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# 1200

Reasons  
to Connect

CANADIAN HERITAGE INFORMATION NETWORK  
2005-2006 YEAR IN PERSPECTIVE

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Réseau canadien d'information sur le patrimoine  
Canadian Heritage Information Network

 Canadian Heritage Patrimoine canadien

Canada



## REASON #875

"Passage is a community museum-based project that has embarked upon developing standard approaches to museum management issues, including information management and dissemination. Who better than CHIN to help us on this path?"

*Paul Collins, Curator  
Nova Scotia Museum, Nova Scotia*



## REASON #124

"We have benefited from the service and leadership of CHIN for over 20 years, from the early days of the support for computerized collection management up to the newly released Knowledge Exchange."

*Grant W. Hughes  
Director of Curatorial Services  
Royal BC Museum, British Columbia*



## REASON #25

"Community Memories helps us to reach an audience that can experience and engage in our history, stories, and community spirit - regardless of their geographic location."

*Sheryl Kolt, Curator  
Transcona Historical Museum, Manitoba*



## REASON #1152

"CHIN enabled us to bring our Permanent Collection to the attention of a wide audience and brought a vital new aspect of programming to our Gallery."

*Diana Brooks  
Manager of Education Programs  
Art Gallery of Greater Victoria, British Columbia*



## REASON #998

"The attention, the support and the visibility CHIN offers help us to grow our collections while giving our stories a Canadian dimension."

*Michel Vallée, Director  
Musée de société des Deux-Rives, Quebec*



### REASON #523

"From better collection management practices to digitizing images, creating virtual exhibits, networking and much more, CHIN has helped our community museum emerge from taking baby steps to running a marathon!"

*Kathryn Elliott, Curator  
Corner Brook Museum and Archives  
Newfoundland and Labrador*

### REASON #236

"Being able to share expertise with, and learn from, other museum professionals across Canada involved in the always-evolving digital heritage field."

*Mark Heyck  
Virtual Exhibit Coordinator  
Prince of Wales Northern Heritage  
Centre, Northwest Territories*

### REASON #709

"For me CHIN represents the power of cooperation and vision; many people at many institutions contributing to and benefiting from such a rich public information resource."

*Kevin Rice  
Registrar / Curatorial Manager  
Confederation Centre Art Gallery,  
Prince Edward Island*

### REASON #589

"CHIN's CANMUSE message system for museum workers is an excellent tool for colleagues to exchange ideas and ask questions."

*Allan Symons, Founder / Curator  
The Canadian Clock Museum, Ontario*

### REASON #1012

"In addition to being very open to our needs, CHIN offers us good options for promoting our collections."

*Jeanne Mance Cormier, Curator  
Musée acadien de l'Université  
de Moncton, New Brunswick*

### REASON #557

"Innovative online projects, pan-Canadian partnerships, the means to preserve heritage, an easily accessible site for Canadian and international audiences, a team dedicated to excellence."

*Manon Roch, Curator  
Maison Saint-Gabriel, Quebec*

### REASON #58

"CHIN has changed not only how we build Web sites but how we create exhibitions, opening our gallery to a whole new audience."

*Dean Bauche, Director  
Allen Sapp Gallery, Saskatchewan*

### REASON #985

"CHIN connects us to our stories of struggle and celebration, enabling us to build a better future through learning, culture, heritage and the arts."

*Renée Wetselaar, Executive Director  
Workers Arts and Heritage Centre, Ontario*

### REASON #21

"Having the opportunity to connect with others, I have found solutions to my problems, answers to my questions, and have been able to share my expertise and knowledge in return."

*Wendy Zack  
Operations Manager / Curator  
Crowsnest Museum, Alberta*

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**CHIN ENABLES CANADIAN MUSEUMS  
TO ENGAGE CANADIAN AND WORLDWIDE  
AUDIENCES THROUGH THE USE OF INNOVATIVE  
TECHNOLOGIES.**

**OUR GOALS**

Heritage professionals and volunteers develop the skills they need to engage evolving audiences through the use of innovative technologies.

Canadians are engaged in Canada's diverse cultures, history and languages through the digital content developed by museums.

Canada's diverse heritage has a strong presence in today's global environment.

**OUR FOCUS**

Museums learning from CHIN and each other. Canadians, especially youth, learning with museums.



*Young visitors at the Montreal Science Centre.*



*Joan Brophy from the Corner Brook Museum and Archives, and CHIN's Martine Lachance.*

## Message from the Director General



### A STRONGER, MORE VIBRANT NETWORK

Members like you are our Network's strength. The more connected we are, the better we can harness our collective knowledge, and the more effective Canadian museums can be at engaging Canadian and worldwide audiences. The needs and habits of audiences around the globe are quickly evolving in tandem with the technologies they are making part of their lives. Together, we can enable each other to meet the challenges and maximize the opportunities that this evolution presents.

Our well-known logo showcases five CHIN member institutions that represent some of the diverse regions of this vast country. This logo symbolizes the function

of our Network: to connect geographically dispersed organizations and make them virtual neighbours, even if they are physically located thousands of kilometres apart. By enabling our members to tap into each other's expertise, we are also helping to strengthen and connect the communities in which we live.

Our primary effort over the past year has been to harness the full power of information and communication technologies to connect CHIN's approximately 1,200 member institutions. I am happy to report that you can now experience the results of our efforts for yourself at [www.chin.gc.ca](http://www.chin.gc.ca). The Knowledge Exchange is enabling our member institutions to share, collaborate, and learn from each other. As a result, we have a more responsive and vibrant Network that plays an increasingly larger role in Canada's social, economic and cultural development.

The Knowledge Exchange accelerates members' ability to learn from each other, day in and day out. It provides a variety of services and products that professionals and museums can learn to use, and use to learn, in reaching their objectives and desired outcomes. The Knowledge Exchange also gives specific examples of how to use RSS feeds, communities of practice (or online working groups), and podcasts to reach out to each other and to our audiences.

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The Knowledge Exchange is only the beginning. The Web in general is becoming increasingly interactive. Growing numbers of people are embracing wikis, blogs, and other innovations. So while we now have the Knowledge Exchange to help bridge the distances among us, CHIN will go a significant step further in the near future by creating tools museums can use to expand their presence and respond to the evolving needs of Canadians, particularly when it comes to engaging Canada's educators and learners.

I'm referring to a pilot initiative we are undertaking in an effort to further connect current and future generations with Canada's heritage. This new online learning space will take the Virtual Museum of Canada (VMC) to a new level of interactive and collaborative learning by means of reusable learning resources that are created by museums, and innovative technologies to make maximum use of this content. A number of museums and schools are already involved in this initiative. We will continue to keep you up-to-date on the initiative.

In the meantime, the Knowledge Exchange will evolve in tandem with the wider Web. More courses, presentations, and other content will be added, and you, the user, will help shape its evolution. The Knowledge Exchange is already at the heart of the CHIN Web site. Eventually,

it will reshape the entire Web experience for museum professionals and volunteers at [www.chin.gc.ca](http://www.chin.gc.ca).

The Knowledge Exchange is your space to learn, collaborate, and share. It is also a wonderful way to connect with colleagues across the country. I encourage you to take advantage of the many possibilities it offers. After all, there are 1,200 reasons to do so.



Namir Anani  
DIRECTOR GENERAL

## Interacting and Learning With CHIN and Each Other



*CHIN's Member Services team: Richard Bastien, Joan Korzeniowski (Manager), Yannick Tellier, Dominique Dénommée, Nick Frenette and Martine Lachance.*

### **"HOW CAN I HELP YOU?"**

Every day, museum professionals and volunteers across Canada rely on CHIN's team of experts to provide guidance and to answer their questions. Over 2005-2006, CHIN's Help Desk welcomed more than 3,000 enquiries related to joining CHIN, member benefits, technical support, publications, and the many other CHIN services and products that are enabling the heritage community.

The only network of its kind in the world, CHIN is connecting museum professionals and volunteers across Canada to tools, resources and original research designed to enable our community to thrive in the information age.

More importantly, CHIN is connecting members to each other. From in-person workshops and print publications to online working groups and sophisticated databases, CHIN offers myriad ways to draw from our collective knowledge and experience, and to develop our capacity to create, present, manage and preserve online content.

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## CHIN WORKSHOPS IN 2005-2006

From the Atlantic to the Pacific, staff from CHIN member institutions have been able to attend a number of face-to-face workshops where they upgrade their skills in digital content development.

### May

Digital Basics Digitizing Images for your Museum – Amherst  
Partner: Federation of Nova Scotian Heritage (FNSH)

Digital Basics, Digitizing Images for Your Museum – Fredericton  
Partner: Association Museums New Brunswick (AMNB)

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### June

Effective Museums and Gallery Web Site – Saskatoon  
Partner: Canadian Museums Association (CMA)

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### September

Producing Online Heritage Projects – St. John's  
Partner: Museum Association of Newfoundland and Labrador (MANL)

Selecting a Collections Management System - Which One is Right for You! - Toronto  
Special Library Association (SLA)

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### October

Digital Basics, Digitizing Images for your Museum - Kelowna  
Partner: British Columbia Museums Association (BCMA)

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### December

Selecting a Collections Management System - Ottawa  
Partner: National Defence Museums

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### March

Search Engine Optimization (SEO) Essentials For Cultural Web Sites – Albuquerque, New Mexico  
Partner: Museums and the Web 2006

## MEASURING MEMBER SATISFACTION

A CHIN Member Satisfaction Survey undertaken by Decima Research in early 2006 found that in the preceding six months, 60% of respondents had used CHIN's toll-free line to ask for assistance, and 61% had contacted CHIN's Help Desk by email. An impressive 95% thought CHIN staff went the extra mile to ensure they received the service they needed.

Of the 96% of respondents that accessed the CHIN Web site, 85% were either very or somewhat satisfied with the site (11% were neutral). However, 44% agreed with the statement that "so much more could be added to the site to enhance your online experience," a concern that the Knowledge Exchange has helped to address. Decima obtained responses from 146 directors (or assigned staff), which translates into a maximum margin of error of + / - 7.6%. An Executive Summary of the survey's findings is posted in the CHIN/VMC Members section at [www.chin.gc.ca](http://www.chin.gc.ca).

## GAUGING MEMBER NEEDS

In an effort to better understand the challenges and needs facing Canada's museums, CHIN undertook a Technology Assessment Survey in the fall of 2005. This data plays a vital role in ensuring responsive programs and services.

Among its findings, the survey found digitization to be "Very" or 'Somewhat' important for 94% of respondents. In keeping with the growing prevalence of high-speed

Internet access, 43% of institutions already had broadband or high-speed access; 18% DSL or "Cable Lite" access; 32% dial-up access, and 5% no Internet access. Thirty-four per cent of respondents represented community museums.

### LEVERAGING KNOWLEDGE AND RESOURCES THROUGH PARTNERSHIPS

Not only does the Network connect its 1200 member institutions to each other, it also serves to connect Canada's heritage community with a number of leading organizations and forums with which CHIN works closely. In partnership with museum associations, governmental counterparts, academic institutions, international organizations, and experts in a variety of fields, CHIN is leveraging expertise from across Canada and around the world for the benefit of Canada's heritage community, and involving CHIN member institutions in exciting research initiatives.

### BRINGING PROVINCES & TERRITORIES TOGETHER

In February, 2006, CHIN brought the executive directors and training coordinators of Canada's provincial and territorial museum associations together for their annual meeting with CHIN staff. In addition to updating each other on the challenges and successes museums across the country are experiencing in the use of technology, the event served to assess the community's needs and identify opportunities to collaborate.



*CHIN's annual meeting with Canada's museum associations: Joan Kanigan-Fairen, Museums Association of Saskatchewan (MAS); Gerry Osmond and Charlene Garvey, Alberta Museums Association (AMA); and CHIN's Suhas Deshpande and Martin Lajoie.*

### STRENGTHENING THE TIES AMONG CANADA'S LEADING HERITAGE ORGANIZATIONS

In 2005, CHIN and Library and Archives Canada (LAC) signed a memorandum of understanding that establishes the framework for collaborative action toward the development of standards and a long-term preservation strategy for digital assets produced by museums, libraries and archives. CHIN also continued its close working relationship with the provincial museum associations on a number of projects. One such project was the development of learning modules with the Learning Coalition (which includes the associations of Alberta, Saskatchewan, Manitoba, Ontario and Nova Scotia) on storyline development and project management for Community Memories projects.

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### **BUILDING BRIDGES TO ASIA**

In June 2005, 60 heritage and new media practitioners and thought leaders from Canada and Asia gathered in Aichi, Japan at the EXPO 2005 Canadian Pavilion for a remarkable exchange of knowledge and best practices. CHIN and Canadian Culture Online planned the event on behalf of the Department of Canadian Heritage. As part of the event, CHIN organized a full-day colloquium



*A break during CHIN's colloquium at EXPO 2005.*

that explored the challenges and opportunities presented by audiences that increasingly seek participatory online spaces that allow for personalization and experiential learning. The presentations, along with bios for all of the presenters, are available on the CHIN Web site. As a result of contacts made during the colloquium, CHIN has since received delegations from counterparts in Singapore and Japan, and was invited to visit China to discuss possible partnerships.

### **SHARING THE CANADIAN EXPERIENCE AND PERSPECTIVE**

Globalization presents challenges and opportunities to every segment of society, including the heritage community. By showcasing the Canadian experience in digital content development, and sharing lessons learned, CHIN continued to actively shape digital heritage policies and initiatives in the international sphere. Among many others, activities include:

- A leadership role in digital Cultural Content Forum, an annual gathering of government agencies from Canada, the United Kingdom, the United States and many other countries engaged in the digitization and delivery of cultural heritage.
- Participation in the UNESCO-sponsored World Summit on the Information Society, particularly in lead-up meetings and conferences.
- Obtaining and sharing knowledge and resources with educational institutions for the benefit of students and the museum community. Partners included Cornell University (United States), the Canada School of the Public Service, Collège Montmorency, Nicole du Louvre (France), Senghor University (Egypt), Université Laval, Université de Montréal, Université du Québec à Montréal, and the Fondation Omnium nord-africain (Morocco).

### ENABLING OUR COMMUNITY TO LEARN, COLLABORATE AND SHARE ONLINE: THE KNOWLEDGE EXCHANGE:

As a national Network, one of our main challenges is to effectively reach and connect the thousands of heritage professionals and volunteers – each with their own needs - distributed across Canada's six time zones. Fortunately, new and exciting technological solutions are continuously emerging to help us successfully meet the challenge.

In 2005, CHIN undertook an intensive year-long project for Canada's museum community: leveraging the emerging family of technologies that make it possible to offer convenient, personalized and interactive online services.

While the CHIN Web site continued to grow in popularity throughout 2005-2006, with the average number of monthly visits doubling to nearly 400,000, the addition of the Knowledge Exchange makes [www.chin.gc.ca](http://www.chin.gc.ca) even more responsive to the needs of today's heritage professional. This new section is a dynamic space that provides users with interactive access to courses, communities of practice, and engaging presentations by knowledgeable experts. It is a place where heritage professionals and volunteers - everyone from directors

and curators to museum educators and collections managers - can overcome physical distances to learn, collaborate and share.

Key features include:

- Online courses on subjects ranging from digitization to collections management practices, which enable users to 'learn by doing'. These e-tutorials include support and reference resources and allow users to track their progress, take online quizzes and engage in forum discussions.
- Online communities of practice where users can hold real-time meetings and exchange ideas, documents, and other reference materials.
- Expert presentations and commentary via podcasts, interviews, blogs and other interactive media, as well as demonstrations and guidelines of how such applications can be added to heritage Web sites.
- Really Simple Syndication (RSS) feeds for job postings, news releases and conferences, as well as training announcements on the CHIN site.

The Knowledge Exchange was developed by a dedicated team of CHIN staff, supported by an advisory group composed of representatives from museums, museum studies programs, and museum associations. Museum personnel tested the usability of the different services offered.



Much of the content found in the Knowledge Exchange is developed in partnership. For example, certain courses developed by educational institutions with other audiences in mind have been adapted for Canadian heritage professionals and volunteers.

The first phase of a wider redevelopment of the CHIN Web site, the Knowledge Exchange offers our community an interactive, participatory space of its own to learn and exchange information. New online courses, communities of practice, podcasts, and other content will be added to the Knowledge Exchange on an ongoing basis.

### THE FIRST ONLINE COURSES IN THE KNOWLEDGE EXCHANGE

- Capture Your Collections: Digitization Tutorial
- Digitization Fundamentals
- Concepts for Developing Digital Preservation Policies
- Digital Preservation Management: Implementing Short-Term Strategies for Long-Term Problems

### **DRAWING ON THE COMMUNITY'S EXPERTISE**

In the spring of 2005, while the Knowledge Exchange was still in the early stages of development, CHIN issued a call for heritage professionals and volunteers to participate via the Internet in a number of data standards working groups. More than 75 people from across Canada expressed their interest in the pilot. Overcoming time and distance through the aid of technology, participants have been able to exchange ideas and resources online. Much of their attention has focused on the resources and tools used for classifying and naming of objects, as well as subject descriptions, geographic location and cultural descriptions. These working groups are now part of the Knowledge Exchange.

### **ANALYSING TRENDS AND OPPORTUNITIES**

Information and communication technologies are evolving at a frenetic pace, as are the audiences that use them. To anticipate trends and opportunities in this ever-changing environment, research and analysis are invaluable.

In 2005, CHIN developed its own methodology for undertaking an annual environmental scan that analyzes events, trends and relationships in order to provide an overview of the environment in which Canadian museums and CHIN operate. CHIN then shares relevant findings with the heritage community through its Web site, presentations, and other means.

### **PROVIDING RESOURCES AND NURTURING CAREERS**

Through the Young Canada Works program, CHIN coordinated the placement of 21 interns seeking to start a career in the heritage field.

Lasting from four to six months, these internships permitted CHIN member institutions to receive valuable help. They also allowed participants to perfect their skills in conceiving and developing virtual tours of collections, mounting exhibits, leading workshops on the cataloguing of images and recordings, researching the intellectual property of heritage content and developing virtual exhibits.



*Barry King, Executive Director of the Community Museums Association of PEI, at the annual meeting of CHIN staff and museum association directors.*

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## ADVANCING COLLECTIONS MANAGEMENT PRACTICES

Over the past year, a number of community museums across Alberta, Newfoundland and Labrador, New Brunswick and Prince Edward Island have taken huge strides in improving their collections management practices.

This success is the result of a coordinated strategy, led by museum associations in the above-mentioned provinces and CHIN, to address a lack of resources, technology and standards for collections management.

Participating museums have been creating thoroughly researched information about key objects, and learning to use their collections management systems to meticulously document this information about their collections.

They are also increasing their presence on the Web by sharing this data through Artefacts Canada, the country's freely accessible inventory of museum artefacts and specimens. Five community museums in Alberta, 18 in New Brunswick, seven in Newfoundland and Labrador, and nine in PEI together contributed 640 objects with images. We welcome these new partners.



*The Museum Association of Newfoundland and Labrador's (MANL) Mark Penney and Paul Gruchy planned and delivered 13 workshops across that province.*

### Other results included:

- Well-researched data for multiple institutions;
- Province specific documentation, including data dictionaries and information about CHIN membership and Artefacts Canada contribution;
- Training material and workshops;
- Provincial standards and instructions that facilitate the digitization process across institutions, as well as the uploading to specific software and Artefacts Canada;
- Increased level of expertise in managing collections and determining hardware and software requirements;
- Better representation in Artefacts Canada, and the Virtual Museum of Canada's (VMC) Image Gallery.

## Reaching and Captivating Our Audiences

The Virtual Museum of Canada (VMC) celebrated its fifth anniversary on March 22, 2006. Created for the museum community in partnership with the museum community, the VMC continues to enable Canada's museum community to reach and captivate Canadian and international audiences with their collections and the fascinating stories they tell. The added visibility also leads to greater traffic through museum doors. Throughout 2005-2006, the VMC initiative continued to support the development, presentation and promotion of engaging virtual exhibits, interactive games and learning resources developed by CHIN member institutions.

### ENGAGING AUDIENCES

The 2005 VMC Awareness Survey showed that Canadians aware of the VMC are more likely to have visited a visual art exhibit (77%), a historical exhibit (65%), attended a literary or poetry reading (35%), and to have visited museum-related Web sites (14%). The growing popularity of the Web - 79% of respondents had accessed the Internet within the preceding months - shows how powerful marketing tool it is for heritage institutions.

### WINNING AWARDS

Online exhibits give heritage institutions an exciting new forum for showcasing their collections and their creativity in presenting them. A Journey to a New Land by the Simon Fraser University Museum of Archaeology



*Department of Canadian Heritage employees celebrate the VMC's fifth anniversary.*

and Ethnology won a number of awards in 2005, including:

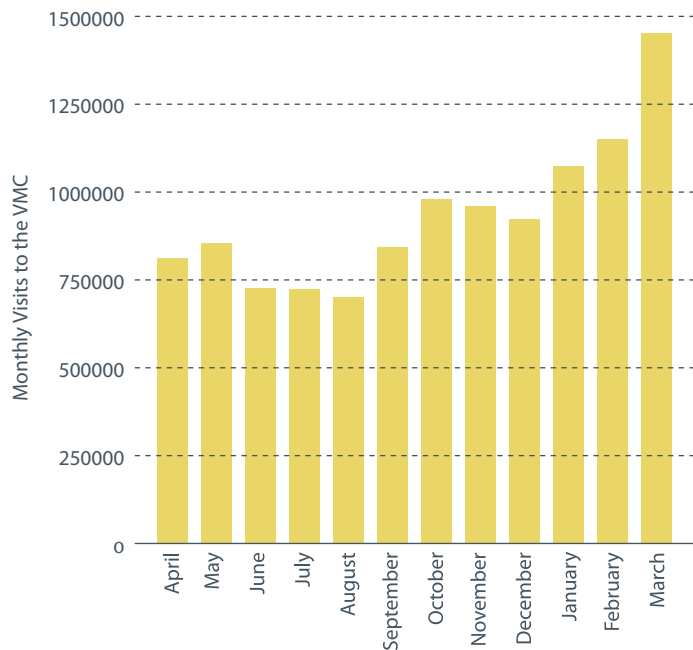
- Education: Interactive Design Award, Vancouver International Digital Festival
- Feature Award, Museums and the Web
- Digital Education Achievement Award, First Place - Integrated Multi-Focus
- Award of Excellence, University & College Designers Association
- Educational Achievement Award, Canadian Archaeological Association

In addition, the Royal British Columbia Museum's Journeys and Transformations: British Columbia Landscapes was one of three finalists in the Excellence in Culture, Lifestyle and Arts category at the 2005 Canadian New Media Awards.

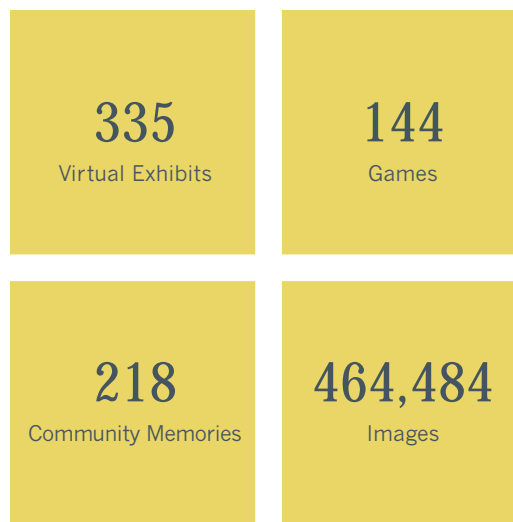
## INTERPRETING THE NUMBERS

Online statistics can provide us with great insights into what works and what doesn't. CHIN analyzes and dissects audience interaction with online museum content in a number of ways – visits, duration, engagement, and more. The insights gained help museums develop more effective, engaging content in the future.

### Monthly Visits to the VMC



### VMC Content in a Snapshot



**VMC INVESTMENT AND COMMUNITY  
MEMORIES PROGRAMS EXHIBITS  
LAUNCHED IN 2005-2006**

**BRITISH COLOMBIA**

**Community Memories**

Bralorne-Pioneer: Their Past Lives Here  
Bralorne Pioneer Museum Society

The Silver King – From Discovery to Community  
Nelson and District Museum

**VMC Investment Program**

Dewdney Trail  
Nelson and District Museum

**ALBERTA**

**Community Memories**

Arrival of the Mounted Police  
Fort Saskatchewan Museum

Horse Tales from the Drumheller Region  
Homestead Museum

The Roots & Birth of Mirror 1870 to 1930  
Mirror and District Museum

Century Settlers of the Edison – Westlock Area  
Westlock and District Museum

The War Years Remembered  
Wetaskiwin & District Museum

**VMC Investment Program**

Nitsitapiisinni – Our Way of Life virtual exhibition  
Glenbow-Alberta Institute

North West Mounted Police: A Tradition in Scarlet  
Sir Alexander Galt Museum & Archives

**SASKATCHEWAN**

**Community Memories**

Saskatoon and the Second World War Experience  
Canadian Military Heritage Museum

Crossings: A Portrait of the Chinese Community of Jaw  
Moose Jaw Museum & Art Gallery

Henri Liboiron – A lifetime of Discovery  
Notukeu Heritage Museum

Vatnabyggd: An Icelandic Settlement in Saskatchewan  
Wadena & District Museum & Gallery

**MANITOBA**

**Community Memories**

1930: A Year in the Life of a Young Lourdais  
Musée des Pionniers et des Chanoinesses

**VMC Investment Program**

Landscape Change / Landscape Loss  
Living Prairie Museum

A Day in the Life of a Trappist Monk  
St. Norbert Arts Centre

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## **ONTARIO**

### **Community Memories**

Boom, Bust & Bothwell  
Bothwell-Zone Oil Museum

Bruce Mines: A History of Copper  
Bruce Mines and Plummer Additional Union Public Library

The Riverboat Era  
Burk's Falls and District Museum

Commanda: A Changing Community  
Commanda General Store Museum

Human Interaction with Nature  
Dryden and District Museum

Effect of Quakers on the Development of Newmarket  
Elman W. Campbell Museum

Celebrating Community  
Fort Frances Museum

Summers By the Lake: The History of Grimsby Park  
Grimsby Museum

Remembering Homer Watson  
Homer Watson House & Gallery

Kinghorn School Days  
King Township Museum (KTM)

Kirkland Lake: A Jewish History  
Museum of Northern History

Up in Flames: The History of Fire in Muskoka Region  
Muskoka Lakes Museum

Lest We Forget  
Rideau Canal Museum

Bendale: About Place  
Scarborough Historical Museum

Coppsville/Clarkville aka Chalk River  
School House Museum

The French Connection  
The Windsor Wood Carving Museum

One Man's History in Wood: the John McCrea Collection  
Victoria County Museum

The Souls of Black Folk: Hamilton's Stewart Memorial Community  
Workers Art and Heritage Centre

### **VMC Investment Program**

On Canadian Ground: Stories of Footwear in Early Canada  
Bata Shoe Museum (The)

Commissariat 3D Reconstruction Project  
Bytown Museum (operated by the Historical Society of Ottawa)

Healing Power of Plants  
Museum of Health Care at Kingston

Video Art in Canada  
Vtape

## LEARN COLLABORATE SHARE THROUGH TODAY'S TECHNOLOGY

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### QUÉBEC

#### Community Memories

Keeping the Faith: Judaica From the Aron Museum  
Aron Museum

The Colbys of Stanstead  
Colby Curtis Museum

Pointe Saint-Charles : fierté, solidarité, organisation  
Archives populaires de Pointe Saint-Charles

Autour du timbre-poste  
Centre d'interprétation et de recherche philatélique du Canada  
(CIRPC)

Sur les traces d'une Fondatrice  
Centre historique des Sœurs de  
Notre-Dame du Bon-Conseil de Chicoutimi

Le petit monde de la ferme des Fortier en 1925  
Musée agricole aux couleurs de la campagne

Hochelaga d'après Marc-Aurèle Fortin  
Musée Marc-Aurèle Fortin

100 ans de l'Hydro-Coaticook  
Société d'histoire de Coaticook

Le dirigeable R-100  
Société historique du Marigot

#### VMC Investment Program

Nature Under Glass  
Biodôme de Montréal

1759: from the Warpath to the Plains of Abraham  
Commission des champs de bataille nationaux

Seasons of New France  
Musée de la civilisation

The Photographic Studio of William Notman  
Musée McCord d'histoire canadienne

### NEW BRUNSWICK

#### Community Memories

The Leprosy of Tracadie  
Musée historique de Tracadie

### NOVA SCOTIA

#### Community Memories

Windows On the Past: A Virtual Tour of Mahone Bay  
Mahone Bay Settlers Museum

Play Hard, Play Fast, Play Ball!  
Nova Scotia Sport Hall of Fame

History of Railroading on Cape Breton Island  
Orangedale Railway Museum

Marine History of Yarmouth Nova Scotia  
Yarmouth County Museum

#### VMC Investment Program

Céilidh air Cheap Breatunn – Cape Breton Ceilidh!  
Highland Village Museum / An Clachan Gàidhealach

### PRINCE EDWARD ISLAND

#### VMC Investment Program

Harvest of Prince Edward Island  
Community Museums Association of Prince Edward Island Inc.

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## **NEWFOUNDLAND AND LABRADOR**

### **Community Memories**

Mining History on the Baie Verte Peninsula  
Baie Verte Peninsula Miners Museum

Bell Island Mining History  
Bell Island Heritage Society

Carbonear Air Cadets  
Carbonear Heritage Society

Fleur-De-Lys Then and Now  
Dorset Soapstone Quarry Site

The Work of the Blacksmith – Green Family Forge, NL  
Green Family Forge: A Blacksmith Museum

Port in Storm: The Newman Wine Vaults of St. John's  
Newman Wine Vaults Provincial Historic Site

A Life of Service  
Nurse Myra Bennett Foundation

Subsistence of Early Outport Newfoundlanders  
Tourism Elliston Inc.

## **NUNAVUT**

### **Community Memories**

Bringing our Past into the Future  
Kitikmeot Heritage Society

## **YUKON**

### **Community Memories**

Yukon Territories  
Community Memories

George Johnston and His World: Life and Culture of the Inland  
Tlingit  
George Johnston Museum

Carmacks, Yukon: A Northern Tutchone homeland  
Tagé Cho Hudän Interpretive Centre

### **VMC Investment Program**

The Force of the North  
MacBride Museum

## **TIPATSHIMUNA: INNU STORIES FROM THE LAND**

Shortly after opening its doors in the summer of 2005, The Rooms in St. John's, Newfoundland and Labrador, erected an Innu tent on the grounds. Innu guests assembled for a cup of tea and a pot of caribou stew. In addition to demonstrating the institution's commitment to promoting and preserving Innu culture, the event was part of the launch of a physical exhibit titled *Pien Ashtunu: Pien Builds a Canoe*, a companion CBC documentary, and an online space titled *Tipatshimuna: Innu Stories from the Land*.

To bring *Tipatshimuna* to life, CHIN and The Rooms (Provincial Museum Division) worked closely with the Innu communities of Labrador and Quebec, as well as several government organizations, schools and museums in a project that epitomizes the Network's role in facilitating collaborative projects.

Other heritage institutions involved in the project include the Centre d'interprétation de la Côte-de-Beaupré, the McCord Museum of Canadian History, the Musée amérindien de Masteuiatsh, the Musée montagnais d'Ekuanitshit, the Musée Shaputuan, and the New Brunswick Museum.

Offering the perspectives of Elders, youth and artists, this Web space at [www.tipatshimuna.ca](http://www.tipatshimuna.ca) includes narratives

about the Innu way of life before settlement, an exhibition gallery, and an online object database of Innu objects found in several Canadian museums.

Not only is *Tipatshimuna* an online manifestation of Innu culture, it also provides the means for Innu communities to record, document, share, promote, and control access to their culture and traditional knowledge. In this sense, it is a long-term project that will continue to evolve.

The project has been praised for its growing contribution to preserving the Innu culture, and has been recognized by the Canadian Museum Association (CMA) with the 2006 Award for Outstanding Achievement in Multimedia.



*Tipatshimuna* collaborators: Allister Pone and Melvin Penashue, apprentices on the *Pien ashtunu* canoe component; Nympha Byrne, interpreter; and CHIN's Danielle Bolly.

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## VMC INVESTMENT PROGRAMS

The VMC Investment Programs continued to help CHIN members develop dynamic online content that engages Canadians in their heritage.

## VIRTUAL EXHIBITS

CHIN issued a call for proposals for the production of innovative virtual exhibits and interactive games on January 20, 2006. The editorial board charged with reviewing proposals – a cross-section of distinguished heritage, new media and educational leaders from across Canada – was composed as follows:

**Guylaine Archambault** - Director, Musée Armand-Frappier

**Bill Barkley** - Museum Consultant / Chairman VMC Editorial Board

**Joanne Charette** - Director, Public Affairs,  
National Gallery of Canada

**France Gascon** - Programming Director,  
Bibliothèque nationale du Québec

**Bill Greenlaw** - Executive Director, Heritage,  
Government of Nova Scotia

**Ernie Ingles** - Associate Vice President and Chief Librarian,  
University of Alberta

**Carol Kaye** - Education Technology Specialist

**Ed Krahn** - Museums Manager, Yukon Cultural Services Branch

**George MacDonald** - President, Bill Reid Foundation

**Jim Marsh** - Editor in Chief, Canadian Encyclopedia

**Asmita Sharma** - Product Manager - Webcasting, AVW-TELAV

## COMMUNITY MEMORIES

CHIN issued its annual call for proposals for the development of online local history exhibits on October 26, 2005. This year, eligibility was expanded to include CHIN member institutions with up to five (from the original two) full-time staff. Eligibility continues to include volunteer-run museums. In addition, we also introduced new Community Memories software. In response to your feedback, the new software features Windows-style menu commands, offers more intuitive navigation, and gives users greater control over how their content is organized.

## Engaging Students and Teachers

In 2005, CHIN announced a pilot initiative to connect museums, teachers and students through an online learning space that is supported by reusable online resources created by Canadian museums.

Over the past year, CHIN has been studying, testing, and adapting the latest online learning technologies. A number of Network member institutions from across Canada, as well as museum educators, teachers and youth, have been involved in the initiative, exploring the ways in which Canada's heritage can be brought to life through a dynamic and participatory learning experience.

### 2005-2006 TIMELINE FOR CHIN'S PILOT INITIATIVE

#### **Spring 2005**

– Six experimental learning objects created over the winter in collaboration with the following art galleries are evaluated and refined:

- Art Gallery of Greater Victoria
- Art Gallery of Hamilton
- Art Gallery of Nova Scotia
- Confederation Centre Art Gallery
- Centre d'exposition de l'université de Montréal
- McMichael Canadian Art Collection

– Work on online museum learning space prototype begins in collaboration with the six participating galleries

#### **Summer 2005**

- Consultations with educational community begin
- Review of provincial curricula undertaken
- First round of usability testing starts

#### **Fall 2005**

– VMC Investment Program issues limited, pilot call for learning object proposals. Proposals from the following institutions were retained:

- BC Forest Discovery Center
- Glenbow-Alberta Institute
- Design Exchange
- Musée de la civilisation
- Heritage Branch, Province of New Brunswick

#### **Winter 2006**

– CHIN organizes CHIN Roundtable on E-Learning in Museums

## **CHIN ROUNDTABLE EXPLORES E-LEARNING IN MUSEUMS**

Sixty museum educators and other heritage professionals, academics from across Canada, as well as distinguished representatives from France and the United States, were invited to gather in Ottawa in early 2006 to explore the subject of e-learning in museums. Titled the CHIN Roundtable, this event was organized as part of CHIN's ongoing research, outreach and capacity building activities in preparation for the launch of the pilot, online museum learning space.

The event took place March 9-10 at Library and Archives Canada, and was ably animated by H el ene Nadeau of the Motreal Museum of Fine Arts. Speakers included Bernadette Goldstein, Project Leader at the Direction des mus ees de France; Gilbert Paquette, Ph. D, Director of the LORNET research network; George Siemens, Instructor at Red River College ; and Jim Spadaccini, Creative Director and Founder of Ideum.

Participants examined the issues and challenges associated with giving museums a greater role in the electronic delivery of educational programming.

During the first part of the event, attendees took a closer look at how heritage institutions can be present on the Web, how they can provide meaningful online experiences

to their audiences, how they can better interact with the public in ways that are authentic, experimental and adaptive.

The second part focused on defining priorities and creating a strategic plan for long-term development, acquiring know-how, and establishing standards. The working groups concluded by defining an overall vision of e-learning in heritage institutions, and the steps that must be taken to achieve the desired results.

A full report of the discussions and conclusions to emerge from the CHIN Roundtable on E-learning in Museums is posted online. The full agenda, the presenters' biographies and their presentations can also be accessed in the Knowledge Exchange at [www.chin.gc.ca](http://www.chin.gc.ca).

While this was the first CHIN Roundtable, it will certainly not be the last. In future years, CHIN Roundtable sessions on other subjects will continue to offer experts from within and outside the Network with an opportunity to connect, debate and exchange information.



## **MUSEUMS, DESIGNERS AND SCHOOLS ENGAGED IN 'MASSIVE CHANGE'**

CHIN joined forces with Bruce Mau Design and the Institute without Boundaries to explore the relationship between the virtual and the physical, and our capacity to extend the reach and use of heritage content within a community setting.

The partners created an online educational component for the Massive Change initiative, which explores people's ability to change the world through the power and promise of design. The Massive Change family of products includes a traveling physical exhibit commissioned by the Vancouver Art Gallery, a book, and a Web site.

Other partners in the online project included George Brown College, educators at the Art Gallery of Ontario, and Toronto-area teachers and students at Marshall McLuhan C.S.S., Stephen Leacock C.I. and Western Tech. C.S. . Artists, volunteers and a Young Canada Works intern were also involved.

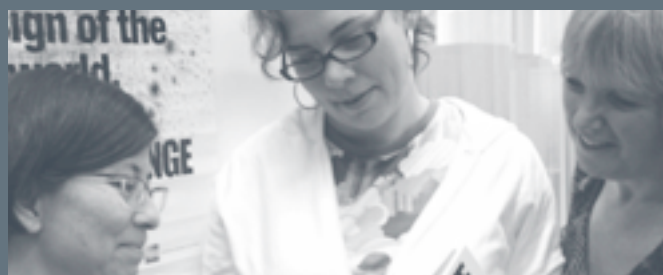
"Its collaborative nature made it a complex project," says CHIN's Martin Lajoie, who managed the production. "But that was also its strength, and ultimately what made it a success."

The online result is titled *Massive Change in Action*, and it can be viewed at [www.massivechangeinaction.virtualmuseum.ca](http://www.massivechangeinaction.virtualmuseum.ca). While it speaks to a general audience,

it offers tools for high school teachers and students. This online component features stories drawn from the Massive Change exhibition and allows students to take action by posting their own creations after experiencing the physical exhibit.

The students' works were exhibited at the AGO, providing visitors with a tangible example of how the virtual and the physical can be harnessed to engage audiences. In addition to an opportunity to experiment with the development of learning objects, the initiative provided lessons that are helping to shape CHIN's pilot educational initiative.

An important outcome of the project is a report titled "Liberating Heritage Content to Classrooms Via the Web" / "Diffusion du contenu patrimonial en classe, au moyen du Web". This document can be viewed in the Creating and Managing Digital Content section at [www.chin.gc.ca](http://www.chin.gc.ca).



*Massive Change in Action* Toronto exhibition collaborators: Kathy Yamashita, Toronto District School Board; Britt Welter-Nolan, Bruce Mau Design; and Doris Van Den Brekel, Art Gallery of Ontario

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## Reaching Out



*The 2005-2006 Director's Management Committee: Namir Anani, Director General and Chief Operating Officer; Jean-Marc Blais, Associate Director and Director of Program Development; Martha King, Senior Policy Advisor; Gérard Degève, Director of Services and Administration; and Eric Poirier, Director of IM/IT Solutions.*

### **THE DIRECTOR'S MANAGEMENT COMMITTEE:**

The focus for CHIN's management is twofold: museums learning from CHIN and each other; Canadians, especially youth, learning with museums.

### **2005-2006 OUTREACH ACTIVITIES: CANADA'S HERITAGE COMMUNITY**

#### **COLUMN IN MUSE MAGAZINE**

The Canadian Museum Association (CMA) graciously invited CHIN into the pages of MUSE magazine, providing Technology Analyst Suhas Deshpande with a regular Technology column through which he can share CHIN's expertise in the use of information and communications technology by museums.



#### INFORMATION BOOTHS AT CONFERENCES

##### April

Federation of Nova Scotian Heritage (FNSH)  
Museums Association of Saskatchewan (MAS)  
Museums and the Web

##### June

Canadian Museums Association (CMA)

##### September

Association of Manitoba Museums (AMM)

##### October

Alberta Museums Association (AMA)  
British Columbia Museums Association (BCMA)  
Museum Association of Newfoundland and  
Labrador (MANL)  
Ontario Museum Association (OMA)  
Société des musées québécois (SMQ)

#### CHIN NEWSLETTER

CHIN launched a newly designed newsletter in May of 2005. In response to the results of an online Reader Survey, the newsletter continues to focus on CHIN products and services, but also gives more space to projects and experiences at heritage institutions.

#### ARTICLES IN ASSOCIATION NEWSLETTERS

Canada's provincial museum associations kindly published two series of customized articles that CHIN commissioned for each province and the Yukon. Each article illustrated the ways in which nearby museums are successfully using information technology to help reach their goals. The first series looks at the adoption of collections management software, while the second explores the ways in which museums are tackling community memories projects.

#### MULTIMEDIA CORPORATE PRESENTATION

An engaging multimedia corporate presentation was added to the About CHIN section at [www.chin.gc.ca](http://www.chin.gc.ca). It was originally developed as an introduction to CHIN for international delegates at the CHIN colloquium at EXPO 2005 in Aichi, Japan. Employing Macromedia Director, the presentation draws on original and dynamic imagery to explain CHIN's role, mission, and four priorities.



## 2005-2006 OUTREACH ACTIVITIES: GENERAL PUBLIC AND TEACHERS

### INFORMATION BOOTHS AT CONFERENCES

#### May

Avancement pédagogique des technologies de l'information et de la communication en Atlantique (APTICA)  
Educational Technology Council of the Alberta Teachers' Association (ETCATA)  
Ontario Museum Association's May is Museum Month Launch

#### October

Association for Canadian Studies (ACS)  
Association des cadres scolaires du Québec (ACSQ)  
New Frontiers in our History: 100 Years of Alberta and

Saskatchewan in Confederation

Ottawa-Carleton School Board Conference (OCSB)

#### December

United Nations Climate Change Conference

### VMC FRIENDS AND TEACHERS' NEWSLETTERS

Through the VMC newsletter, the VMC keeps its loyal visitors up to date on the latest online content produced by CHIN member institutions. Approximately 4,000 teachers and 1,000 members of the general public received the VMC's newsletter this year

### LYCOS.CA PILOT

At the beginning of 2006, the VMC initiated a six-month pilot initiative with the Lycos.ca, serving as a content provider for this portal. VMC exhibits and promotional images were featured on the portal's cultural channel, thereby driving audiences to specific VMC pages.

### SEARCH ENGINE OPTIMIZATION STRATEGIES

As part of its overall efforts to increase the visibility of online museum content through search engines, the VMC significantly increased the frequency with which it rotated and updated content on the VMC's main section pages. Not only did this increase the number of museums and the diversity of museum content being showcased throughout the year, it also increased visits by almost 50% since such activity boosts search engine rankings.

*The CHIN Team — Dedicated to enabling Canadian museums to engage Canadian and*



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*worldwide audiences through the use of innovative technologies.*





Réseau canadien d'information sur le patrimoine  
Canadian Heritage Information Network

*We are always pleased to hear from you!*

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