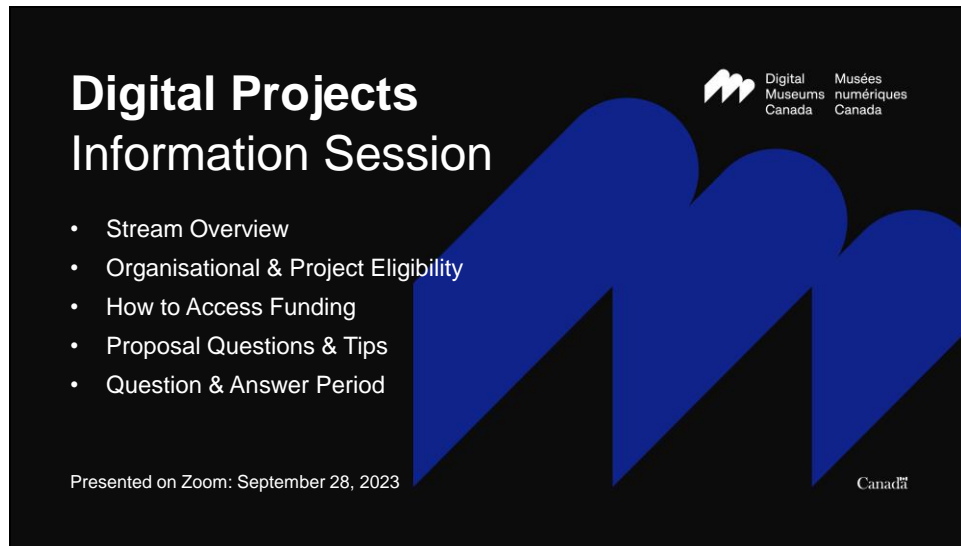


Slide 1



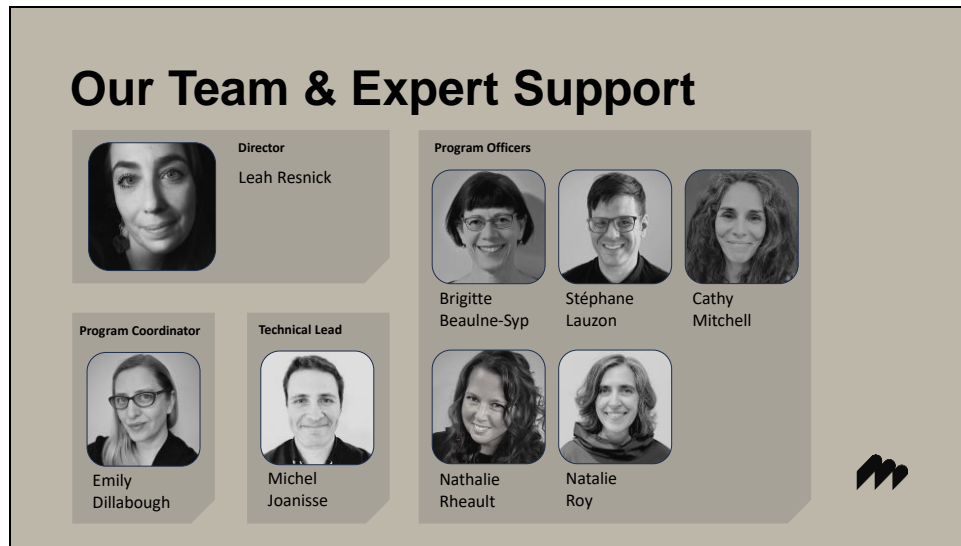
LEAH

- 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 **Digital Projects 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 **Digital Projects**. If you want to learn more about our Community Stories Stream, where projects are built with a website builder, access last week's info session on our website.
- 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 Joanisse, 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.



LEAH:

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 BRIGITTE.

How Do I Access Funding?

Digital Museums Canada / Musées numériques Canada

Online application platform
! Eligibility Questionnaire

Call for Proposals
Apply by: December 1, 2023, 5 pm EST

Canada

BRIGITTE

- We run an annual Call for Proposals where we accept proposals.
 - It is a competitive process.
 - An independent Advisory Committee evaluates the proposals.
 - The Advisory Committee is composed of museum professionals and digital experts from across Canada.
- The deadline is firm DECEMBER 1, 2023, 5 pm EST.
- The online application platform available on our website: <https://mnc-dmc.smapply.ca/>
 - The first thing to do if you're considering submitting a proposal is to go to the platform, sign in, create a profile and do your eligibility questionnaire.
 - It will help you determine from the outset if your organization is eligible for DMC funding.

Digital Projects Overview

Online projects created from the ground up with a web development agency of your choice

- **2 levels of investment:**
 - *up to \$150,000*
 - *\$150,000 – \$250,000*
- **Expert Support:**
Guidance from Program Officers & Technical Lead
- **Expectations:**
Accessible, bilingual, user centred
- **Production Timeline:**
4 years (or less)



BRIGITTE

- If you know DMC, this stream was previously referred to as “Medium” and “Large.”
- There are still 2 levels of investment based on the amount of funding you need:
 - Up to 150k
 - From 150k-250k
- Make sure that there is no disconnect between the scope of the project and the DMC funding amount you’re requesting. Ask for what you need; either up to 150k or between 150k and 250k. You will be able to determine the investment you need from DMC once you determine your scope and budget.
- Once projects are selected, we provide funding , but we also offer our expertise and support throughout the development process, as our mandate is to help build digital capacity.
 - We work closely with organisations. Our aim is to help organisations create the project that they set out to do and meet the outcomes that want to achieve.
 - We provide best practices and trends, on-going feedback and ideas on all aspects and help with solutions. This is our promise of value to selected projects.
- Our expectations:
 - Your online product must be accessible, bilingual and user centred and produced in 4 years (or less).

- Knowing this, ask yourselves: “Is the DMC program and approach a good fit for your organization and what you want to create and achieve with your project?”
- And we hope that you will feel confident by the end of the info session about submitting your proposal.

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



BRIGITTE

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.

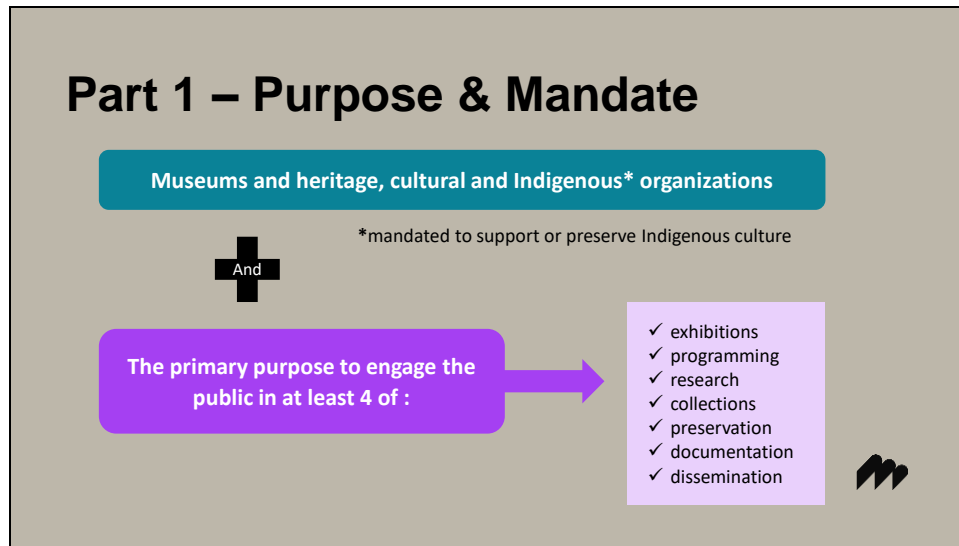
We follow a 2-part eligibility process:
Primary Purpose and Mandate
Legal Status

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

Before you start the proposal process, complete the Eligibility Questionnaire in the application platform for verification by DMC.

Another key point:

- The mandate of DMC is to build digital capacity in the museum sector. DMC signs investment agreements with eligible organizations only, meaning that we do not sign agreements with web developments agencies, project managers, etc.



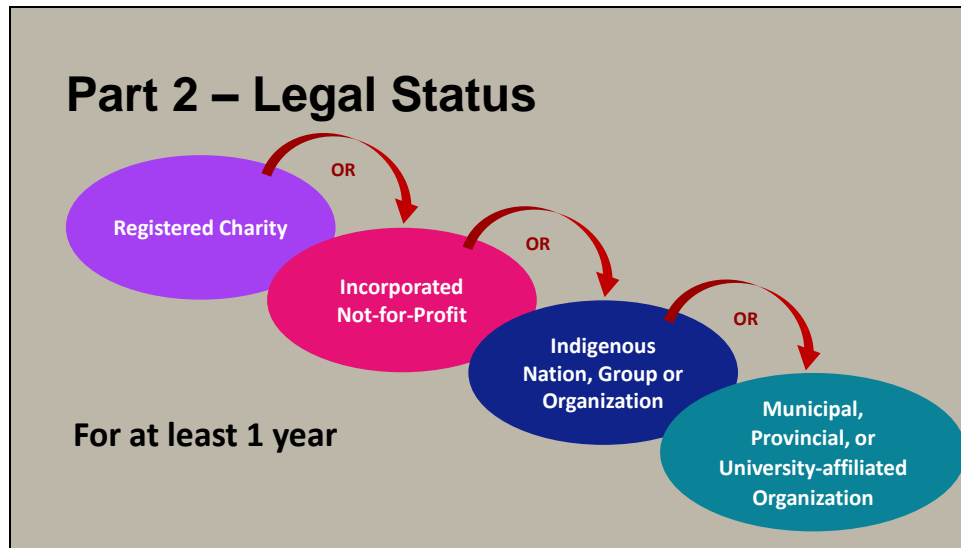
BRIGITTE

Part 1: Purpose & Mandate

To determine if you are eligible for a DMC investment, you need to consider first what your mandate is and what purpose your organization serves.

DMC funds museums and heritage, cultural and Indigenous* organizations whose primary purpose is to engage the public in at least 4 of the following:

- Exhibitions, Programming, Research, Collections, Preservation, Documentation, Dissemination
- Eligible organisations need to be established and operating in Canada.
- Organizations need to have either a physical establishment or site open to the public or provide programming to the public in various locations or via a website.
 - For example: museums, archives, aquariums, art galleries, artist-run centres, botanical gardens, cultural centres, historic sites, historical societies, Indigenous organizations, planetariums, zoos



BRIGITTE

Part 2: Legal Status

Now that we know that the mandate of your organization is eligible, we look at the legal status. Eligible organizations 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.

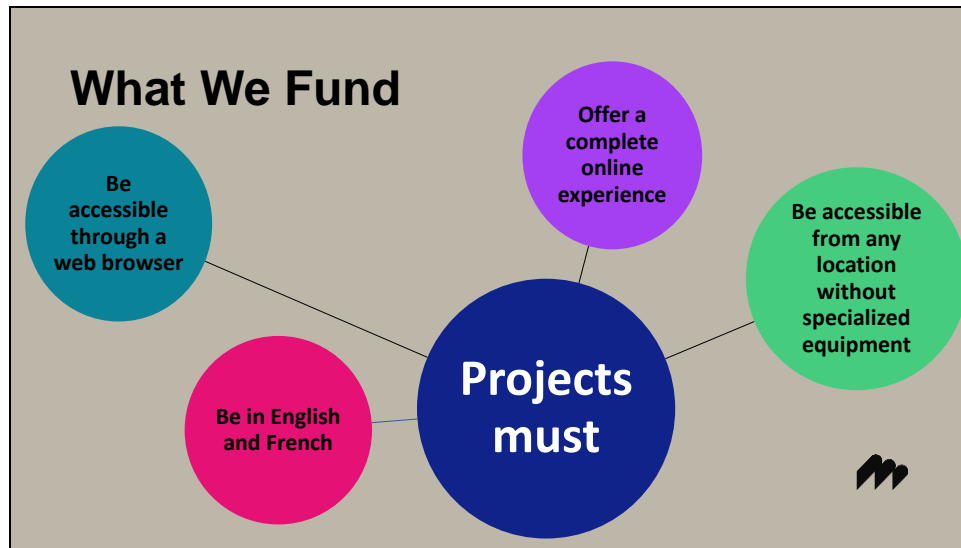
OR

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.



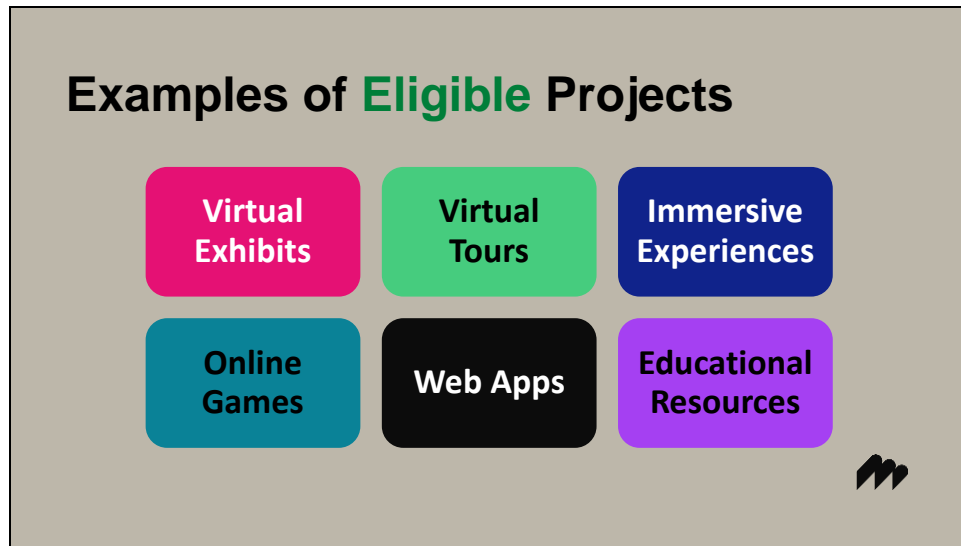
BRIGITTE

Projects must:

- Offer a complete online experience at launch, meaning that to meet your target audience outcomes fully, the project doesn't rely on content or features that would be added after the project is launched.
- Offer a rich experience accessible anywhere by a web browser, without specialized equipment (such as an Oculus headset)

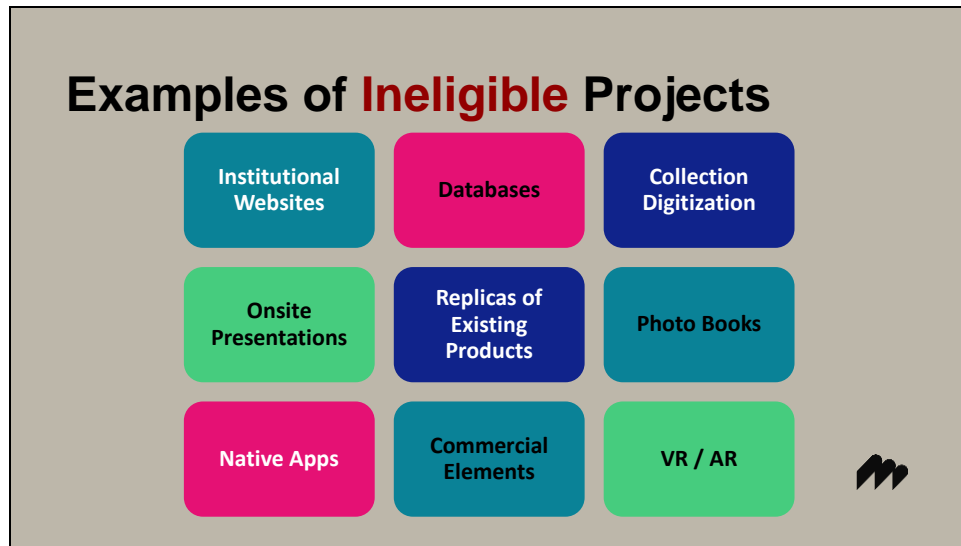
At minimum, the project must be available in English and French. You can also offer a multilingual experience such as offering the experience in an indigenous language.

Offering the project in multiple languages should be decided based on your audience and outcomes and based on what's feasible for you financially.



BRIGITTE

- Here are some examples of eligible projects for a DMC investment:
 - Virtual Tours
 - Immersive experience
 - Online Games
- You can look at some of these projects on our website under the section called “Funded projects.”



BRIGITTE

- These types of projects are not eligible for a DMC investment:
 - Databases – projects must offer a user experience
 - Onsite Presentations
 - Photo Books
 - Commercial elements such as an online store
 - Augmented reality (because you need to be onsite) and virtual reality (because to view online you need a specialised headset such as Oculus)

This said,

- Augmented reality and virtual reality as well as some onsite presentations and collection digitization can be included in the project, but DMC will not fund these elements and they need to be entirely covered by the organisation.
- If you include them in your proposal, the schedule & budget should clearly itemise who and when they would be worked on and demonstrate that you have the team capacity to develop them alongside the online project.

Top Tips

- Get inspired by other online projects
- Research your target audience
- Consult your community
- Plan and scope your project first
- Build a complete team
- Consult a web development agency for technical, accessibility and user experience questions
- Answer clearly, stay on topic and provide details

! Start early



BRIGITTE

Here are our top 8 tips to create a great proposal:

- Look at what other organizations and museums out there have produced as a source of inspiration and you can also look at our website section “Funded Projects.”
- Research your target audience and demonstrate that you know and understand your project’s audience
- Remember that the audience for your proposal is DMC Advisory Committee. You are writing them a love letter about your project.
 - Make it easy for them to score your project. Answer clearly, provide details and stay on topic. The committee evaluates each question as a whole.
 - Avoid common pitfalls and comments from the Committee such as:
 - “I don’t understand what they mean by”
 - “They don’t explain the relevance to their audience”
 - “Not clear why they chose this audience for their project”
 - “Not answering what they want the user to do and feel when on the site”
 - “Project not well scoped for type of experience proposed”
 - “Budget and schedule are too schematic to assess capacity to deliver”
 - “Missing how they will address accessibility, missing a UX Designer...”

We have added a “Tips” section to the DMC website here, a great go-to section:
digitalmuseums.ca/funding/digital-projects/?tab=proposal-questions-tips

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



BRIGITTE

Target Audience & Outcomes

- The key question here is “who is this project for?”
- Two of the most important elements of user-centered online projects are target audience and outcomes. These two elements should be defined at the very beginning of a project.
- User centered means that you focus the design, the experience, the content, the tone and style on what makes your target audience unique and on their characteristics.
 - Knowing your target audience and testing regularly with them during development will help you understand what they will want to do with your project and how they will use it.
 - Explain in your proposal why they are the right audience for your project and demonstrate that you know this audience well.
- Be bold and choose well defined and specific audiences.
 - General public is a non-audience. All Canadians is a non-audience.
 - Avoid defining too broad an audience.
 - User centred projects fail when they aim to engage with everyone.
- Examples of audience outcomes:

- Learning: “I liked seeing and really observing the dinosaurs walk along today’s roads, I learned how big and slow they were.”
- Making sense of something: “The photographs made everything come alive for us.”
- Changing attitudes or perceptions: “The experience made me realize that I do have rights, and I am allowed to express myself.”
- Enjoyment: “I was so surprised”; “I’m so inspired now, I want to ...”; “wow this was so much fun”

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



BRIGITTE

- Demonstrate what it is about your subject that matters to the community and to your target audience.
- For example:
 - Is it an untold or underrepresented story?
 - Does it fill a need from the perspective of your target audience?
 - Does it help change attitudes?

User Experience

How will your audience **interact** with your content?

What do they see, feel, hear, do?

- Content structure (thematic, chronological, etc.)
- Type of experience (immersive, documentary, exploratory, game, quest, etc.)
- User journey (flow and navigation)
- Mood & preliminary design ideas

! Create your project through a digital lens



BRIGITTE

- The user experience is the heart of your project and what will make your project a success with your target audience.
- Decisions about what type of digital experience to create for users are directly related to how the target audiences and outcomes are defined.
- Play to strength of online experiences and take advantage of what digital can offer that cannot be done in the physical world.
- For example:
 - Hyper zoom function that shows minute details of an object or a photograph or painting.
 - Immersive 360 experience with lots of interactions, putting the user in the shoes of an acrobat through Go-Pro camera.
 - Showing sites that are inaccessible.
 - Creating constellations that make all sorts of connections between people and places and stories, etc.

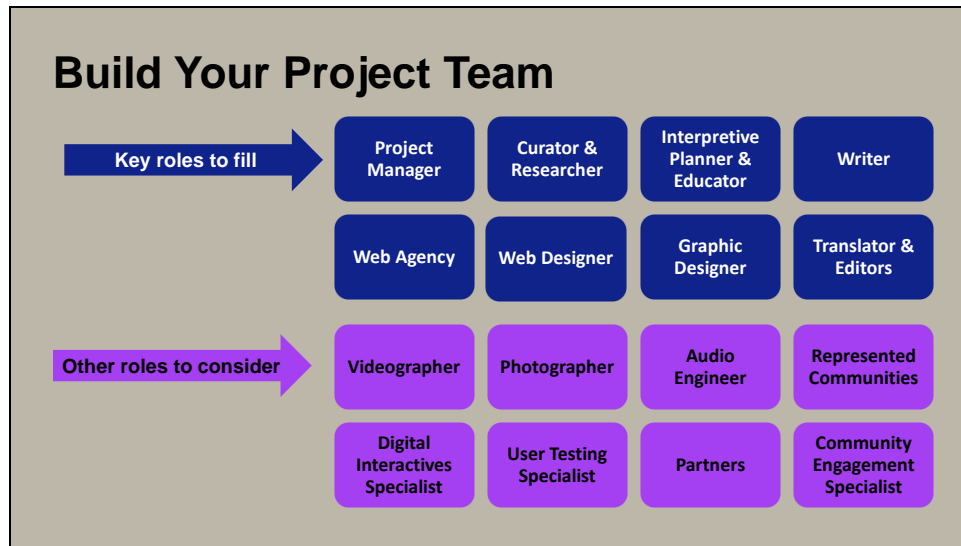
Accessibility & Inclusive Design

- At the heart of accessibility is the principle of inclusion
- Give all users the same quality of experience
- Adapt to users and situations
- ! Ensure your web development agency includes an **accessibility expert** that understands the *Web Content Accessibility Guidelines (WCAG)*
- ! **Read and share** the *DMC Technical Requirements* with all technical teams



BRIGITTE

- At the heart of accessibility is the principle of inclusion.
- Accessibility is not about checking a box -- it is about providing an equal experience and content that provokes emotions, fosters learning and meets your audience outcomes.
- Ensure your web development agency includes an accessibility expert that understands the *Web Content Accessibility Guidelines (WCAG)*.
- Read and share the *DMC Technical Requirements* with all technical teams.
- Plan for and build in inclusivity and accessibility from the start of design and content development.



BRIGITTE

Build what we call your “Dream Team.”


- Think of who you need to create the user experience and achieve the audience outcomes that you are envisioning, who has the capacity and the required competencies
- One person can play more than one role, but we do look at how this could impact the capacity to deliver.
- Each project is different but the proposal should clearly indicate any community engagement or consultation. It is important to involve any community who’s story you are telling.

Build a Detailed Schedule

The diagram shows a blue box labeled 'Establish' connected by a vertical line to three green boxes stacked vertically: 'Tasks', 'Time', and 'Resources'.

- Schedule reflects the scope and budget
- Each task:
 - is broken down and itemized
 - is ordered in a logical sequence
 - has a duration, start and finish
 - has a team member assigned

! Include 5 DMC Deliverables
! Include time for community consultation and audience evaluation throughout



BRIGITTE

Build a Detailed Schedule

- User experience (or scope), budget and schedule are related and need to speak to each other -- show this in your proposal.
- Give yourself enough time and resources (meaning people) to avoid scope creep and cost/time creep.
- Don't simply cut and paste the 5 DMC Deliverables in a document and add dates, that's not a good production schedule.
- Estimate the right amount of time for the tasks and distinguish the technical and the content tasks
- Assess your digital capacities. Are there any areas where you know you'll have a learning curve? Allow time for this.

Build a Detailed Budget


Ensure you

- Define costs
- Obtain estimates
- Confirm budget

Use our **template**

- Provide basis of calculations (number of hours, words, rates, tasks)
- Clearly indicate the **total value:**
 - DMC eligible costs of up to \$250,000
 - Your organization's financial / in-kind contributions
 - Other partners' or funders' financial / in-kind

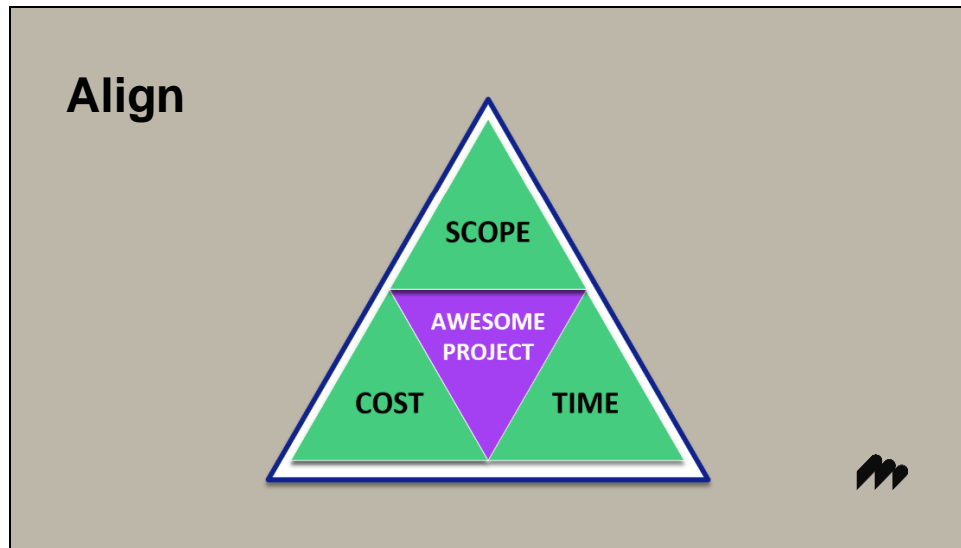
! Verify cost eligibility



BRIGITTE

- The template we provide can help guide your budgeting process. A good budgeting process will ensure that costs are defined, with verified estimates, ultimately confirming the budget.
- Use your own knowledge as well as comparisons with other projects.
- Because the project is over a couple of years, think about inflation and rising costs.
- Ensure that the budget clearly identifies the DMC funding ask, as well as the contribution from your organisation and any other source. We are looking for a budget that captures the total value of the project but clearly identifies what is requested from DMC and what has been secured by other means.
- Be sure that all costs are eligible. Consult eligible and ineligible cost on our website

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



BRIGITTE

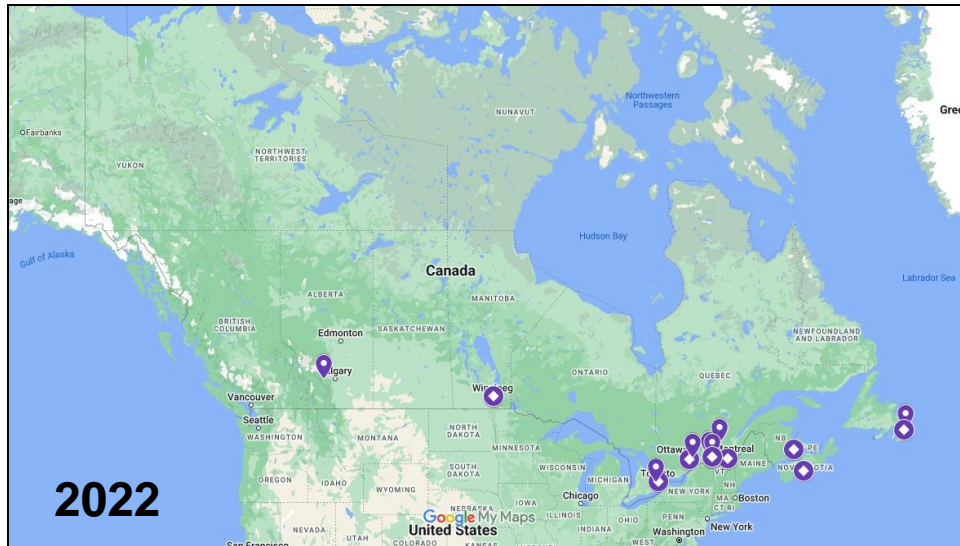
- Thinking about the scope of the project helps you determine the project boundaries, i.e., what it is and what it is not; how complex it will be; and will help you define the user experience that you can deliver with the people and the budget you can secure.
- Scope, cost and time need to align and are intertwined.



BRIGITTE

Here is a visual showing all the elements of a proposal. Make sure everything is connected and coherent in your proposal.

I am now turning the presentation over to Leah Resnick.



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 to apply**
September 29, 2023, 5 pm 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.

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 questions about whether your topic, subject or project would receive funding.

These are rated criteria evaluated by the independent [Advisory Committee](#) who 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



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:**

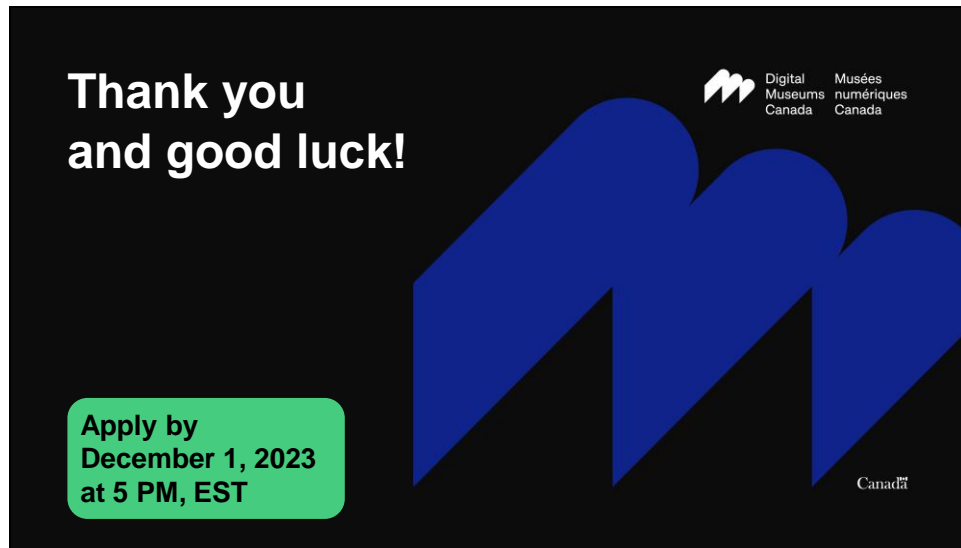
Alternatively, you can

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

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 26



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!