

# A Collaborative Approach to Engaging Children in the Heritage Sector

## Part 2: The Development and Implementation of an Education Day Program

# What is an Education Day?

- An Education Day is an all day museum education program that is designed specifically for a grade level.
- It should include topics related to your Museum's mandate, presentations, displays and themes specific to the curriculum.
- An Education Day should be relevant to your Museum's mandate, education programming and collection.

# Education Days & Community Partners

- An Education Day program can be developed by Museum staff.
- An Education Day is a great way to establish community-based partnerships with your museum.

## Types of Community Partners:

- School Boards
- Re-enactment groups
- Drama Organizations
- Art Galleries
- Museums
- Literacy and Language Organizations (ESL)
- Libraries
- Community Centres
- Universities and Colleges
- Historical Societies
- Corporate Companies/Industry



# Museums & Community Partners

*“The creation of rewarding relationships between the museum and the community is not the sacrifice of individual group identities, rather the creation of new, productive entities merged from multiple identities.” (Bridges Conference 2008, Borun, M.)*

- Selecting the “right” community partner for your museum is necessary to have an effective partnership and program.
- The “right” community partnership should be established based on the overall goals of the two organizations.
- Both partners should have similar expectations, goals and outcomes for the program.
- At the start of the project/Education Day – Museums and Community Partners should meet to discuss the program’s content, focus, organization and overall goal for the program.
- Open Communication is the key to a successful partnership. Meet frequently and discuss challenges openly and honestly.
- A mutual agreement or contract should be created, agreed upon and signed by all partners involved.

# Canadian Military Heritage Society's Experience: Finding the Right Museum

## **Initial Disappointment**

- We had run into a snag regarding our initial proposed site.

What is a WWI Ed Day without a trench?

We needed to locate to another site. Fanshawe Pioneer Village, in London, was approached by email.

We were met with a warm welcome and initial surprise.

The site provides an ideal setting for a WWI era event.

We had found the perfect venue.



# Agreement

- An example of our Community Partnership Agreement:
- Fanshawe Pioneer Village would handle student recruitment and scheduling for the Ed Day.
- A permanent location for our trench was granted.
- Port-a-johns would be provided by the site.
- Our group would maintain ten WWI related stations and would be responsible for the development and presentation of program material / content.
- A decision was reached regarding the collection and distribution of gate receipts.

# Developing an Education Day Program: Assess Program Viability

- Both Partners should communicate program ideas with their community and the target audience.
- Would there be any interest in the program that you are considering to develop?
- Conduct a personal survey with any contacts such as local area history teachers or museum educators/curators.
- Refer to History Curriculum guidelines.
- What resources would be needed to carry out your plans?
- The human participant factor, financial resources, site location, program material, time.

# WWI Education Day

## The Canadian Military Heritage Society



# Interest in World War I Education Program. . .

Interest in what we had to offer was immediate.

. .

Teacher Responses:

- “I can’t wait for this to happen!”
  - “This is fantastic, I’m loving it.”
  - “The students love it when you come into class for a presentation. This is just taking it to the next level.”
  - “People like me will jump at this. What about holding a second event in February as well?”
- FPV Response:
- “This is the exact program that we are looking to provide to our student visitors. . . We want to expand the museum’s audience to high school students in an authentic, engaging and meaningful way.”



# Developing an Education Day Program: Funding & Support

- Create a Budget for all partner groups involved in the program.
- Begin this process well in advance of the education day.
- Be tactful in approaching area businesses for support.
- Apply for Government Grants.
- School Board Funding
- Corporate Sponsorships
- Municipal, Provincial and Federal Politicians
- Interest Groups (Example: Veteran's Affairs, Remembrance Day Societies, etc.)
- Generate Revenue from the Program
- A high quality promotional brochure is invaluable. This demonstrates the level of program commitment.
- Expect to have challenges when seeking support. Don't be discouraged. Keep trying.
- A not-for-profit organization may offer tax receipts which is a way of thanking contributors.

# Marketing a New Education Program

- Develop a high quality promotional brochure/Flyer/Postcard. Include curriculum expectations, program activities, cost, date, time, venue location and registration contact information.
- Promote your programs to area school boards – inter-mail systems, First Class systems, Learning Coordinators, In-class presentations, School Department Heads/Team Teachers
- Use your Website and Social Media (Facebook, Twitter, Foursquare)
- Contact Teachers individually who have attended your museum programs in the past.
- Media – Radio, Television, Newspapers. Invite the media out to your first or second Education Day. Have them create a feature story on your program.
- Outreach – Visit Libraries, community centres and schools (Before/ After programs or in-school programs to promote your programming)
- Word of Mouth – Develop a strong and organized program. Word of mouth is your best advertising for educational programming.

# World War I Education Day Brochure



## **DON'T MISS OUT!**

We offer a hands-on, experiential, approach to learning. Fun included.

**Friday May 13th, 2011**  
**9:30 a.m. - 2:00 p.m.**  
**\$10.00 / Student**  
**Teachers / No Charge**

**Fanshawe Pioneer Village**  
**BIG ON HISTORY.**  
**BIG ON FUN!**

## **A GREAT LEARNING OPPORTUNITY**

The Canadian Military Heritage Society,  
in conjunction with  
Fanshawe Pioneer Village,  
is pleased to present a First World War  
themed Education Day Program.

[www.cmhslivinghistory.com](http://www.cmhslivinghistory.com)

[www.fanshawepioneervillage.ca](http://www.fanshawepioneervillage.ca)

For registration information contact:

Lana Pharoah, Education Manager  
Fanshawe Pioneer Village  
2609 Fanshawe Park Rd. East  
London, ON  
N5X 4A1

[lpharoah@fanshawepioneervillage.ca](mailto:lpharoah@fanshawepioneervillage.ca)

(519) 457-1296



# WWI EDUCATION DAY



✿ LONDON, ONTARIO ✿

Your Grade 10 History Class  
is invited to participate in a  
unique experience designed to  
bring WWI curriculum to life.

# World War I Education Day Brochure



## PURSUIT OF EXCELLENCE

*Our presenters are individuals with an extensive interest in Canadian Military History. Among our ranks are an historical film consultant and a museum curator. Some are members of the Canadian Armed Forces (past or present). Most have researched the involvement of their own family members who served in The First World War.*



## *Lest We Forget*

### **HANDS-ON EXPERIENCE BRINGS HISTORY TO LIFE**

Students are recruited into the Canadian Expeditionary Force. Following an initial parade ground formation the new recruits rotate through a variety of stations (such as, but not limited to, the following).

#### **MARCHING DRILL**

#### **UNIFORM & EQUIPMENT DEMO**

#### **THE ART OF THE TRENCH RAID**

#### **TRENCH**

#### **GERMAN SOLDIER**

#### **OBSTACLE COURSE**

#### **REGIMENTAL DRESSING STATION**

#### **MILITARY CHAPLAIN**

#### **THE ROLE OF WOMEN IN WWI**

#### **WORK DETAIL**

#### **ROYAL FLYING CORPS**

#### **HILL 145 BATTLEFIELD DIORAMA**

#### **GAS WARFARE**

**The day concludes with an assault on Vimy Ridge.**

### *PLEASE KEEP IN MIND:*

Students need to bring their own food and beverage for the half-hour lunch break.

Not all aspects of the program are wheelchair accessible.

If it looks like rain or could be cold -- be prepared for it.

Wear solid footwear -- no open toed shoes or flip-flops.

Be prepared to get down and dirty.

No MP3 players or cell phone usage please.



# Developing an Education Day Program: Quality Matters

- Ensure quality.
- Specific Curriculum Expectations
- Do your very best.
- Know your material.
- Timing is everything.
- Pay attention to details.
- Maintain a positive attitude and be flexible.



# Quality Matters

- Have a Back Up Plan  
(Program Activities, Locations, Presenters, etc.)
- Details and organization are key to demonstrating high quality programming.
- Enthusiasm and Passion are essential
- Invite outside presenters to enhance your programming.



# Quality Matters



## World War I Education Day Friday, May 13, 2011 Rotation Schedule

Time:	9:40	10:00	10:20	10:40	11:00	11:20	11:40	12:00 – 12:20	12:20	12:40	1:00	1:20	1:40
Group	Station	Lunch Break	Station	Station	Station	Station	Station						
A	1	2	3	4	5	6	7	Lunch Break	8	9	10	11	12
B	11	1	2	3	4	5	6	Lunch Break	7	8	9	10	12
C	10	11	1	2	3	4	5	Lunch Break	6	7	8	9	12
D	9	10	11	1	2	3	4	Lunch Break	5	6	7	8	12
E	8	9	10	11	1	2	3	Lunch Break	4	5	6	7	12
F	7	8	9	10	11	1	2	Lunch Break	3	4	5	6	12
G	6	7	8	9	10	11	1	Lunch Break	2	3	4	5	12
H	5	6	7	8	9	10	11	Lunch Break	1	2	3	4	12
I	4	5	6	7	8	9	10	Lunch Break	11	1	2	3	12
J	3	4	5	6	7	8	9	Lunch Break	10	11	1	2	12
K	2	3	4	5	6	7	8	Lunch Break	9	10	11	1	12

### Stations & Locations

Station # 1 – Rifle & Foot Drill – Victoria Park  
 Station # 2 – Work Detail Station – Miller Barn  
 Station # 3 – Miniatures Battlefield – Orange Hall  
 Station # 4 – The Role of Women in WWI – S.S. #19  
 Station # 5 – German Soldier – Across from Jury House  
 Station # 6 – Military Chaplain – Trinity Church  
 Station # 7 – Battle School – Tecumseh Field

Station # 8 – The Trench – Trench Area  
 Station # 9 – Role of the Sniper – Trench Area  
 Station #10 – Regimental Dressing Station – Labatt's  
 Station #11 – Visit the General Store/Washroom Break  
 \*Station 12 – Assault on Vimy Ridge at 1:40 p.m. all schools  
 walk to Tecumseh Field.



# Effective Communication with Teachers

- Keep Registration Simple
- Always send Confirmation Forms to registered teachers
- Clearly show how the field trip covers curriculum expectations
- Use email to communicate education day information and notifications.
- Email, Mail Education Day Materials (Rotation Schedule, Schedule of Events, Group Letters, Maps, Rules & Regulations for Students, Appropriate Clothing and Footwear, Lunch information, Gift Shop information, etc.)
- Be Honest.
- Be Organized.



# Resources for Participants

- Teacher Package
- Pre/Post Activities for Students
- Website Information
- Suggested Readings
- Museum Resources for the Classroom
- DVD/Music/Electronic Resources



# Evaluation

- Education Day Surveys sent to participating teachers.
- Email participants for their comments and suggestions
- Ask participants throughout the program their comments and suggestions
- Be prepared to change the program for your audience needs
- Be open to criticism



# Benefits

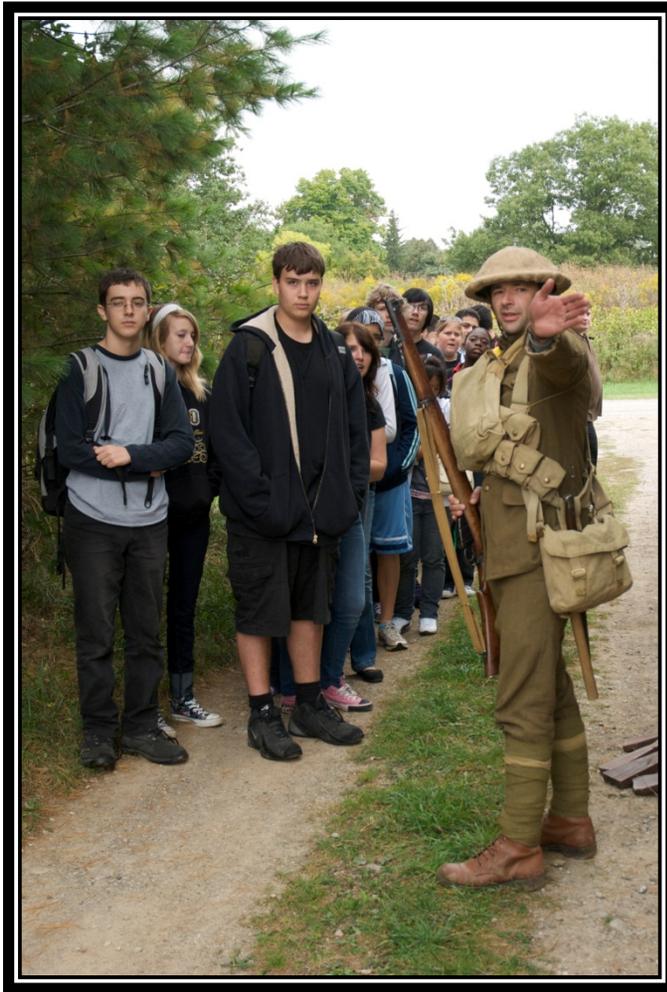
- New Audience to the Museum and Partner Group
- Build on shared values and interests
- Revenue
- Increase the diversity and quality of programming



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