

MAS Stickers of Excellence 2024

Standards based recognition of achievement in Saskatchewan museums.

The Museums Association of Saskatchewan (MAS) wishes to celebrate the excellent work within our membership and to help encourage tourism and community pride.

MAS member museums are invited to submit applications for recognition, with accompanying evidence, for evaluation. The evaluation criteria are based on the [Standards for Saskatchewan Museums, Sixth Edition](#) three main pillars: Governance and Management, Collections, and Communications, as well as recognition of work on Reconciliation and IDEA (Inclusion, Diversity Equity & Access).

Applicants will be notified by MAS via email once the application(s) has been processed, and whether they meet the criteria to receive a “Sticker of Excellence”.

**Please be aware this is a pilot year for MAS Stickers of Excellence, and that limitations on applications or deadlines may change due to capacity.*

Communication: Programs

[Standards for Saskatchewan Museums](#), Collections, Communication, “Public Programming” (pg. 99-104).

Public programs reflect the museum’s mission and mandate and are expressed through a wide range of activities. They involve the community in museum activities and provide opportunities to share information and create meaning.

Public programming should be educational and engaging. It provides opportunities for the sharing of information. Public programming can also extend outside of the museum’s walls. It can include being part of community sponsored activities (such as parades or festivals), citizen science activities (such as public bird counts or school groups collecting data from their community), in-class school workshops (where museum personnel go to schools to deliver programming), and activities lead by the museum (such as nature or historical walks of the area).

Evaluation metrics: Grading scale 1(Poor) - 5(Excellent) for each point of evaluation (5):

- **Programming Policy:**

1. The museum has Public Programming Policy:
 - Has and utilizes a written manual outlining programming activities and procedures;

- Training is provided for paid and volunteer staff to ensure they present valid information about the museum's mandate and collection;
 - Ensures that public programming activities do not present risks to artefacts, buildings, displays, participants, or museum personnel.
 - The programming policies include a commitment to reflect the cultural diversity of the community it serves;
- **Variety of Delivery Formats:**
2. The museum ensures public access to its programs through the development, implementation, and evaluation of a variety of programming options that address the needs of different audiences and learning styles:
 - Has a designated space for programming/workshops;
 - School programs are developed for specific age groups or educational levels;
 - Extends its public programming reach by providing outreach opportunities;
 - Delivers programs and services using the variety of technology tools most appropriate to achieve the goals and objectives of the program;
 - Plans, implements, and evaluates a coordinated marketing strategy;
 - Utilizes social media;
 - Maintains an accessible website that provides information on exhibitions, both physical and virtual, and information on programming opportunities and educational materials (descriptions, worksheets, teacher guides, etc.) available for download.
- **Diversity of Target Audience:**
3. The museum ensures that programming includes a commitment to reflect the diversity of the community it serves:
 - Programs are adaptable to address the needs of participants (age, ethnicity, engagement, area of interest, etc.);
 - Makes a continuous effort to reflect its communities' diversity in its programs and services, involving community groups in the planning, implementation, and evaluation of programs and services;
 - When developing programs and services on cultural topics it does so in close consultation with those cultural groups and compensates the consultants appropriately.
- **Inclusion, Diversity, Equity, and Accessibility (IDEA)/ Justice, Equity, Diversity, and Inclusion (JEDI):**
4. The museum is sensitive to issues related to traditional knowledge, diverse belief systems, cultural experiences, and appropriation:
 - Takes a collaborative approach to the development of programs and services:
 - Develops and implements programs and services that are relevant to culturally diverse visitors;

- Builds relationships with community groups and involves community groups in the planning, implementation, and evaluation of programs and services, with compensation;
 - Indigenous content, stories, and traditions are only taught in programs by the Indigenous community or in direct collaboration with the Indigenous community.
- **Supports Exhibitions and Missions Statements:**
5. All public programming reflects the museum's mission and mandate:
- The museum ensures public access to all by providing services that enhance the visitor's experience;
 - Reviews their programming annually, incorporating feedback to continue to strive towards providing successful programming;

Examples of evidence for evaluation include:

- Program Policy;
- Samples of programs run in past year (online, in-person, onsite, offsite, etc.);
- Links to website, social media posts, downloadable resources;
- Clear statement on audience these programs serve;
- Overview and outcomes of courses proposed/offered;
- MOUs/Letters of Support from partner organisations/community groups;
- Evaluations;