

# VIRTUAL MUSEUM OF CANADA (VMC)

## *COMMUNITY MEMORIES PROGRAM GUIDELINES*

(October 2009)



Canadian  
Heritage

Patrimoine  
canadien

Canada 

# **VIRTUAL MUSEUM OF CANADA**

## ***COMMUNITY MEMORIES*** **PROGRAM GUIDELINES**

### **TABLE OF CONTENTS**

- Objectives
- Program Overview
- Eligibility
- Criteria for Investment
- Investment
- Translation
- *Community Memories* Requirements

### **ANNEX A**

- Guidelines for Calculating Costs/Values - Translation

## Objectives

The objectives of the VMC's *Community Memories* are to:

- create a national online portrait of Canada's history by connecting individual local histories;
- engage Canadians in sharing their personal heritage with others;
- stimulate community/museum partnerships in the development of online local history exhibits; and
- strengthen the capacity of smaller museums to create digital content for use on the World Wide Web and in local programming.

## Program Overview

In creating *Community Memories* exhibits, museums work with individuals and groups within their communities to explore particular aspects of their local history. Together, they engage in telling the stories about their community and in doing so, share their personal heritage with others. For the purposes of this program, a community is defined as being a group that shares a common history or interest and that may be situated in a specific location in Canada.

*Community Memories* exhibits present artefacts in the context of people and places. Individual exhibits should have a clearly defined subject. Examples include the main industry of a particular community, a significant historical event, traditional crafts or ways of life, early settlers, the impact of major world events or the experiences of immigrants.

The exhibit tells a unique story rooted in time and place. It offers a glimpse into the events and the people that shaped a community. Exhibit storylines are an essential component in sharing a community's story. Like chapters in a book, each storyline is a smaller story of interest under the umbrella of the exhibit

To create a *Community Memories* exhibit, museums must use the *Community Memories* software supplied by CHIN without charge. The software can be used to create an unlimited number of individual exhibits. Please note that the software is not a general Web authoring tool and cannot be used to create a Web site. Rather, it is a template specifically structured to ensure a common look and feel for the *Community Memories* exhibits. To familiarize yourself with the *Community Memories* software, please consult the CHIN Web

site at:

[http://www.chin.gc.ca/English/Members/VMC\\_Memories/software.html](http://www.chin.gc.ca/English/Members/VMC_Memories/software.html).

Museums that wish to take a more individual approach to the creation of virtual exhibits, or that are interested in the creating educational content are encouraged to respond to Calls for Proposals from other VMC Investment Programs.

A *Community Memories* exhibit draws on photographs and documents owned by individuals as well as objects and images that may be owned by the museum itself. It includes associated audio and text to bring the images to life. Museums may also include brief video clips that help tell the community's story. The *Community Memories* software that CHIN supplies to participating institutions makes it easy to integrate the various types of information.

The *Community Memories* software also has features that will enable museums to run a "slide show" of the exhibit for local programming purposes. The desktop software used to create the *Community Memories* exhibits cannot be used directly to display the exhibits on the World Wide Web. A special application for this purpose has been developed to run on CHIN's server, where all *Community Memories* exhibits will be hosted. Members can present their exhibits as part of their own Web sites, if they wish, through a link to the CHIN server.<sup>1</sup> Museums can also publish their own exhibit "Viewer" CD/DVDs which may then be reproduced to sell.

*Community Memories* exhibits are hosted by CHIN and presented in the *Community Memories* section of the VMC Web site at:

<http://www.virtualmuseum.ca/English/CommunityMemories/index.html>. Online visitors are able to view the exhibits individually and are also able to explore themes that are represented across multiple exhibits (e.g. the experiences of farming communities across Canada). Because the *Community Memories* software uses predefined terms to classify images and documents, these classified elements of *Community Memories* exhibits are automatically searchable in both English and French. Participating museums are not required to translate reminiscences or other textual material of their exhibits but may choose to do so to serve a wider audience.

## Eligibility

---

<sup>1</sup> Museums that wish to link their *Community Memories* exhibit to their own Web sites should contact CHIN to obtain the complete URL.

Calls for proposals will be issued on an annual basis. To be eligible for consideration, museums submitting proposals must meet both of the following criteria:

- be public, not-for-profit museums<sup>2</sup> that have demonstrated their commitment to work collaboratively with colleagues across the country by becoming Basic or Contributing members of the Canadian Heritage Information Network and the *Virtual Museum of Canada*; and
- be institutions with no more than five full-time paid staff. (Institutions that are entirely volunteer-run or whose communities are not defined geographically are also eligible.

CHIN/VMC member institutions with more than five full-time paid staff members may request a copy of the *Community Memories* software but are not eligible for financial investment under this program. Interested member institutions must submit a *Community Memories* proposal during an open call. To obtain the necessary documents, please consult the CHIN Web site at:

[http://www.chin.gc.ca/English/Members/VMC\\_Memories/proposal\\_form.html](http://www.chin.gc.ca/English/Members/VMC_Memories/proposal_form.html).

Decisions concerning the selection of proposals will be made by the Director General of CHIN based on advice from the VMC Programs Secretariat. CHIN may seek advice from external sources in this process. It is important to note that due to the Program's limited budget, not all eligible proposals may be approved for investment. Priority will be given to proposals that have the strongest community partnerships and/or intergenerational participation.

## Criteria for Investment

CHIN's evaluation of proposals will be based on the following criteria:

1. Evidence of exhibit planning including:

---

<sup>2</sup> Not-for-profit permanent establishments, exempt from federal and provincial government income taxes, open to the public and administered in the public interest, for the primary purpose of conserving and preserving, studying, interpreting, assembling and exhibiting to the public, for its instruction and enjoyment, objects and specimens of educational and cultural value, including artistic, scientific (whether animate or inanimate), historical and technological material. Museums thus defined include art galleries, art exhibit centres, botanical gardens, zoological parks, aquaria, planetaria, historical society museums and historical houses, preservation projects, and sites which meet the requirements set forth in the preceding sentence.

- i. clearly defined subject that explores a particular aspect of the community's history or way of life;
  - ii. summary of planned content;
  - iii. identification of content sources including types of contents (e.g. images, text, audio, community interviews, other media) and content providers (e.g. museum, associations, groups, schools, etc.);
  - iv. work plan for the production of the exhibit.  
**Note:** an exhibit must be completed and submitted to CHIN within 9 months of the signature of the contract between CHIN and the museum;
  - v. proposed uses of exhibit material beyond the *Virtual Museum of Canada*.
2. Degree to which the development of the exhibit will involve the community (e.g. volunteers, schools, libraries, Legion, community organizations). Priority will be given to proposals that have the strongest community partnerships and/or intergenerational participation.
  3. Plans to publicize the exhibit within the community both during exhibit development and following the completion of the exhibit.

## Investment

The *Community Memories Program* is not a Grants and Contribution program. To fulfil the program objectives, CHIN will enter into contracts with selected member institutions for the creation of a *Community Memories* exhibit.

The standard investment for a museum's first *Community Memories* exhibit is \$5000. This amount is sufficient to engage local communities in the exhibit development process and for any related production expenses<sup>3</sup>. The *Community Memories* software and the user manual are supplied by CHIN without charge.

CHIN will be pleased to consider proposals for subsequent productions. Following completion of the initial *Community Memories* exhibit, CHIN will enter into contract with

---

<sup>3</sup> CHIN will provide information concerning recommended hardware and software configurations. To receive Help Desk support from CHIN during the exhibit development process, museums must use these hardware and software configurations. CHIN cannot guarantee that the *Community Memories* software will work with other configurations.

member institutions and provide a \$2500 investment for each additional production selected during program calls for proposals.

## Translation

Museums that wish to translate their exhibits in the other official language may submit a proposal for translation costs only after the exhibit has been completed in the first language. To obtain the necessary administrative and technical procedures, museums must contact the program administration. Costs should be calculated using the formula in Annex A. Investment in translation of a single exhibit will not exceed \$2500.

## Community Memories Requirements

- *Community Memories* exhibits must be developed using the *Community Memories* software.
- Software distributed by CHIN cannot be reproduced, adapted or redistributed in any manner whatsoever.
- *Community Memories* exhibits must contain a minimum of 100 images and qualifying text as well as any associated audio and/or video content together with at least one storyline that organizes exhibit elements in a narrative fashion. To find out more about storylines, please consult the CHIN Web site at:  
[http://www.chin.gc.ca/English/Members/VMC\\_Memories/exhibits\\_stories.html](http://www.chin.gc.ca/English/Members/VMC_Memories/exhibits_stories.html).
- Transcriptions or summaries of all audio material must be included to ensure accessibility for those with hearing disabilities.
- Rights to include material in exhibits must be obtained. CHIN will supply **sample** rights clearance forms as a **guide** for community content providers (individuals and/or organizations). Museums requiring additional legal advice should consult their institution's legal counsellor.
- A minimum 250 (maximum 400) word summary of the exhibit must be provided in electronic form once the exhibit has been completed for inclusion in the *Community Memories* landmark. This may be submitted on the exhibit CD or by e-mail to [service@chin.gc.ca](mailto:service@chin.gc.ca). CHIN reserves the right to modify the summary prior to its

posting on the *VMC* site.

- *Community Memories* exhibits must be hosted on CHIN's server. Museums may obtain the complete URL to create a link from their Web site to their *Community Memories* exhibit.
- Museums are responsible for responding to public feedback concerning their exhibits. An e-mail address must be supplied to CHIN for feedback messages when exhibits are completed.

## **ANNEX A**

### **GUIDELINES FOR CALCULATING COSTS/VALUES**

#### **Translation**

Depending on the translator, fees may be established on an hourly or per-word basis.

Hourly rates: approximately \$75.00 (estimated number of words per hour for translation: 210; estimated number of words per hour for verification: 500)

Per word: approximately 30¢