

MAS Stickers of Excellence

Standards based recognition of achievement in Saskatchewan museums.

Introduction

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).

Recognition

Successful applicants will receive a window decal sticker to proudly display, along with a virtual sticker for their website and online promotion in the 2027 year. All recipients will be announced to Tourism Saskatchewan, and MAS will acknowledge annual successful candidates on a dedicated page of our website <https://saskmuseums.org/>.

How to Apply

Applications will be accepted online only, and will be adjudicated by MAS staff against the evaluation criteria and support material submitted. Evidence of evaluation can be attached to the online form, and can include documents, videos, photos, social media, direct links to websites, or any other documentation that supports the criteria.

You may apply for one or more areas of evaluation as you feel your organization meets. Each area for application of recognition will require a separate application.

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”.

Term & Renewal

This recognition is awarded for a two-year term. To ensure ongoing alignment with standards, recipients are required to submit a new application every two years to renew their sticker.

Areas of Evaluation:

- **Reconciliation**
- **Diversity and Inclusion**
- **Management**
- **Collections: Collections Management**
- **Collections: Conservation and Storage**

- **Collections: Research**
- **Communication: Exhibits**
- **Communication: Programs**

Reconciliation

[*Standards for Saskatchewan Museums*](#), Governance and Management, “Reconciliation” (pg. 19-20).

Museums must understand their role and obligations when it comes to reconciliation. The Truth and Reconciliation Commission of Canada (TRC) defines reconciliation as an ongoing process of establishing and maintaining respectful relationships. A critical part of this process involves repairing damaged trust by making apologies, providing individual and collective reparations, and following through with concrete actions that demonstrate real societal change.

Accepting UNDRIP means supporting the right to Self-Determination for Indigenous peoples. In a museum context, this means equal voice and equal control in how Indigenous stories are told. There should be a commitment to telling Indigenous stories, and Indigenous communities are to be consulted, acknowledged, compensated, and fully involved in how these stories are shared.

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

- **UNDRIP:**

1. The [United Nations Declaration on the Rights of Indigenous Peoples](#) (UNDRIP) has been officially adopted by the museum as a framework for reconciliation (for example):
 - Institutional Policies in the spirit of UNDRIP and reconciliation;
 - Formalized processes to ensure Indigenous access to collections.

- **Land Acknowledgments:**

2. The museum has an official Land Acknowledgment which is used in all their formal communications (as examples):
 - Offered before events, on institutional websites, social media biographies, and email signatures;
 - Exhibitions, whether permanent, temporary, travelling, or virtual, clearly state the treaty or unceded territory in an acknowledgement panel.

- **Exhibits:**

3. The museum has dedicated exhibition space (permanent, temporary) for telling the full range of Indigenous stories and histories from pre-contact to present day (including residential school systems), which were developed (or revised) with Indigenous involvement and consent:

- The museum uses inclusive and appropriate language and terms in all exhibit and programming materials.
- **Programming:**
- 4. The museum has Indigenous programming dedicated to Indigenous content, which has been created and is delivered with Indigenous involvement and consent (“Nothing about us without us”):
 - The museum publicly acknowledges Indigenous peoples and their histories;
 - Recognizes the need to integrate tangible and intangible aspects of heritage.
- **Indigenous Involvement:**
- 5. The museum actively encourages and supports the involvement of Indigenous people in museum activities and operations (as demonstrated through):
 - The museum ensures the full participation of Indigenous people in the planning, development, and production of exhibitions about Indigenous items, stories, and culture;
 - Indigenous peoples are actively involved in the management and governance of the museum;
 - Dedicated paid Indigenous positions;
 - Evidence of partnerships with Indigenous communities;

Examples of evidence for evaluation include:

- Video walk-through of exhibitions;
- Thorough writeup of exhibitions;
- Breakdown of the percentage of exhibition space dedicated, permanent and/or temporary;
- Letters of support;
- Testimonials;
- Policies and Bylaws;
- Contracts.

Diversity and Inclusion

[*Standards for Saskatchewan Museums*](#), Governance and Management, “Diversity and Inclusion” (pg. 20-22).

Diversity describes one aspect of inclusiveness: the extent to which an organization has people from diverse backgrounds or communities involved as board members, staff, and volunteers. Museums must reflect the diversity of their community. Representation impacts equity and accessibility.

There are many arguments for building inclusion strategies into your museum, but the biggest incentive should be the sustainability of your museum into the future.

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

- **Inclusion, Diversity, Equity, and Accessibility (IDEA) Statement(s):**

1. The museum has a formal statement outlining its commitment to inclusion, diversity, equity, and accessibility (IDEA):
 - Equity statements are available to the public;
 - The museum is committed to recruiting diversity and is accommodating to its community and visitors;
 - Embraces diversity, equity, accessibility, and inclusion, and strives to make their programs and collections accessible to all audiences;
 - Able to understand the issues surrounding discrimination and being able to learn to accept and celebrate cultural differences.

- **Adopted MAS Safer Spaces Statement:**

2. The museum strives at all times to be a safe space for all personnel and visitors:
 - Is a welcoming space for the diversity of the community the museum serves;
 - Ensure culturally responsive, anti-oppressive, and anti-discriminatory behaviours of board, staff, and volunteers for an inclusive experience for visitors.

- **Community Relevance:**

3. The museum is a welcoming space for the diversity of the community the museum serves:
 - Has a written plan that specifies the communities it serves and how it will engage its community, including those who are underrepresented;
 - Nurtures ongoing relationships with other community groups, private and public organizations, and individuals to obtain input in the planning, implementation, and evaluation of museum operations;
 - Carries out its activities as part of a broader community and contributes to community events.

- **Accessibility:**

4. The museum contributes to community development and is committed to providing equal access for all to the programs and services offered (for example):
 - Accessibility (physical, cognitive, sensory, intellectual) awareness of how their audience interacts with them, and what possible barriers may exist;
 - Physical building access;
 - Exhibit access, the ability to engage diverse populations, including different ages, people with disabilities, 2SLGBTQIA+, Indigenous, Black, People of Colour, and Newcomers;
 - Programming that is relevant to serving the demographic of the community;

- Cultural awareness and anti-racism education and training opportunities are provided to Board, staff, and volunteers;
- **Representation:**
- 5. The museum actively encourages and supports the involvement of diverse communities in museum activities and operations (for example):
 - Active communication with diverse community groups (people with disabilities, 2SLGBTQIA+, Indigenous, Black, People of Colour, and Newcomers);
 - Diverse representation on the Board, staff, and volunteers;
 - The museum's collection management practices support inclusion and reconciliation.

Examples of evidence for evaluation include:

- Video or photographs of building(s) and exhibition spaces;
- Policies and Equity Statements;
- Testimonials;
- Letters of support;
- Contracts of partnerships;
- Staff and Board list.

Management

[*Standards for Saskatchewan Museums*](#), Governance and Management, "General Museum Management" (pg. 23-43), "

A key role of management is assisting the museum, regardless of its size or organizational structure, in achieving consistent results so the museum's mission can be articulated and fulfilled.

Effective museum management is a responsibility that embraces all the resources and activities of the museum and involves all the staff and volunteers. It is a necessary element in the development and advancement of a museum.

Management encompasses General Museum Management, Financial Management, Human Resources Management, and Risk Management. Each practice supports the museum's mission statement and its sustainability.

Evaluation metrics: Grading scale 1(Poor) – 5(Excellent) for each point of evaluation (10):

- **Museum Management** (*Standards for Saskatchewan Museums*, pg. 23-25):
- 1. The museum operates from formal, written policies and procedures that cover its management responsibilities, programs, services, and reflect its Statement of Purpose;

2. Transparency, public communication, and community awareness:
 - The museum collects, analyses, and uses community input and evaluation data as it strives for excellence in all areas of its operations.
- **Financial Management** (*Standards for Saskatchewan Museums*, pg. 25-28):
3. The museum uses sound financial management, reporting practices, and procedures:
 - An annual audit or review of its financial statements is conducted and the museum's financial position is reported publicly;
 - Has a policy to govern fundraising, donor and sponsor recognition, and donor rights;
 - Secures revenue from a variety of sources in keeping with its purpose.
- **Human Resources Management** (*Standards for Saskatchewan Museums*, pg. 28-32):
4. The museum has diverse representation on the Board, staff, and volunteers;
5. The museum actively encourages and supports the involvement of diverse communities in museum activities and operations;
6. Job descriptions exist for all volunteer and paid positions, and they receive sufficient training;
7. Professional development opportunities are made available for both paid and volunteer staff.
- **Risk Management** (*Standards for Saskatchewan Museums*, pg. 32-43):
8. The museum has a written emergency management plan based on risk assessment, prevention and mitigation, response, and business resumption:
 - All museum personnel know and understand the proper procedures in the event of an emergency;
 - Training is provided and regular drills are conducted.
9. The museum has suitable policies mitigating risks commonly associated with collections storage:
 - The museum's storage areas are accessible only to authorized museum personnel and volunteers;
 - The museum recognizes the threat of pest infestation to the collections and addresses it through an Integrated Pest Management (IPM) program, as part of its Collections Management Policy;
 - The museum stores, displays, and transports all restricted, non-restricted, and prohibited firearms as required by law.
10. The museum maintains a fire prevention and general security manual which outlines regular security inspections and daily opening and closing routines:
 - The museum is in compliance with Accessibility Standards Act and Regulations;
 - Museum is well maintained and in compliance with building code regulations and historic properties acts;
 - The museum has record retention and disposal policies and practices in place;
 - The museum uses waivers to gain informed consent, and the language is clear and conforms to legal requirements;

Ensures that all personnel are familiar with security procedures, and training is provided (This includes collection security and fire prevention responsibilities).

Examples of evidence for evaluation include:

- Videos or photographs of building(s) and exhibition spaces;
- Policies and Equity Statements;
- Mission Statement;
- Financial statements, Annual Report;
- Job Descriptions;
- Fundraising initiatives;
- Professional Development attendance, certificates of completion;

Collections

A collection may be moveable or immovable cultural property, tangible and intangible aspects of heritage, and may be unique to each institution. Museums develop policies and procedures both to fulfil their public trust obligations and manage how their collections are preserved and accessed. (*Standards for Saskatchewan Museums*, pg. 49)

The Collections section is broken down into the following 3 headings (you may apply for one or all, each its own application):

- Collections Management
- Collection: Conservation and Storage
- Collections: Research

Collections: Collections Management

[Standards for Saskatchewan Museums](#), Collections, "Collections Management" (pg. 50-70).

Museums fulfil obligations of public trust in collections management by preserving their collections. This includes: documentation, acquisition and accession, loans, cataloguing, location control, and de-accession and disposal, etc. These policies, including repatriation policies, should be made available for community access.

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

- **Collections Mandate:**
 1. The museum has and adheres to their Collections Mandate which defines the purpose and prescribing limits and use of its collection;
- **Collections Management Policy:**

2. The museum has a Collections Management Policy, and it is conducted in compliance with all relevant provincial and federal legislation, relevant standards, and generally accepted professional procedures (for example):
 - Recognizes the importance of both the tangible and intangible aspects of an artefact and/or collection;
 - Recognizes and is respectful of traditional knowledge, issues of cultural appropriation, and cultural artefacts, and consults with appropriate community to ensure the proper care and use of such materials;
 - Have a written policies (loans, acquisitions, appraisal, etc.) that clearly outlines the criteria for items that are considered for acquisition;
 - Thorough documentation of the provenance of artefacts;
 - The museum recognizes and supports cultural practices relating to Indigenous collections;
- **Collections Management System (digital/paper):**
3. The museum records information about artefacts, providing a complete history of the artefact including its provenance, conservation treatment, loan, use in exhibition or scientific sampling, publication, etc. (examples of good collections/documentation management are):
 - The museum collections documentation is accurate, complete, and easily recalled for use;
 - The museum maintains an inventory of all Indigenous artefacts in the collection and makes it available to Indigenous communities upon request;
 - Keeps records of all efforts to identify rights holders for objects in its collection;
- **Transparency, Public Communication, and Community Awareness:**
4. The museum has an obligation, through the development and implementation of policies and procedures, to the legal and ethical acquisition, documentation, and disposition of material by the museum:
 - This information and policies are made publicly available;
- **Relationship with Originating Communities**
5. The museum is committed to involve and consult originating communities and religious representatives in the documentation and preservation of their heritage held in trust by the museum, ensuring proper care and use:
 - The museum recognizes and is respectful of traditional knowledge, cultural artefacts, and issues of cultural appropriation;
 - Provides safe spaces for Indigenous communities to engage with any cultural material that is held in the museum's collection;

Examples of evidence for evaluation include:

- Collections Management Policy (Acquisition, Loan, De-accession/Disposal, Repatriation, etc.);

- Collections Mandate/Collections Strategy;
- Collections assessment;
- Inventory;
- Care and Handling Policy (e.g., traditional knowledge, spiritual care, etc.);
- Acquisition paperwork and/or provenance questionnaire;
- Minutes noting policy updates and/or revisions;
- Temporary receipts, object exit forms, loan paperwork, de-accession forms;
- Condition report forms;
- Cataloguing worksheet;
- Policies publicly available (website, notice to contact for more information, etc.)

Collections: Conservation and Storage

[*Standards for Saskatchewan Museums*](#), Collections, “Conservation” (pg. 75- 85) and “Storage” (pg. 85-89).

Conservation strives to prevent or minimize the effects of the agents of deterioration that can affect collections during handling, research, exhibit, and storage.

Preventative conservation is achieved through policies, procedures and guidelines that help to implement acceptable standards for all aspects of collections care. This includes storage, handling, exhibit, access, environmental conditions, transportation, interpretation, pest control, disaster management and security.

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

- **Exhibition and Storage Environment:**

1. The museum ensures it follows established guidelines and standards to maintain appropriate environmental conditions and conservation for the artefacts in its collections:
 - Storage and exhibition spaces are monitored and controlled for environmental considerations, based on established guidelines and the needs of the collection (cleanliness, UV, RH, temperature, etc.);

- **Collections Storage Security:**

2. The museum’s buildings and collections are secured at all times from theft, vandalism, arson, and other forms of destruction:
 - The museum takes measures to ensure the security of visitors and staff, as well as the artefacts, and outline the objectives and procedures required to assess risks and manage their impact;

- **Considerations for Culturally Sensitive and Sacred Belongings:**

3. The museum has considerations for culturally sensitive and sacred belongings held in its care:

- The museum has a written policy that identifies belongings (“artefacts”) that may be considered sacred or culturally sensitive;
 - These policies and procedures are developed in collaboration with representatives from the originating community;
 - The museum stores these belongings in an appropriate manner, with consultation of representatives from the originating community;
 - The museum restricts access to sacred or culturally sensitive belongings to traditional practitioners and/or to those approved by the originating community;
- **Organization and Management:**
4. The museum has properly planned and organized a dedicated collections storage area:
 - The museum ensures the safety and preservation of artefacts in storage;
 - Considerations are made for the appropriate storage of ethnographic collections, which align to the cultural practices of the originating community, including the access to cultural heritage in storage;
- **Seasonally Operated Considerations:**
5. The museum has established procedures in place to ensure the security and longevity of collections:
 - Seasonally operated museums have opening and closing procedures in place;
 - There are considerations of ‘off’ season around environmental control (plumbing, heating, humidity, etc.) and pest control;
 - Grounds and buildings are monitored routinely and maintained, if at all possible, while not open to the public;

Examples of evidence for evaluation include:

- Collections and Storage policies
- Videos or photographs of building(s), storage, and exhibition spaces;
- HOBO printouts, photos of dehumidifiers, monitors, equipment related to environmental monitoring
- Policies surrounding access, ceremony, and general care and storage of Indigenous materials;
- Protocols outlining restricted and authorized access to collection storage area;
- Procedure and training documents;
- Communication, MOU's, letters of support;
- Location mapping evidence;
- Opening and closing procedures;

Collections: Research

[Standards for Saskatchewan Museums](#), Collections, “Research” (pg. 89-91).

As public institutions, museums have a responsibility to create and advance knowledge and understanding about their collections. Equally important is ensuring this knowledge is made available to the communities the museum serves.

Research activities can be undertaken by museum staff and volunteers as well as outside researchers. Regardless of how it is conducted, research must be grounded in best practices and adhere to ethical guidelines.

Evaluation metrics: Grading scale 1(Poor) - 5(Excellent) for each point of evaluation (4):

- **Research Policy:**

1. The museum has a written Research Policy, and adheres to established code of ethics to guide the conduct and practices of researchers:
 - Research is done in support of the museum's mandate;
 - The museum researches and interprets significant stories and themes, in accordance with its mandate, from a range of perspectives, with consultation with diverse community groups;
 - The museum ensures that the results of internal research are made publicly accessible;
 - Provides a place to accommodate visiting researchers in a safe, secure manner;

- **Oral History and Fieldwork Policy:**

2. The museum has an Oral History and Fieldwork Policy or has oral history and fieldwork activities included in the museum's Research Policy:
 - Oral history projects are based on current principles and standards and the museum ensures that they are conducted in the spirit of critical inquiry and social responsibility;
 - Obtains signed release forms from each oral history interviewee ensuring the museum has the right to use the information for public purposes;
 - The museum treats any recordings produced as part of an oral history or fieldwork project as acquisitions and they are catalogued accordingly;

- **Collections Research:**

3. The museum's research is grounded in best practices and adheres to ethical guidelines as well as appropriate handling standards for artefacts in the collection:
 - Museums with ethnographic materials ensures any research contains prior free and informed consent from the originating community;
 - Research conducted on the ethnographic collection by the museum must be shared with the originating community;

- **Community Access for Research:**

4. The museum makes considerations in policy for external researchers accessing collections and materials (e.g., visiting academics, community genealogical research, etc.):

- The museum provides a place to accommodate visiting researchers in a safe, secure manner;
- The museum gives visiting researchers physical access to artefacts at the discretion of the curator, or other designated person, and only under supervision;
- Access to ethnographic collections for external research must obtain consent from the originating community;

Examples of evidence for evaluation include:

- Policies;
- Publications (academic journals, newspaper articles, blogs, podcasts, YouTube videos, interviews with artists, documentaries, etc.);
- Exhibition catalogues;
- Curatorial essays;
- Community programs (lecture series, workshops, demonstrations, etc.)
- Exhibitions (interpretive panels, timelines, etc.)

Communication

[*Standards for Saskatchewan Museums*](#), Collections, “Communication” (pg. 92-113).

Museums develop exhibits and programs to fulfil their mandate and to reach and serve their communities. These programs and services become the backbone of a museum’s communications with its public. These communications should be responsible, responsive, relevant, meaningful, and memorable to the museum’s community. The museum’s established mandate provides direction for the communications with their communities.

The Communications section is broken down into the following 2 headings (you may apply for one or both, each is its own application):

- Communications: Exhibits
- Communications: Programs

Communication: Exhibits

[*Standards for Saskatchewan Museums*](#), Collections, Communication, “Exhibits” (pg. 93-99).

Exhibits are a fundamental feature of a museum, and the museum’s main communication tool with its audience. When developing exhibits, considerations should include current and new approaches to exhibit design, and incorporate a variety of learning approaches. Exhibition themes should incorporate multiple perspectives and address the issues and interests of the community.

Evaluation metrics: Grading scale 1(Poor) - 5(Excellent) for each point of evaluation (4):

● **Accessibility:**

1. The museum is committed to providing equal access for all to the programs, exhibitions, and services offered:
 - Exhibit space is readily accessible to both the public and museum personnel;
 - Signage is in the language(s) which best meets the needs of its primary audience(s) or where mandated bylaw;
 - Exhibit information is provided using a variety of media to appeal to diverse learning styles;
 - The museum ensures that every exhibit communicates clear messages and provides information in a respectful manner;
 - Exhibits are arranged to allow for easy traffic flow and to avoid congestion and provide corridors wide enough to facilitate safe access for visitors, museum personnel, and objects;
 - The museum strives at all times to be a safe space for all personnel and visitors.

● **Interpretation:**

2. The museum ensures that every exhibit communicates clear messages and provides information in a respectful manner:
 - The interpretative material developed around an exhibition is designed to meet the needs of audiences and is respectful in its use of language;
 - The language and terminology used in relation to culturally specific collections must be accepted by the appropriate contemporary cultural community;
 - Recognizes the need to integrate tangible and intangible aspects of heritage and strives to connect collections and stories into aspects of the exhibit;
 - The exhibition is well researched and reflects the museum's mandate;
 - Online/virtual exhibitions adhere to the museum's mission, reflecting the commitment to preservation, interpretation, education, and public access;
 - Interactive activities have educational or interpretive value and expand on the exhibit's theme or provide information on specific artefacts;

● **Reconciliation:**

3. The museum ensures the full participation of Indigenous people in the planning, development, and production of exhibitions about Indigenous belongings, stories, and culture:
 - Exhibitions, whether permanent, temporary, travelling, or virtual, clearly state the treaty or unceded territory in an acknowledgement panel;
 - The museums appropriately compensates any community members consulted for their time and contribution;
 - No Indigenous belonging is included in displays without the approval and prior consent of the originating community;

- Languages and terminology used in Indigenous collections and exhibitions must be the accepted terminology by contemporary Indigenous communities, through consultation with the communities.
- **Community Relevance:**
- 4. The museum's exhibitions incorporate multiple perspectives and address the issues and interests of the community, clients, and stakeholders:
 - The themes and objectives of exhibits are developed from the stated goals outlined in the museum's Exhibition Policy and reflect the mandate of the museum;
 - A museum's communities are clearly defined (visitors, stakeholders, schools, cultural representatives, sponsors, grant givers, politicians, etc.);
 - Exhibitions reflect the diversity within the community and are sensitive to visitors from various backgrounds;
 - Exhibitions are developed in consultation with the community, clients, and stakeholders to ensure the inclusion of various perspectives, providing accurate and unbiased information;

Examples of evidence for evaluation include:

- Exhibition Policy;
- Website links to virtual exhibitions, including links to any apps used onsite;
- Video or photographs (e.g., exhibition spaces, interpretive panels, etc.);
- Curatorial essays;
- Land Acknowledgments;
- Percentage of dedicated exhibition space for Indigenous, 2SLGBTQIA+, Indigenous, Black, People of Colour, and Newcomers;
- Community support documents;
- Diverse communication approaches (text, audio, interactives, audio guides, etc.);
- Percentage of permanent vs temporary exhibition space.

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 uses 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;