museum

Faspa Country: a Herbert story

Moose Jaw Museum & Art Gallery

Like a Falling Leaf - The 1954 Plane Collision Over Moose Jaw

Museum of Antiquities

Greece Then, Greece Now: The Hellenic Community of Saskatoon

Prairie West Historical Society Incorporated

Prairie Fire

South Saskatchewan Photo Museum

A Century of Education

Wood Mountain Rodeo Ranch Museum

The Wood Mountain Sports and Stampede

Yukon Territory

COMMUNITY MEMORIES

MacBride Museum

Mysterious 36

PRIORITY THREE:

INCREASE PUBLIC ENGAGEMENT AND PARTICIPATION



Canadian heritage is a rich mosaic of cultures, stories, languages, and ways of life. Public engagement and participation in this diverse heritage requires easy access to meaningful and relevant information. Our goal is to collaborate with member institutions and international heritage institutions to give a voice to diversity and test new technologies.

To further increase public engagement, better understand users, and stay on top of new trends and technologies, we have created a Research and Business Intelligence (RBI) work unit. This group will help improve the way information is managed; increase benefits to those who create, disseminate, and use knowledge; and capitalize on business opportunities.

CHIN has been analyzing usage and engagement patterns on the VMC. This research has led us to strengthen our focus on audience issues like engagement, learning, meaning-making, contexts and personalization. In addition to their intrinsic value as cultural tools, many of our exhibits also help CHIN learn—and, in turn, support members' learning—about processes, standards, and best practices for building high-quality online heritage exhibits.

“THE VMC IS A FANTASTIC
INITIATIVE! ...YOU ARE
REPRESENTING CANADIAN
GALLERIES AND MUSEUMS
IN A WONDERFULLY
PROGRESSIVE MANNER.”

VMC VISITOR

HORIZONS: CANADIAN AND RUSSIAN LANDSCAPE PAINTING (1860-1940)

This year, CHIN launched *Horizons: Canadian and Russian Landscape Painting (1860-1940)*, an extraordinary VMC exhibit resulting from an unprecedented collaboration over more than a year between Canada and Russia. The exhibit won the 2004 Digital Marketing Award for best non-profit Web site, and was officially nominated for the Arts category of the 2005 Webby Award. Partners included the Russian Association for Documentation and Information Technology in Museums, the prestigious State Tretyakov Gallery in Moscow, and the following museums in Canada : the Musée national des beaux arts du Québec, the Montreal Museum of Fine Arts, the Musée des beaux arts de Sherbrooke, the Art Gallery of Newfoundland and Labrador – The Rooms, the Art Gallery of Nova Scotia, the Art Gallery of Hamilton and the Edmonton Art Gallery.

The exhibit engages audiences through a novel approach to online learning experiences. Built on the principles of constructivism, which espouse a learner-centred approach to learning, this remarkable event in Russian-Canadian cultural relations gives the people of both countries the chance to learn more about each other. It comprises 250 paintings from the collections of a number of museums in Canada and Russia. It also includes photographs, drawings, details of images, and biographies of more than 120 Canadian and Russian artists. Each painting's virtual representation is accompanied by an interpretive text and a biography of the artist. Simple interactive features let visitors closely explore the paintings.

KEY ACTIVITIES AND PROJECTS

2004 Survey of Visitors to Museums’ Web Space and Physical Space

CHIN and its members are recognized for their innovative research on how audiences use digital heritage information. This year, for instance, CHIN’s *2004 Survey of Visitors to Museums’ Web Space and Physical Space*, developed with Statistics Canada and completed in collaboration with the Canadian museum community, helped heritage professionals better understand why people visit museums’ Web spaces, and how these visits are linked to visits to the museums’ physical spaces.

Online Visitor Survey

This VMC survey was conducted in order to help us learn more about our audience, including their socio-demographic characteristics, the types of content they would like to see, whether or not it was their first visit, and whether they would return.

British Columbia Directory Project

Following the model of CHIN’s collaboration with the Canadian Museums Association (CMA), this collaboration between CHIN and the British Columbia Museums Association (BCMA) allows users to access and update information on museums, events, and job postings from either the BCMA or CHIN Web sites (VMC ‘Find a Museum/Event’). This pilot project will serve as a model for collaboration with other provincial museums associations to share data and create provincial views.

Cosmic Quest

Cosmic Quest is a new international VMC exhibit launched this year. Produced in collaboration with many Canadian and international partners, it offers users the opportunity to interact with information on celestial bodies, supplemented with legends, interpretations and artwork from various indigenous cultures around the world. A particularly engaging feature of this exhibit is the *Pocket Astronomer* tool, which lets cellular telephone users with Web access identify constellations in the sky. Thanks to this creative tool, amateur astronomers are able to receive instructions based on their actual position relative to the stars. Partners include the Montreal Planetarium; the Centre of the Universe at the Herzberg Institute for Astrophysics; the National Research Council of Canada; the Gemini Observatory in Hawaii; the Glenbow Museum; the Manitoba Museum; and Collections Australia Network (CAN) formerly the Australian Museums & Galleries Online (AMOL).

Valentine’s Day: Love and Romance Through the Ages

The *Valentine’s Day: Love and Romance Through the Ages* exhibit is our first online exhibit adapted for the needs of persons with visual or hearing impairments. It explores the history of Valentine’s Day, covering subjects such as the symbols of love, Valentine’s Day cards from different eras, medieval poetry, and the myths and rites associated with the day. This exhibit was created in collaboration with several museums throughout Canada and around the world, including the Maison Saint-Gabriel in Quebec; the Provincial Museum of Alberta; the Cupids Museum in Newfoundland and Labrador; the Fanshawe Pioneer Village in Ontario; the Musée Colby-Curtis in Quebec; the Doon Heritage Crossroads in Ontario; the St. Mary’s Museum in Ontario; the U.K.’s British Museum; and the Bailey-Matthews Shell Museum in Florida.

PRIORITY FOUR:

PROMOTE CANADIAN CONTENT ABROAD THROUGH EXTENDED INTERNATIONAL OUTREACH



Created in response to an international UNESCO convention, our Network has evolved to become one of the world's foremost centres of excellence around digital standards for heritage content, intellectual property issues, and other fundamental aspects of digital heritage. This expertise is the product of the Canadian museum community's willingness over the last 30 years to contribute its collections and knowledge for the benefit of Canadian and world heritage. Today, CHIN and its members are not only involved, but are *leading global thinking* in digital heritage.

CONSULTATION WITH UNESCO ON IRAQ

During the recent armed conflict in Iraq, the Iraq Museum in Baghdad was looted of thousands of artefacts representing an area that marks the birthplace of the written word. While many of these artefacts were eventually returned, thousands are still missing. The museum's paper records remained intact, helping museum staff and the Italian Carabinieri to complete Interpol reports of missing objects.

In early May of 2004, at the request of the International Council of Museums (ICOM), CHIN participated in a Meeting of Experts funded by UNESCO's Division of Cultural Heritage. The goal was to look into selecting a collections management system for the Iraq Museum. Working with the new online version of the Collections Management Software Review (CMSR), we helped UNESCO and the Iraq Museum establish a set of basic requirements and shortlist suitable software packages. CHIN is proud to have participated in a project of such intrinsic value and importance to world heritage. At the end of the process, MINISIS, a Canadian company, was selected.

CHIN's objective in the international arena is to increase the visibility of Canadian heritage and heritage institutions for the benefit of Canadian and international heritage professionals and the general public. The entire Network is strengthened when CHIN and its members build strong international connections.

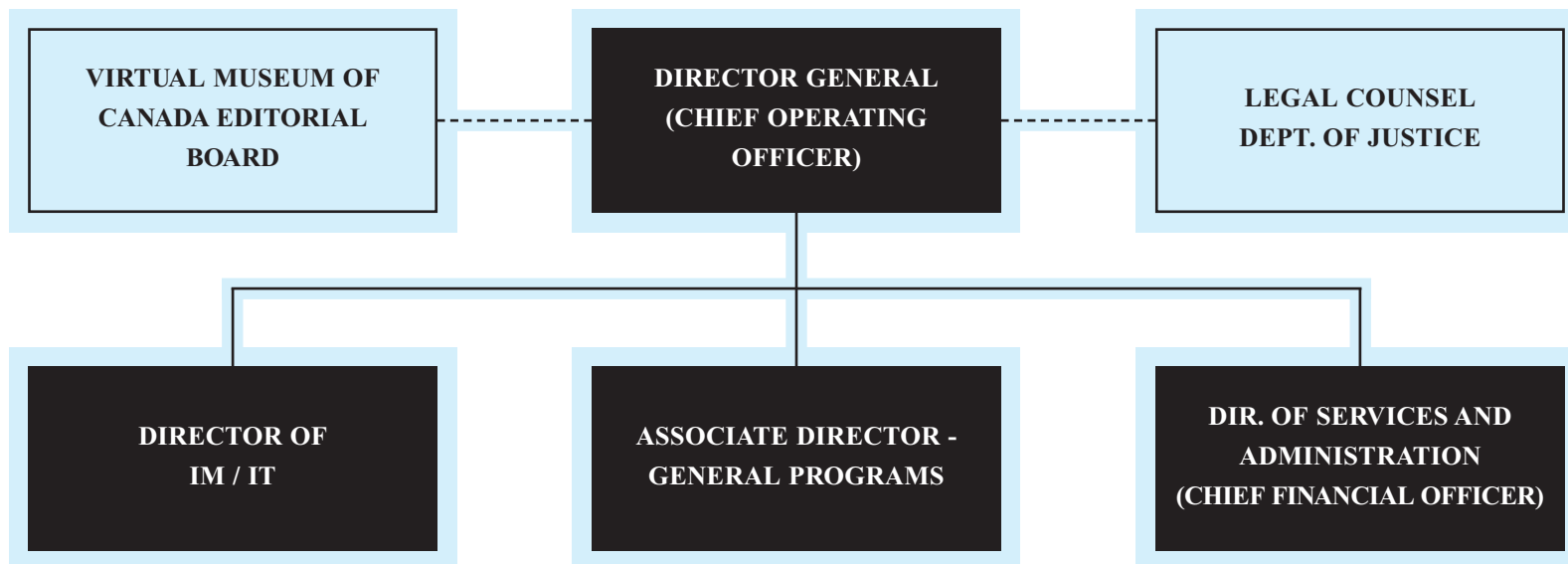
KEY ACTIVITIES AND PROJECTS

The digital Cultural Content Forum (dCCF)

The digital Cultural Content Forum was established in 2001 to foster international information exchange among agencies engaged in the digitization and delivery of global digital cultural heritage. Its objectives are to foster relationships, develop shared knowledge, and promote creativity, innovation and excellence in the digital cultural content sector. dCCF consists of CHIN, the Museums Libraries and Archives Council (MLA) of the United Kingdom, and the Institute of Museum and Library Services (IMLS) from the United States.

CHIN acted as an organizing partner for the 2004 dCCF, along with Canadian Culture Online (CCO) and the eCulture Directorate, all on behalf of the Department of Canadian Heritage. The event was attended by 100 delegates involved in digital cultural content creation, curation, and preservation from Europe, America, Asia, Australia, and Africa. Together, we explored digital cultural content and technology; business models for museums and creative industries to sustain digital culture and heritage resources; policy and funding implications for public organizations; applications in learning and education; and understanding audiences and expert users.

2004 – 2005 OPERATIONAL REVIEW



HERITAGE COMMUNITY OUTREACH

Presence at Annual Association Gatherings

April

Museum Association of Saskatchewan (MAS)
Canadian Museums Association (CMA)

May

Federation of Nova Scotian Heritage (FNSH)

June

Canadian Association of Science Centres (CASC)

September

Société des musées québécois (SMQ)

October

British Columbia Museums Association (BCMA)
Museum Association of Newfoundland and Labrador (MANL)
Ontario Museums Association (OMA)
Museums Alberta Association (MAA)
Association Museums New Brunswick (AMNB)

New CHIN E-Bulletin

In order to expand the breadth and pertinence of CHIN's communications with the heritage community, CHIN has revamped its monthly newsletter. The new version, read by more than 4,000 museum professionals, contains rich content about best practices, case studies, profiles and interviews that highlight solutions to shared concerns, as well as intriguing initiatives developed by the network's institutions.

Article Contributions:

Provincial Museums Association Newsletter

In an effort to make heritage sector workers and volunteers aware of local IT-related initiatives, CHIN provides all ten provincial museum associations, as well as the Yukon Historic and Museums Association (YHMA), with customized articles for inclusion in their respective bulletins. Our first series of articles focused on the experience of creating a Web site for the first time, while the second series focused on the experiences and challenges of institutions that have recently set up computerized management systems for their collections.

GENERAL PUBLIC AND TEACHERS OUTREACH

VMC Teachers e-Newsletter

In September 2004, we introduced this focused and informative newsletter to more than 7,500 educational professionals. The Teachers e-Newsletter is a fantastic means by which to explore lesson plans, online educational games, and fun learning activities.

Exhibitions

March

Quebec Francophonie Festival 2005

Quebec Association québécoise des utilisateurs
d'ordinateurs au primaire et au secondaire

Web Positioning

This year, the VMC had content visible on a variety of search engines, including the two largest—Yahoo! and Google—as well as Kanoodle and Enhance for the Anglophone market, and NetworkMedia for the Francophone market. Search engine coverage generated more than 500,000 clicks to the VMC.

Reciprocal Linking

In the early months of 2005, each CHIN member who had contributed content to the VMC portal was invited to provide a reciprocal link from their content to the VMC, in order to entice search engine crawlers. This exercise was positively received by members, and the results should soon show the benefits of reciprocal linking.

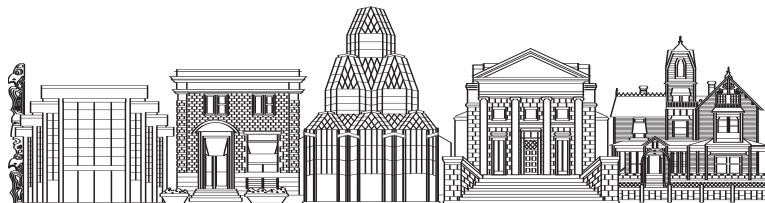
ONGOING COMMUNICATIONS

Feedback Messages

CHIN communicates regularly with users of the CHIN Web site and the Virtual Museum of Canada. This year, we received 2,297 feedback messages from CHIN visitors, and 1,697 feedback messages from VMC visitors.

Members Help Desk

In addition to increased visibility and ongoing learning about digital heritage, CHIN members also benefit from free access to bilingual expertise. This year, our Help Desk processed a total of 3,147 calls ranging from technical support for creating a Community Memories exhibit to general inquiries about CHIN membership benefits.



CANADIAN HERITAGE INFORMATION NETWORK
RÉSEAU CANADIEN D'INFORMATION SUR LE PATRIMOINE

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© Minister of Public Works and
Government Services Canada, 2005

Catalogue No.: CH56-2005E

ISBN 0-662-40058-5

Special thanks to our members for the beautiful images:

Dawson City Museum and Historical Society, Montréal Biodôme,
New Brunswick Archaeological Services, U'mista Cultural Centre.