

## PRESIDENT'S MESSAGE



Welcome to 2021! With vaccinations on the horizon, we can all look forward with optimism that we can come back to

meeting in-person, sharing food, and gathering in the foreseeable future! If the vaccinations continue to be delivered, we are on pace to be vaccinated (if you choose) by September. It is a remarkable achievement of science to say that we are closer to receiving a vaccination than to the start of the pandemic at this point (it's been ten months since COVID-19 entered Saskatchewan).

What are you looking forward to the most once we can get together? For me, I cannot wait to attend a Network meeting in-person again, and enjoy the delicious foods with you all, and hear about your museums. The Board participated in the various virtual Network meetings in October, and we appreciated being able to connect with you all virtually. When we attend these Network Meetings, we use your feedback and discussion to understand the trends you are

experiencing at your museum in your area. As Saskatchewan has so many diverse museums and regions, we must learn about the successes and challenges to understand our members even better.

As we entered into a very mild Winter, many of us were pleasantly distracted from the COVID-19 talk with the blizzards in November and the municipal and provincial elections. The MAS office released an important infographic to show the importance of museums, heritage, and culture in our communities. Did you see a shift in your political representatives? Were you able to reach out to them to share the importance of your museum? Have you connected with a new political member as of yet?

The Board continues to meet virtually over Zoom, with a meeting in November to speak about the Fall Network Meetings and trends in the sector. Our Executive Director Review Committee has been updating the review process with a Human Resources Specialist to make it more transparent and easier for both the Board and Executive Director currently and for future members. Our Board Procedures Manual is also in the process of

being re-drafted, ensuring the Board has proper and accurate procedures for all Committees and positions. While it sounds like a lot of tedious paperwork, it has been great to make progress on these documents that can keep us moving along smoothly in case of an event. Risk Management is critical, and we have been using our time to set up future Board Members for success.

If what I wrote above sounds interesting or you want to be better at managing risk or learning policy governance, we encourage you to reach out to the MAS Office, as we would love to have you on the Board or one of our Committees. You don't have to be an expert on policy governance; we're looking for members who are open to learn and want to help serve our members. Our Board benefits from having members from all over our beautiful province.

The MAS Board & Staff Quarterly Report is published in July, October and January. The Annual Report is issued in May.

For more information, please contact us:  
mas@saskmuseums.org  
(306) 780 - 9279  
1-866-568-7386

# BOARD OF DIRECTORS

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**Merissa Scarlett**  
Regina

Vice President

**Tracene Harvey**  
Museum of Antiquities,  
Saskatoon

Past President

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Western Development  
Museum (WDM) Corporate  
Office, Saskatoon

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Diefenbaker Canada  
Centre, Saskatoon

**Karen Grenier**  
Hudson Bay Museum,  
Hudson Bay

**Kaiti Hannah**  
WDM Corporate Office,  
Saskatoon

**Vincent Houghtaling**  
Moose Jaw Museum & Art  
Gallery, Moose Jaw

**Katrina Howick**  
Moose Jaw

**Valerie Mulholland**  
Regina

**Andrew Whiting**  
Saskatoon

The MAS staff is continuing to run the bi-weekly Community Chats on Wednesdays at 10:00 am. The presentations will feature many different topics in the next few months, and we would love for you to tune in. Past Community Chats are also available online in case you missed a presentation!

Moving along through winter, if you or your museum are hosting virtual events and would like a Board Member to attend, please reach out through the MAS Office, and we'll do our best to attend. Remember – the next AGM is on June 4th, 2021 - don't forget to mark your calendar to save the date!

On behalf of the Board, thank you all for your continued support for MAS. Enjoy the mild winter weather!

- Merissa Scarlett, President – MAS

## OFFICE REPORT

“Hope is important because it can make the present moment less difficult to bear. If we believe that tomorrow will be better, we can bear a hardship today.”  
– Thich Nhat Hanh

Fall has come and gone, and we've said goodbye to 2020. Read on and see some of the things we were doing between October 1st and January 1st.

## COMMUNITY LEADERSHIP SaskCulture

Wendy Fitch, Executive Director (ED), attended the regular, monthly Eligible Organization meetings in October and November (virtually), where participants could share concerns and opportunities presented by the pandemic.

In other SaskCulture news, the Museum Grant Program (MGP) was offered as an Interim grant for this year only in recognition that the pandemic has put considerable stress on applicants already, and the addition of a full grant application would not be helpful. The application process was very similar to the one followed last year - the second/interim year of the previous 2-year grant. If you have any questions regarding the MGP, you can contact Catherine Folstad at SaskCulture: [cfolstad@saskculture.ca](mailto:cfolstad@saskculture.ca)

## STAFF

**Wendy Fitch**  
Executive Director

**Brenda Herman**  
Director of Finance

**Dan Holbrow**  
Program Director

**Sarah Durham**  
Museums Advisor

**Em Ironstar**  
Community Engagement  
Coordinator

**Terri Morris**  
Administrative Assistant

## Canadian Museums Association

The ED has continued to be involved in activities at the national level during this reporting period. This activity has included participating in three Canadian Museums Association (CMA) committees, including a National Museum Policy Working Group, which seeks to provide input to the Department of Canadian Heritage's revision of the 30-year-old policy. This national-level work is essential as federal museum funding is based on the Museum Policy, and until it is updated, the funding through MAP, etc., is unlikely to change. The ED also participated, virtually, in the CMA's Special General Meeting in early December. The special members meeting was necessary to amend the bylaws to expand the number of board members from 8 to 11. Hopefully, this will enable CMA to ensure a more representative board.

## Museums for Me Consortium

The Museums for Me Consortium is a project to determine the value and meaning of museums to Canadians. This multi-year research-based project is led by the Alberta Museums Association (AMA). It is expected to result in a much better understanding of what museums mean to the public, which will assist in advocacy activities at all levels. MAS participates on the steering committee and will assist in promoting project surveys and facilitating focus group sessions, which will take place during the research phase.

The ED is also a member of a working group made up of the CMA, Association of Nova Scotia Museums, British Columbia Museums Association, and Ontario Museums Association to develop a virtual panel presentation on museums and social justice – the myth of museum neutrality. This session will likely take place at the CMA conference in May 2021.

## Networks

Most of the Networks chose to hold Fall Network Meetings virtually via Zoom in October. MAS staff were in attendance, along with a Board member. If you want to be a part of a Network or want to know more about the program, contact the MAS office at [mas@saskmuseums.org](mailto:mas@saskmuseums.org) or Em Ironstar at [community@saskmuseums.org](mailto:community@saskmuseums.org).

## CAPACITY DEVELOPMENT

### Courses and Workshops

Three Certificate Program Courses were held during this fall – Research, Museums & Education, and Collections Management. All of the courses were offered online, and all had reached full capacity before courses began in September. As a result, the staff is looking into the possibility of a winter series. Watch for news in E-Phemera.

## Advisory

Sarah responds to advisory requests via email and has offered to meet with members via Zoom as required. She continues to work with four new members of SaskCollections. She is also in the process of reviewing and revising Standards for Saskatchewan Museums.

MAS program staff meet regularly with their colleagues across the country to look for ways to share ideas and look for opportunities to collaborate on projects that could mutually benefit all partners.

As always, we would like to hear from you about your museum development needs. You can fill out the course request form or if you have any ideas or training requirements, or any questions about our education programs, contact Dan at [programs@saskmuseums.org](mailto:programs@saskmuseums.org).

## MARK YOUR CALENDARS

for the 2021 MAS  
Annual General  
Meeting

**June 4, 2021.**

# COLLECTIVE VOICE

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The Community Engagement Coordinator continues her evaluation of the current MAS membership program, including informally surveying the other Provincial & Territorial Museums Associations on how their membership programs compare to ours. This membership engagement strategy and review is part of our regular evaluation activities.

MAS conducted a follow-up Saskatchewan Museums and COVID-19 survey in October to collect data relating to the actual effects of the pandemic on museums during the summer – the period where they are most active and generate the most revenue. A survey report will be available on the MAS website very soon. A key take-away for us is the need for professional development training and resources to assist members as they transition to providing more digital programming to their audiences. MAS will incorporate these results and recommendations into our 2021-2022 operational plan.

## Advocacy

In advance of both the provincial and municipal elections, advocacy materials were provided to members outlining potential questions they could ask candidates along with a revised State of Saskatchewan Museums infographic where we were able to use data from the 2019 Heritage Institutions Survey Report. We also sent a separate email to all of the provincial election candidates, which contained the infographic and general information

about MAS and SK museums. It isn't possible to send similar information to all municipal candidates because there is no central database to draw from.

The ED participated in a meeting on October 21st with the CMA/PTMAs and the statistician for the Department of Canadian Heritage to review the 2019 Heritage Institutions Survey Report. The group identified several trends, including the significant increase in the number of visits to museums both in-person – 41% increase since 1st survey in 2011, and 90% increase in online visits over the same timeframe. Also, non-profit heritage institutions generated over 2.6 Billion nationally in revenue – a 5% increase since the last survey (2015). In Saskatchewan, heritage institutions generated almost \$77mil in revenue and employed approximately 1,500 people. As well, 14,000 people volunteered over 35,000 hours in Saskatchewan heritage institutions.

A final meeting with the PCH staff discussed the Museum Assistance Program (MAP) Emergency Funding program on November 3rd. Of the 52 million allocated, all but 18.5 million was dispersed in a two-month period, which is impressive given MAP's usual timeframes. Overall, 97% of the over 1,300 applicants received funding, with the majority of the remaining 3% ineligible due to a lack of collections – a key criteria. 6% of those funded received either \$1,000 or \$2,000, which meant they had a budget of under \$10,000. 40% of applicants were new to the Department, while 70% were new to the MAP program.

In Saskatchewan, 89 institutions received funding. Out of these,

82 were MAS members, with 8 having budgets under \$10,000. The total amount allocated to all 89 institutions was \$1,330,923, with an average grant of \$14,954. We will be sending out the call

## Awards

for nominations for the 2021 MAS Awards shortly. While it has been a very unusual year, we want to celebrate the ways MAS members have adapted to the difficult circumstances presented by the pandemic.

For more information about the MAS Awards program, contact Em at [community@saskmuseums.org](mailto:community@saskmuseums.org).

## OPERATIONS

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The MAS staff will continue to work remotely, with some people going into the office part-time as necessary. MAS will re-evaluate the situation regularly, and appropriate protocols are in development in advance of a return to the office.

## Planning

All staff participated in the 6-month operational plan review and undertook the six-month budget projections process in October. The MAS team is currently working together to develop the operational plan and budget for the 2021/22 fiscal year.

## Holidays

The MAS office was closed from December 24th until January 4th so staff could take a well-deserved break.

## Events

Community Chats continued to be conducted bi-weekly with all staff attending. You can view a playlist on YouTube of all the [previously recorded Community Chats](#).

MAS staff attended the following virtual events during this quarter:

### OCTOBER

- Museums & Education online course begins
- National Trust virtual annual conference - Wendy
- SK Polytechnic Tourism Class presentation – Wendy
- ECO meeting – Wendy
- National Trust – National Council meeting – Wendy
- CMA/PTMAs meeting with PCH Statistician re 2019 Heritage Institutions survey results – Wendy
- SWDSCR Culture Gathering presentation – Wendy
- Equity, Diversity & Inclusion for Museums Working Group – Wendy
- SaskCulture hosted meeting with the Ministry of Trade & Export Development for an update on the ReOpen Saskatchewan plan and cultural sector - Wendy
- Community Chat (2) – all staff
- Network meetings (6) – Em, Sarah, Wendy

### NOVEMBER

- Collections Management online course begins
- CMA/PTMAs meeting with MAP staff – update on emergency fund – Wendy
- National Trust/National Council meeting with Parks Canada re: new heritage places legislation – Wendy
- Volunteer Canada session – Volunteer Lens of COVID-19 survey results – Wendy
- Eligible Cultural Organization meeting – Wendy
- Community Engagement & Research Unit University of Regina (U of R) session – Equity, Diversity & Inclusion – the Essentials - Wendy
- Equity, Diversity & Inclusion for Museums Working Group – Wendy
- U of R Living Heritage Research Hub session – Importance of Past and Present for a Future – Wendy
- Board meeting – Wendy & Brenda

### DECEMBER

- National Trust Heritage Sector/Insurance Issues – Wendy
- CMA Special General Meeting – Wendy
- CMA/PTMAs meeting – Wendy
- Community Engagement & Research Unit (U of R) session – Equity, Diversity & Inclusion – Implementation – Wendy

In addition, several staff members have also taken the opportunity to attend a variety of informative webinars.

E-Phemera has been completed and distributed as scheduled along with a variety of additional group emails on topics of interest.

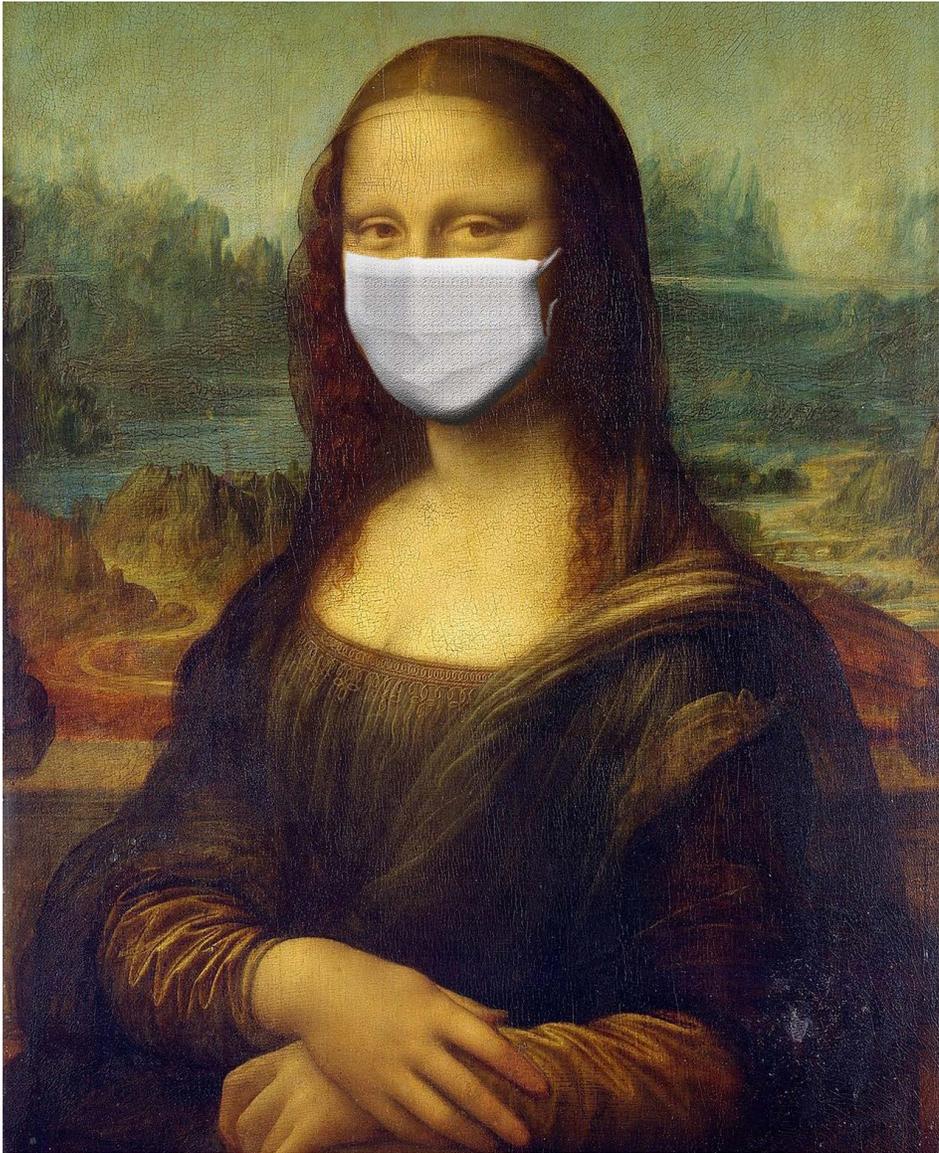


Image by [Sumanley xulx](#) from [Pixabay](#)

## SOCIAL MEDIA STATS



Twitter Followers

**1,791**

up from 1,775



Instagram Followers

**643**

up from 615



Facebook Followers

**1,024**

up from 994



Website Visits

**50,000**

Sessions

Oct. 1 - Jan. 1



Watch Time

**31.6** hours

Video Views

**202**

We gratefully acknowledge the support of:

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CONTACT US!

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MAS respectfully acknowledges that we are situated on Treaty 4 territory, traditional lands of Saulteaux, Cree, Dakota, Lakota, and Nakota peoples, as well as the homeland of the Métis.