

PRESIDENT'S MESSAGE



Welcome to 2022! As we enter month 22 of living with the Covid-19 pandemic, I look back on 2021 with the realization that our

sector is resilient, adaptable, and important for keeping these pandemic stories preserved for the future. The network meetings were held over Zoom, and for the Board, the trends we observed were that a lot of our members were able to continue to fundraise, host visitors in-person and in new ways, and there is a lot of discussion on integrating digital with physical visits for the future. I feel very optimistic for our members moving into 2022 and beyond, as you have all learned so much and put in a lot of effort to continue to be there for your communities and beyond. What are you looking forward to the most in 2022?

Last year, I mused that I would be attending a Fall Network meeting in-person again, as I love seeing people face-to-face and having a warm lunch. While the meetings were digital, the positive attitudes we all heard from the various networks was a common theme.

Many of you took advantage of the time to do the crucial behind-the-scenes work, such as: refreshing exhibits, catching up on collections documentation, capital projects, etc. Some of you hosted fundraisers online or over social media, raising more money than you have ever in the past! Many of our smaller members that were open saw visitation levels rebound to almost pre-pandemic levels too. Our larger members are still seeing a lower amount of visitors but seeing better attendance at virtual events. My hope for 2022 is to attend Network meetings in-person again, so my fingers and toes are crossed it will be safe to do so.

I attended, along with several other Board Members, the "Getting Real about Reconciliation" Virtual Symposium, hosted by Heritage Saskatchewan and MAS in November and truly learned a lot about current efforts within the heritage sector on reconciliation. Truth and Reconciliation is a topic that continues to evolve and symposiums allow us to learn from the successes of others in our sector to further efforts in reconciliation.

The MAS staff is continuing to run the bi-weekly Community Chats on Wednesdays at 10:00am. There are many different topics being presented in the next few months, and we would love for you to tune in. Past presentations are also

available on YouTube in case you missed one, or want to learn about other topics. I also know they're looking for presenters, so if you have a topic you would love to share, please reach out to Amber Hanover, the new Community Engagement Coordinator at MAS.

At our October Board Meeting, the Board received Wendy Fitch's resignation as Executive Director. While the Board accepted her resignation, it was not without some mixed feelings. Her extensive years of service and commitment to MAS and the Saskatchewan heritage community have earned her a well-deserved retirement. Wendy has been a great leader for MAS over the past 10 years, and she is going to be missed deeply at our Board Meetings. Wendy has been with MAS since 1986, when she joined as the first Museums Advisor. She was quickly embraced by our members due to her knowledge and relatable personality.

In 2012, she became the Executive Director, leading the organization

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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for the past decade. In 2020, she received the CMA's Award of Distinguished Service for her contributions to the Canadian Museum Sector. Wendy has advocated for Saskatchewan museums at all levels of government, always ensuring the smaller members were represented as much as the larger institutions. Staying on top of trends affecting museums, and ensuring our members were supported throughout the years has been one of Wendy's many strengths.

Currently, the Board of Directors is searching for a new Executive Director alongside Wendy and an HR Consultant. The job posting is available until January 30th, and we will be interviewing candidates in February. Wendy and the Board are committed to making this transition as smooth as possible. While the news has been bittersweet, we're excited for Wendy to be moving into retirement and starting her next chapter of her life. A huge thank you goes out to Wendy for everything she has done and continues to do for MAS and the Board. We wish her the all the best!

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. Don't forget to mark on your calendar that the next AGM will be held in Estevan on June 10th, 2022.

On behalf of the Board, thank you all for your continued support for MAS.

- Merissa Scarlett, President – MAS Board of Directors



OFFICE REPORT

We said goodbye to Em Ironstar at the end of September when she left MAS to become the new Executive Director of the Saskatchewan Arts Alliance. We're going to miss her but know she'll do a great job with SAA.

In late October we welcomed our new Community Engagement Lead – Amber Hanover. Amber comes with a wealth of knowledge and experience and is settling into her new job very well.

Finally, it's true that I will be retiring later this spring but to paraphrase Monty Python – "I'm not gone yet!" so read on and see some of the things we were doing between October 1st and January 1st.

“*Don't be dismayed at goodbyes. A farewell is necessary before you can meet again. And meeting again, after moments or lifetimes, is certain for those who are friends.*”
- Richard Bach

STAFF

Wendy Fitch

Executive Director

Brenda Herman

Director of Finance

Dan Holbrow

Program Director

Sarah Durham

Museums Advisor

Amber Hanover

Community Engagement Lead

Terri Morris

Administrative Assistant

COMMUNITY LEADERSHIP

SaskCulture

The Executive Director attended SaskCulture's regular Eligible Cultural Organization meeting in November (virtually) where participants could share concerns and opportunities presented by the pandemic. It was noted that 2020 was a record year for lottery sales and that the first half of 2021 also showed very good sales numbers. This is important because it ensures stable funding through Saskatchewan Lotteries Trust to both MAS and those members accessing SK Lotteries funding through other programs most notably the MGP.

In other SaskCulture news applications for the full MGP were accepted until the grant deadline of December 1, 2021. Any questions regarding the MGP should be directed to Catherine Folstad at SaskCulture: cfolstad@saskculture.ca

The MAS ED met, virtually, with Dennis Garrick, SaskCulture Outreach Consultant, to provide him with an update on MAS programs and activities. This is a regular activity and part of the operational funding process SaskCulture administers on behalf of Saskatchewan Lotteries Trust.

CMA & PTMAs

The ED has continued to be involved in activities at the national level during this reporting period. This has taken the form of meetings with the colleagues from the other Provincial/Territorial Museums Associations. An important topic of discussion was the CMA Reconciliation project. This project

is in answer to the TRC Call to Action #67:

"We call upon the federal government to provide funding to the Canadian Museums Association to undertake, in collaboration with Aboriginal peoples, a national review of museum policies and best practices to determine the level of compliance with the United Nations Declaration on the Rights of Indigenous Peoples and to make recommendations."

This has been a multiyear project which will be concluding in 2022 with a report and 'toolkit' which we look forward to seeing on the new year.

Museums for Me Consortium

This is a national project to determine the value and meaning of museums to Canadians. This multi-year research-based project is led by the AMA and 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 during the research phase. Watch the MAS website: www.saskmuseums.org for more information about this important project.

Networks

Most the fall Network Zoom meetings was held virtually in October. MAS staff were in attendance along with a Board member. As well, we hosted the first Ecomuseum Network and the first Galleries Network meetings this quarter.

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 or Amber Hanover at community@saskmuseums.org

National Trust - Heritage Reset Project

The National Trust for Canada, is undertaking this multi-year project which is looking at better understanding the connection between Canadians and Heritage Places (historic sites, landscapes, traditional landscapes). The finding of their national survey was recently produced and will be give insights into who the current and potential 'audiences' for heritage places are and how to better engage with them. MAS has been supporter of this the project since its inception.

These two projects are running parallel and will both provide valuable resources to the Saskatchewan museum sector.

MARK YOUR CALENDARS

for the 2022
**MAS Conference
& Annual
General Meeting**
to be held in
Estevan
June 9-11, 2022

Currently, an in-person conference but if necessary it will be virtual.

CAPACITY DEVELOPMENT

Courses and Workshops

Two Certificate Program Courses were successfully held during this fall – **Museums and Community** and **Marketing the Museum**. both were offered online – one on our regular online platform and one as a 2-day ZOOM class.

As well, MAS offered three Special Topics workshops, virtually, this quarter:

Introduction to Digitization, in partnership with CCI – Instructor Ern Biemann,

Art Handling – Instructor Edith Skeward,

Rethinking Prairie Histories, in partnership with SCR Districts – Instructor Dr. Sheelah McLean

The Introduction to Digitization webinar series was offered in partnership with the Canadian Conservation Institute. It took place over three sessions on November 8, 15, and 22. Participants examined topics such as flatbed scanning, the long-term preservation of digital images, scanning workflow, identifying and resolving common scanning problems, analog and electronic audio and video media, basic concepts for digital audio and video formats, recording specifications, and preservation formats.

We also offered an Introduction to Art Handling and Storage webinar on October 14 and 15. It introduced gallery staff and volunteers to best practices in handling and displaying artwork, ensuring that artwork is stored safely and accessibly, and

conservation considerations in art exhibitions.

The Rethinking Prairie Histories online session was offered in partnership with the Districts for Sport, Culture, and Recreation on November 19. In this session, participants examined the stories they are told about the history of the prairies and how those stories shape their worldview and understanding of inequality. Participants investigated their own social locations within this history and discussed strategies for creating solidarity and allyship across between people with different cultures, histories, and experiences

The Spring Education Calendar will be posted on the MAS website in January.

Training Support Programs

This quarter one Governance Support program session was provided virtually to the SK Railway Museum. For more information about the Training Support Programs or to request a session contact Dan at programs@saskmuseums.org

Heritage Symposium

MAS partnered with Heritage Saskatchewan to hold the Getting Real About Reconciliation Symposium 2nd and 3rd.

- The keynote facilitated discussion was between Chief Cadman Delorme (Cowessess First Nation), Dr Cody Groat (Western University), and Dr Gerald Pocius (Cape Breton University).

- Covid-19 Culture: A Living Heritage Project about the

Pandemic in Saskatchewan moderated discussion with 3 project participants.

- Spark session highlighting a few tangible reconciliation

Advisory

Sarah is responding to advisory requests via email and has offered to meet with members via Zoom as required. She continues to work with the new members of SaskCollections. Many of her queries this quarter related to the MGP which shouldn't come as a surprise given the application deadline of December 1. If you have a museum question you can contact Sarah at: advisor@saskmuseums.org

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 of mutual benefit.

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.



COLLECTIVE VOICE

The new Community Engagement Lead, Amber Hanover, is hard at work with MAS. Currently, she is working on updating the website and our social media platforms, as well as, preliminary conference planning, the Awards program and Network coordination along with producing E-Phemera and hosting the Community Chats. You can get in touch with Amber at community@saskmuseums.org

Advocacy

The ED participated in a meeting November 30th with the other provincial/territorial museums associations (PTMAs) to discuss how best to implement an advocacy strategy with a new Minister of Canadian Heritage. There was also discussion of the status of the CMA Reconciliation project.

The CMA/PTMAs Executive Directors were invited to a meeting with the Department of Canadian Heritage to hear the results of their recently completed Arts and Heritage Access and Availability public survey. This survey is conducted every 3-5 years to track Canadian's attitudes, values and behaviours associated with arts and heritage. "The survey measures overall arts and culture attendance in Canada and the average Canadian's recognition of the arts. Results of this survey also enable the Department to ensure its programs continue to respond to and report on the behaviours and preferences of Canadians. As well, the Department's programs are operating in a context in which new technology and developing platforms, the COVID-19 pandemic, and the responsibility to promote an inclusive society, are key drivers.

Now, when the world is undergoing the global effects of the COVID-19 pandemic, it is especially important to assess shifting attitudes and behaviours which affect the arts sector." The full report can be found here: https://bit.ly/POR_101-20



Canadian
Heritage
Patrimoine
canadien

Events

Community Chats continued to be conducted bi-weekly with all staff attending. Past Community Chats can be viewed on the MAS YouTube channel <https://bit.ly/saskmuseums-youtube>

OCTOBER

- Art handling Workshop (virtual)
- Museums & Community online course begins
- Board meeting – Wendy, Brenda
- Ecomuseum Network – Dan
- Sovereign Volunteer Medal presentation (in-person) – Wendy & President
- SW District Cultural Gathering virtual presentation - Dan
- Reconsidering Museums Consortium meeting - Wendy
- Community Chat (2) – all staff
- Network meetings (9) –Sarah, Wendy, Dan

NOVEMBER

- Marketing the Museum course via Zoom
- Heritage Symposium: Getting Real about Reconciliation (virtual) – Wendy, Sarah, Dan
- Lt. Governor's SK Heritage Awards ceremony (in-person) – Wendy & President
- Introduction to Digitization – partnership with CCI – Sarah
- Training Support – Governance – SK Railway Museum – Dan
- ECO meeting – Wendy
- Reconsidering Museums Consortium meeting – Wendy
- Rethinking Prairie Histories- partnership with Districts - Dan
- PTMAs meeting – Wendy
- Network meeting (1) Wendy, Sarah

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

OPERATIONS

The MAS staff will continue to work remotely with some staff going into the office part of the time as necessary. The situation will be reevaluated on a regular basis and appropriate protocols developed when its safe for everyone to return to the office.

Planning

Currently, staff is the work to finalize the operational plan and budget for the 2022/23 fiscal year.

SOCIAL MEDIA STATS

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



Twitter Followers
1,819
up from 1,806



Watch Time
24.8 hours
Video Views
285



Instagram Followers
841
up from 786



Facebook Followers
1,386
up from 1,345

We gratefully acknowledge the support of:

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DECEMBER

- National Trust Heritage Reset Project partners meeting – Wendy
- PTMAs meeting - Wendy
- Board meeting – Wendy
- National Trust – COP26 & Climate – Wendy
- Galleries Network meeting – Sarah
- Dept. of Can. Heritage – Arts & Heritage Access Survey report meeting - Wendy
- Reconsidering Museums Consortium meeting – Wendy

Holidays

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



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Website Visits
12,000
Sessions
Oct.. 1 - Jan. 1

CONTACT US!

Phone:
(306) 780-9279

Toll-Free in SK
(866) 568-7386

Email:
mas@saskmuseums.org

424 McDonald Street
Regina, SK S4N 6E1

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.