



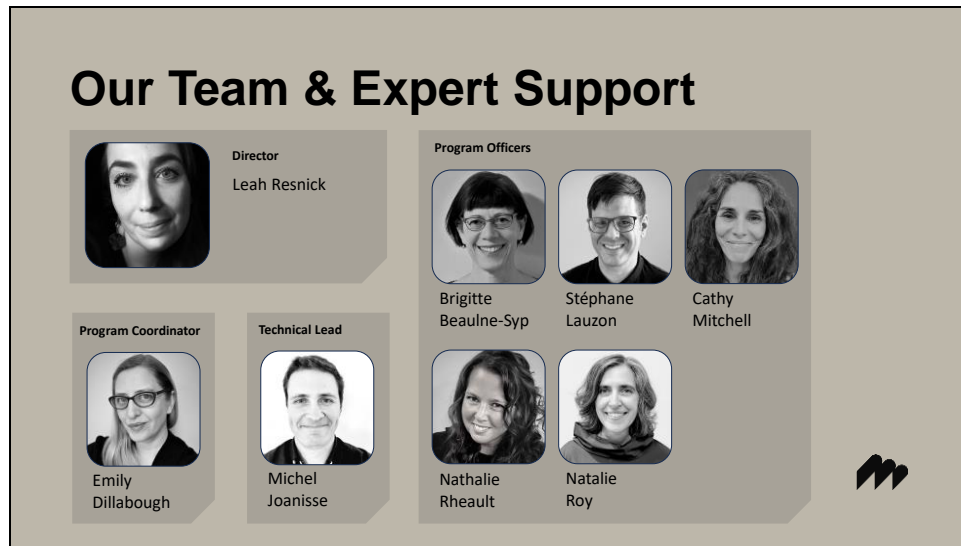
*LEAH*

- Hi, my name is **Leah Resnick**. I am the Director of Digital Museums Canada.
- **DESCRIPTION FOR ACCESSIBILITY / EDIA:**
  - I am a Caucasian woman of Jewish, Italian and settler descent, my pronouns are she/her.
- **Welcome** to the **Community Stories Information Session**. We will wait a couple minutes for everyone to join us.
- The presentation will last about 45 minutes with a 15minute Q&A.
- We have a busy Agenda:

### **Agenda**

- Stream Overview
  - Organisational and Project Eligibility
  - How to Access Funding
  - Proposal Questions & Tips
  - Q&A
- 
- **FORMAT:**

- This session will take place in **English**, our French Session took place yesterday. If you missed it, a recording will be available shortly.
- This session is **Community Stories**. If you want to learn more about our Digital Projects Stream, where projects are built from scratch with a web development agency rather than with a website building platform, this session will take place next week on September 28 in English.
- ACCESSIBILITY:
  - Our speakers will be sharing their screen to a PowerPoint presentation.
  - An accessible package was sent to all attendees in advance if you wish to follow along that way. All resources and links shared are in the document. In case you missed it, we are linking the document in the chat.
  - This presentation will be recorded for those who cannot attend and automatically generated closed captioning will be used.
  - By default cameras and microphones are turned off but will be turned on for the Q&A.
  - **MENTION ASL/QSL interpretation if being done.**



LEAH

I am here today on ZOOM with my **colleagues from DMC:**

- Emily Dillabough, Program Coordinator
- Michel Joannis, Technical Lead, User Experience Design & Accessibility
- Brigitte Beaulne-Syp, Stéphane Lauzon, Cathy Mitchell, Natalie Roy, et Nathalie Rheault, Program Officers

**ACCESSIBLE DESCRIPTION:**

- On screen you are seeing 8 headshots of members of the DMC team.

**I am joining you from Gatineau, Quebec. Digital Museums Canada is administered by the Canadian Museum of History.**

**LAND ACKNOWLEDGEMENT**

The Canadian Museum of History is located on the traditional, unceded territory of the Algonquin Anishinabeg. This land has held, and continues to hold, great historical, spiritual and sacred significance. We recognize and honour the enduring presence of the Algonquin people. We also know that you are joining us from many places near and far, and we acknowledge the traditional owners and caretakers of those lands.

## Digital Museums Canada

- National **investment** program available to **Canadian museums, heritage, cultural, and Indigenous organizations** to produce digital projects
- Digital capacity building
- \$ 2.2 million annual funding
- Arms-length Advisory Committee
- **Core values:** accessibility, user-centred, bilingualism



LEAH

### **ABOUT DMC**

- We are a **national investment program** supporting **digital projects** created by **Canadian museums and heritage, cultural and Indigenous organizations**
- We are an investment program not a grant program
- Fundamentally, our mandate is to support **digital capacity building** by providing funds and expertise
- We have **2.2 million annually in funding to allocate**; projects are selected using a national **advisory committee**
- Projects are **user centred, accessible and bilingual** - these are core values of the program

## Our Commitment to Equity

### Priority groups

- First Nations, Inuit and/or Métis;
- official language minority communities;
- people who are Deaf, deafened, or hard of hearing;
- persons with disabilities;
- 2SLGBTQI+ and gender-diverse communities;
- Black communities;
- racialized communities; or another equity-deserving group.



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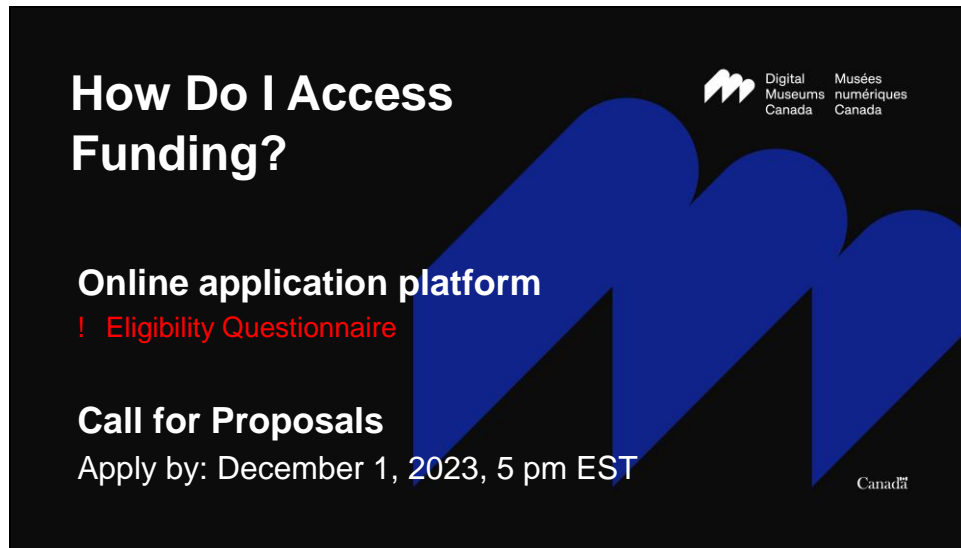
While DMC welcomes proposals *from all* eligible organizations, we also want to address barriers faced by specific priority groups.

On screen you can see a list of priority groups.

We do this through our Commitment to Equity. This consideration is reflected in program criteria, and in evaluations by the Advisory Committee, with a goal of 25 percent representation of projects from priority groups. This remains at the discretion of the Advisory Committee and is subject to the proposals received.

- Groups are identified by completing the voluntary **EDIA Questionnaire; we encourage you to fill it out as part of the proposal**
- **Later in the presentation we will be touching on Application Assistance aimed at equity. Stay tuned.**

**NOW I AM GOING TO PASS THE BATON TO STEPHANE**



STÉPHANE

Thank you, Leah for the wonderful introduction to Digital Museums Canada.

And hello everyone. I'll be talking to you today about our Communities Stories investment stream.

- We accept applications for investment during our annual **CALL FOR PROPOSALS**
- Applications for this competitive process are selected by an Advisory Committee of museum professionals and digital experts from across Canada.
- Submissions are only accepted through our **application platform** until the firm deadline of **December 1, 2023, 5 pm EST.**
- You can find links to the **Online application platform** in the chat and our website.  
*LINK: <https://mnc-dmc.smapply.ca/>*

## Community Stories Overview

Online projects are created **using DMC's website-building platform**

- **NEW! \$25,000 investment**  
Additional funds for 3<sup>rd</sup> language
- **Expert support**  
Guidance from Program Officers
- **Expectations**  
Bilingual, user centred, accessible
- **Production timeline**  
**24 months** (or less)



*STÉPHANE*

This stream was previously known as Small stream or Community Memories

The **Community Stories** supports organisations in the development of engaging online stories, **using DMC's website building platform**

We're excited to announce that we have increased the investment to a **fixed amount of \$25,000** to support the production of English/French bilingual project. Additional funds are also available for a third language which will cover the actual costs of the third language translation as well as a \$2,000 stipend provided to the organization!

A **Program Officer**, such as myself, will provide **Expert Support to** guide the creation of your website and the use of the website building tool.

DMC's expectations are that the project be produced in **French and English**, be **user centred**, and **meet accessibility standards** with a tool specifically designed to meet these requirements. This work should be completed **within 24 months** of signing the agreement.

## Website-Building Platform

- A user-friendly template to structure and present your Community Story
- Showcase your content with
  - Text and images
  - Audio and video clips
  - **NEW** elements: timeline, hot spots, third language capability
- Built-in accessibility
- User manual



As I previously mentioned, the **Website-Building Platform** was specifically conceived to allow Community Stories projects meet DMC requirements of bilingualism, user centered experience and accessibility. This custom designed WordPress Template is made to be easy for new website builders.

Over the last year, we've been hard at work redesigning our Website-Building Platform. In addition to existing content such text, images, videos and audio, the new tool adds new features such as **timelines, hotspots, third language capability**, and allow groups to tailor the look and feel of the project.

Built to be accessible, the platform provides all the necessary fields to make the project fully accessible.

A user manual will guide you through the creation process and Program Officer will be there to support you along the way.

This off the shelf solution is ready to go. Allowing the project to be completed quickly without the cost or complication of developing the site yourself.



## Eligible Organizations

**Canadian museums, heritage, cultural and Indigenous organizations**

*! Excluding Canadian Heritage Portfolio organizations*

- **Two-part eligibility:**
  1. Primary Purpose and Mandate
  2. Legal Status



STÉPHANE

Great, now that you know what Community Stories are about. Let's look at who is eligible.

DMC funding are targeted to **Canadian museums, heritage, cultural and Indigenous organizations.**

This excludes **Canadian Heritage Portfolio organizations, Federal Crown Corporations and Federal Agencies.**

To be eligible, organisations must meet both the **Primary Purpose and Mandate** criteria and the **Legal Status** criteria.

When you first log onto the application platform, you will be prompted through to **Complete the Eligibility Questionnaire.**

Let's take a closer look at these two sets of criteria.



STÉPHANE

### Eligibility Part 1: Primary Purpose and Mandate

Organisations must meet both criteria to be eligible, that is

Be a **Museums and heritage, cultural and Indigenous\* organizations**

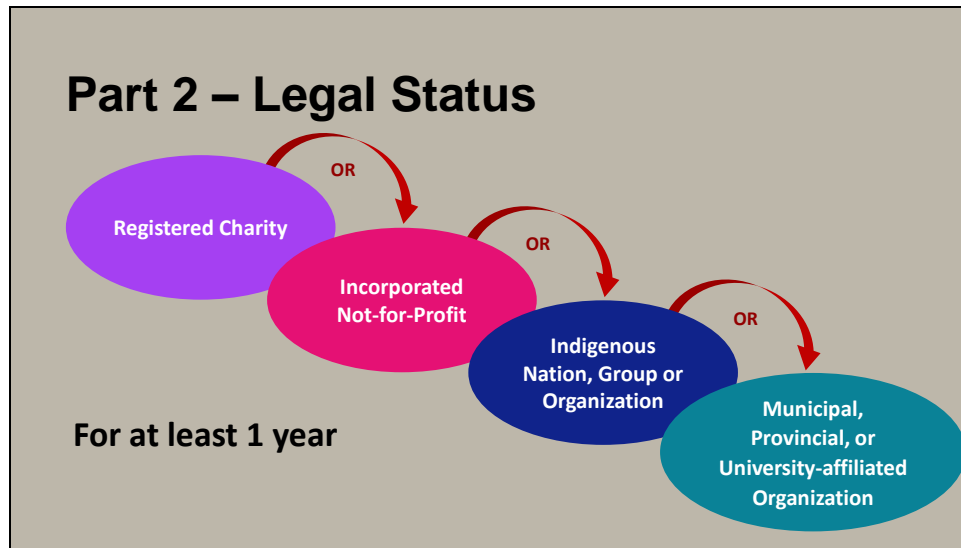
- established and operating in Canada;  
WITH EITHER a physical establishment or site open to the public **OR** providing programming to the public in various locations or via a website.

AND with the

**Primary purpose to engage the public in at least four of :**

- Exhibitions
- Programming
- Research
- Collections
- Preservation
- Documentation
- Dissemination

For example: museums, archives, aquariums, art galleries, artist-run centres, botanical gardens, cultural centres, historic sites, historical societies, Indigenous organizations, planetariums, zoos, and many more.



*STÉPHANE*

**Eligibility Part 2: Legal Status**

Now that we know that the mandate of your organisation is eligible, we look at the legal status. Eligible Organisations will have one of the following legal statuses for at least one year:

**A registered charity.**

OR

**A federally or provincially incorporated not-for-profit (NPO).**

OR

**An Indigenous nation, group or organization that supports heritage and culture.**

Which operates similarly to a not-for-profit and supports Indigenous heritage and culture.

OR

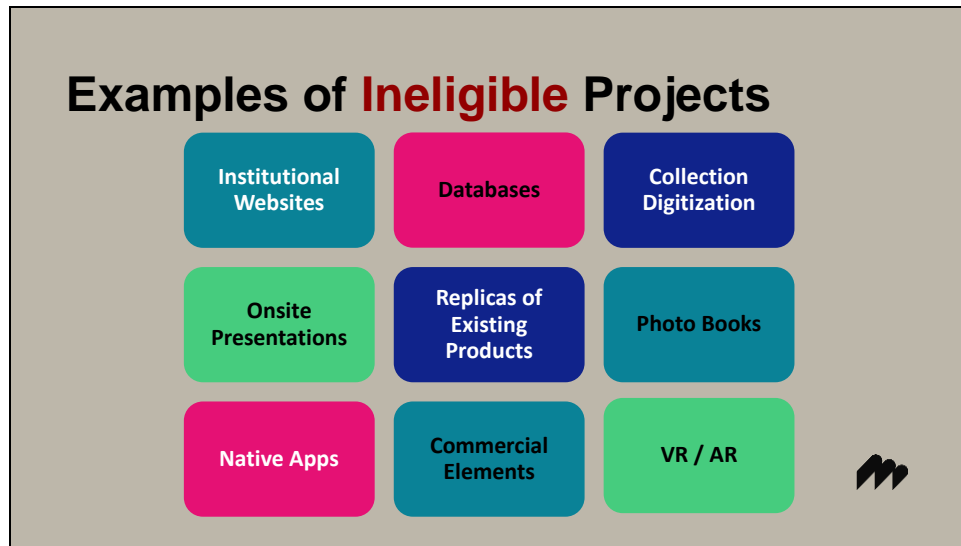
**A municipal, provincial or band heritage organization or university-affiliated organization.**

The organization must operate independently, at arms-length, and have a clear mandate, staff, and governance structure.

As always, if you're still unsure or you have questions, don't hesitate to contact us  
**proposals@digitalmuseums.ca**

My colleague will share our proposal email in the chat.

And don't forget, the first step in applying is completing the **Eligibility Questionnaire**. It will help you determine whether you qualify or not.



*STÉPHANE*

Please be aware as you begin to prepare your application, there are some elements that are ineligible to DMC funding. These include:

**Databases**

**Onsite Presentations o**

**Photo Books**

- **Commercial Elements**
- **Virtual and Augmented Reality**

DMC does not finance VR and AR. In addition, these functionalities are not compatible with the website building platform.

## Top Tips

- Get inspired by Community Stories
- Research your target audience
- Consult your community
- Plan and scope your project first
- Build a complete team
- Create a storyline that weaves in your materials
- Answer clearly, stay on topic and provide details

**! Start early**



### STÉPHANE

Ok, now let's talk about preparing your application.

Here are some **Top Tips** compiled by our crack team of experts to support you in your application.

- **Get inspired by Community Stories** and online projects  
Do your research, look at what other groups have produced, get a sense of the tool, and how best to tell your story
- **Research your target audience**  
Think about who will engage with your story. An effective story is one told for a specific audience.
- **Consult your community**  
Who is this story about? Make sure that they are represented throughout the project production. Don't forget "Nothing about us without us"
- **Plan and scope your project first;**  
As you build your application, consider the entire scope of the project
- **Build a complete team**  
With a good understanding of the scope, you will be well placed to find the best people to meet all your project needs.
- **Create a storyline that weaves in your materials**  
Plan a story that is supported, and even elevated by your materials

- **Answer clearly, stay on topic and provide details**  
Consult the Proposal Questions & Tips section of our funding page learn about each question and what we're looking for.
- ! **Start early**  
Give yourself plenty of time to work on the application.



## Target Audience & Outcomes

- Define a **specific** target audience
  - **Target Audience:** Group of people sharing motivations, characteristics or behaviours
  - **Outcomes:** What you want your audience to take away from their experience (learning, enjoyment, change of attitude, inspiration, take action, etc.)
- ! Avoid broad audiences such as “all Canadians”, general public and K-12 students



STÉPHANE

**Target Audience and Outcomes** are key factors in successful applications

- They describe who is the project for and what the project will accomplish

The design, content, the tone and style will be determined to best reach your unique **target audience** in function of their characteristics.

Start by defining one *or two* **specific** target audience(s).

- They are a group of people sharing **motivations, characteristics** or **behaviours**
- Ask yourself, “Why will they be invested or engaged in your project?”. If you have research to back this, even better, be sure to include it the application.
- Be courageous and chose a specific and well-defined audience.
  - Avoid generalities like
    - **all Canadians,**
    - **general public** and
    - **Kindergarten to grade 12 students.** They are too general to be useful.
- Knowing your target audience well will help you know how to engage them.
- Be sure to explain why this is the right target audience for the project and demonstrate that you know them.

You will also need to define **Outcomes:**

- In other words, “What you want your audience to take away from their experience?”
- Consider their learning, enjoyment, change of attitude, inspiration, take action, or more

## Relevance

- Why does your subject matter?
- Why is it critical? Compelling?
- Why is your project important to your target audience?
- Why now?

! Relevant topic = high impact project



### STÉPHANE

Another key factor is the project's relevance. Representing a full quarter of the score, applicants ignore this to their detriment.

Here, the selection committee will be looking to see how the subject connects to organisation, the target audience, and the broader community.

Tell us:

- **Why this subject matters**  
Think about the organisation, the audience, the broader community and beyond
  - **Why is it critical? Compelling?**  
In other words, what about this story will engage the audience.
  - **Why is your project important to your target audience?**  
What is about the story and subject that is compelling for your target audience?
  - **Why now?**  
Is the subject timely? Does it connect to a current story? Or maybe there's a significant milestone?
- ! And remember that a **relevant topic is high impact project**

## Storyline & Content

- Clear + well-structured story:
  - Chronologically
  - Thematically
  - Centered on people, places, artifacts, etc.
- Select materials purposefully
- Design your story for your target audience
- Use the website building platform's features to tell the story



### STÉPHANE

Digital technologies are powerful tools for sharing stories. It's no surprise that **Storyline** and **materials** represent 25% of the score. These are the core of the project.

The advisory committee will be looking for a **clear** and **well-structured storyline** that **connects to the media and content**. In other word ... What is the narrative thread that connects it all?

Consider how the story will be structured. Will it be ...

- **Chronologically,**
- **thematically,**
- **centered** on people, places, artifacts, and more
- Or even some other structure that is tailored to the subject

Be sure the **materials** are **relevant** and **chosen with purpose** to tell the story and connect to the audience

Remember that the story should connect to the audience, and it should be designed for them.

Consider how you would use the **website building platform** to tell your story. The platform offers several features to weave your narrative thread, such as:

- Maps and Images
- Audios

- Videos

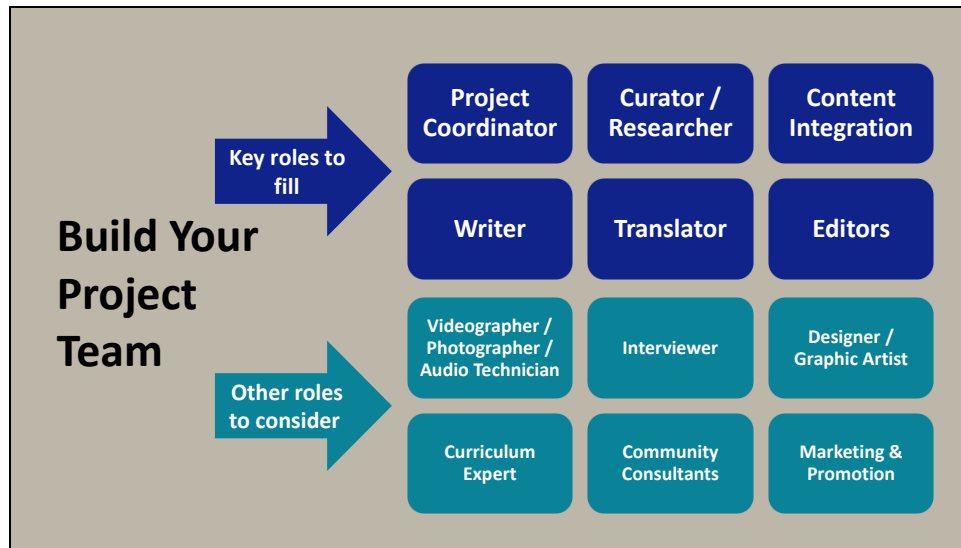
Or new features like

- Timeline
- Hot spots
- Third language
- Customized look and feel

To help you find inspiration, you can follow the link in the chat to Funded Community Stories projects.

*[link in chat]* <https://www.digitalmuseums.ca/funded-projects/?stream=small-investment-en>

You can even **Filter by region and subject** to find relevant projects.



## STÉPHANE

Now that you have a better sense of what your project will be, it's time to **build a dream team**.

A strong **Team**, will expand your capacity and expertise

- In the application portal, you will be asked to list your team members, including their:
  - **Role**: what responsibilities do they have for the project
  - **Person or Group**: the **name**, **job title**, and **place of work** of the person or persons responsible for the role
  - Relevant expertise or experience**: describe their relevant experience for the role or how you plan to fill the role.
- Keep in mind that one person can play more than one role, but not all of them. No one is an expert in everything, nor can they do everything.

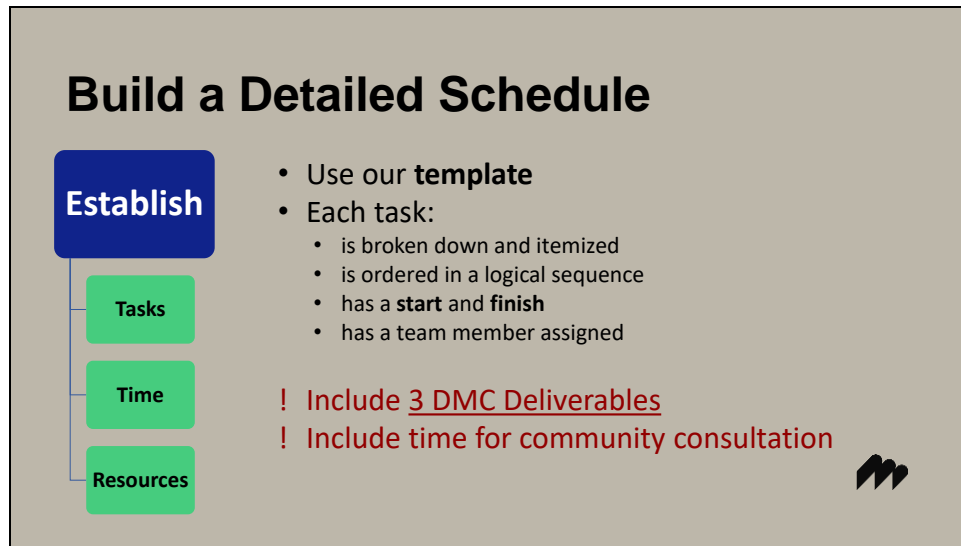
To help you build your dream team, here are **Key roles for all projects**

- **Project coordinator / manager**  
The person that helps track expenditures and keep the project on schedule.
- **Curator / Researcher**  
The person, or people, who provide the content for the project.
- **Content Integration**  
The person who will entering and laying out the content into the website building platform.

- **Writer**  
A great writer, is worth their weight in gold. They take the research content and drafts the final copy for the project.
- **Professional translator**  
A professional translator will ensure accurate translation while preserving the voice of the original text.
- **Professional editors**  
More than grammar police, editors help assure that the text has a consistent voice that is tailored to the audience.  
The project could have three or more editors: one for the original language, one for translated text, and one to compare the two.
- **Communities**  
While not on this list, nor technically on your team, it is important to include the community in your project, especially if you are not telling your own story. Each project is different as is each organisation, but the proposal should clearly indicate any community engagement or consultation.

Other roles to consider depending on the project needs:

- **Videographer / Photographer / Audio Technician**  
These technicians will ensure quality media assets for your project.
- **Interviewer**  
A profession interviewer to capture oral histories or lead group discussion can raise the quality of the final product.
- **Designer, Illustrations or other types of Graphic Artist**  
These artist can give a unique look to the project that can't be duplicated. They can offer a different way to share a message when other materials aren't available.
- **Curriculum Experts**  
Ideal for projects targeting students. These experts help develop the content and relate it to curriculum. Do keep in mind that curriculum are province specific.
- **Community Consultants and community engagement experts**  
It is important to involve any community who's story you are telling.
- **Marketing & Promotion**  
Key to getting the word out once the project is completed, these experts will help you plan and execute a great promotional campaign to reach your target audience.



STÉPHANE

Scope, budget and schedule are related and need to speak to each other – be sure to show this for a strong proposal.

DMC provides a **Schedule template** to ensure you capture all key tasks and dates.

The schedule is an important document to **plan** the necessary **tasks**, and the **time** and **resources** required to complete them.

The DMC template

- **Breaks down** and **itemizes** all tasks **in a logical order**
  - Feel to add any missing tasks that are specific to the project
  - Or delete tasks that aren't relevant to the project
- Be sure to add a **start** and **finish date**
  - Some tasks are milestones and only have a finish date
- And be sure to **assign one or more team member** to each task to indicate who will be completing the work

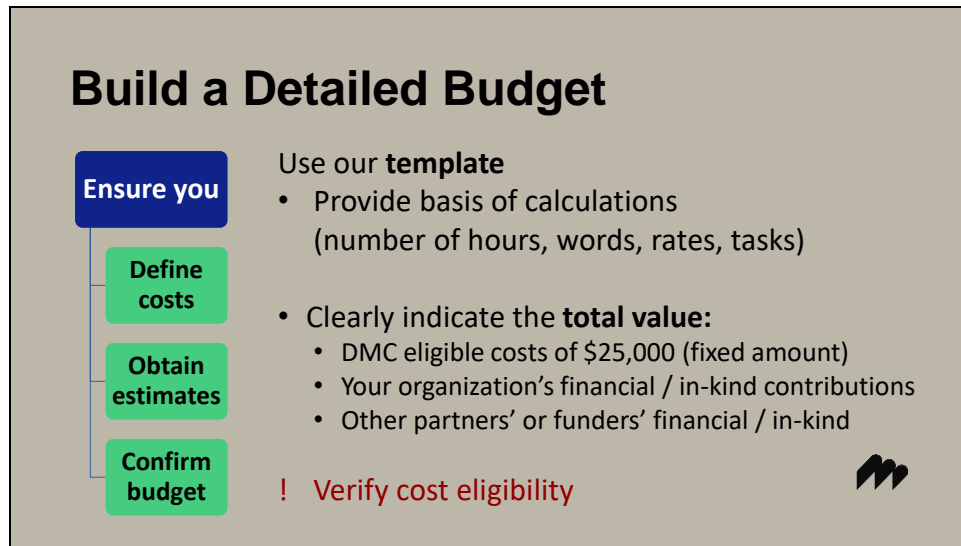
The template includes the 3 DMC deliverables.

If the project includes community engagement or consultations, be sure to include them in the schedule.



**Other schedule considerations:**

- Project start date should be no earlier than June 1.
- Assess your digital capacities. Allow more time for tasks with a learning curve?
- Be realistic in estimating task durations.



STÉPHANE

We also provide a template to help and guide your budgeting process.

The good budgeting process will **ensure** that **costs are defined**, with verified **estimates**, ultimately **confirming the budget**.

You will need to enter

- **The estimates**
- **The basis for the costs with calculations**  
Details such as hourly rates, fees, etc.

The total expenditures for DMC contribution must total \$25,000.

Be sure to include contributions from organisations and other project partners.

- These contributions can be **financial** or **in-kind**.
- Any partner contributions should be confirmed in a **letter of support**.

Be sure that all costs are eligible. Consult eligible and ineligible cost under on our website, **Project Team, Schedule, and Budget** under **9. Budget**.

[link provided in chat] <https://www.digitalmuseums.ca/funding/community-stories/?tab=proposal-questions-tips>

Some examples of ineligible costs include computer hardware, cellphones, printing, office rental and contingencies.

**We are looking for a budget that captures the TOTAL VALUE of the project, clearly identifies what is requested from DMC and what has been secured by other means.**



*STÉPHANE*

Let's look at how all these elements combine.

An **Awesome Project** is constituted from strong components, all linking from one another.

To help you understand how all these work together, consult our short online course: **Creating Engaging Online Experiences: An Introduction for Museums and Heritage Organizations**

Please find a link to the course in the chat or the resources page

[LINK IN CHAT] <https://www.digitalmuseums.ca/course/creating-engaging-online-experiences/#/>

Thank you for your time and attention.

I will pass the presentation back to **Leah** who will conclude a few points and lead the Q and A portion of the presentation.



## NATH

On screen you will see a **map** where DMC has funded projects.

Since 2014 we have invested in 240 projects and provided close to 20 million dollars of funding.

As you can see, we want to expand our reach in the Prairies and the North.

**Application Assistance**

**Mentorship Chats**  
One-on-one, 30-minutes

- **Priority groups and first-time applicants.**
- **Deadline**  
September 29, 2023, EST

**Office Hours**  
Drop-in question period open to everyone, 1hr

- October 18, 11 a.m. EDT
- October 25, 12 p.m. EDT
- November 1, 1 p.m. EDT
- November 8, 2 p.m. EST
- November 15, 3 p.m. EST

LEAH

If you enjoyed this presentation but need more assistance, let me direct you to our other initiatives.

**This year, we have two new Application Assistance initiatives to support you in your in your application.**

### **Mentorship Chats**

These are one-on-one, 30-minute meeting with a Program Officer to provide tailored help, answer questions and strengthen your organization's proposal.

They are available to DMC priority groups and those applying for the first time.

There is a limited number of sessions available, please submit your expression of interest before September 29, EST.

### **Office Hours**

Stilled on the concept of open office hours, these drop-in sessions are open to everyone.

These provide you to the opportunity to ask a DMC Program Officer specific questions about your organization's proposal in an open Zoom meeting.

No booking or reservation needed, just log on and ask your questions. These are open to all.

### **Please note:**

*DMC cannot answer rated criteria questions about whether your topic, subject or project would receive funding. An independent [Advisory Committee](#) selects the projects recommended for*

*investment so there are some limitations on the questions that can be asked. Read “Making the Most of Your Q&A with DMC” for more information.*


## Question and Answer Period

### Resources

- [Creating Engaging Online Experiences](#)
- [Proposal Questions & Tips](#) section
- [Application Resources](#) section
- Be inspired by other [Digital Projects](#)

### Questions

- Consult our [online FAQ](#)
- Contact us: [proposals@digitalmuseums.ca](mailto:proposals@digitalmuseums.ca)



LEAH

Ok – time for our Question & Answer period. We have about **XX** minutes.  
Unfortunately, we may not have time for everyone. If we don't get to you, you can consult our **other Resources**:

**Alternatively, you can**

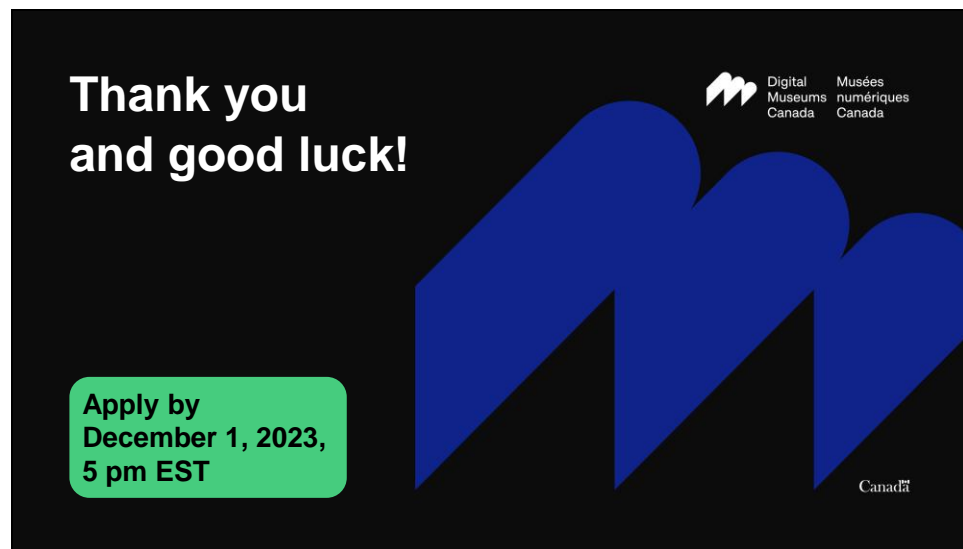
- Consult our [online FAQ](#)
- Contact us: [proposals@digitalmuseums.ca](mailto:proposals@digitalmuseums.ca)

Or attend an **Office Hours** – The first one is October 18.

**OK let's start the Q&A. Please raise your hand and we will unmute you.**



Slide 23



LEAH:

Thank you!

We will be circulating a brief **survey**, if you have time, we would appreciate your input.

**Don't forget to apply by December 1, 2023, at 5 pm EST!**