

ONTARIO MUSEUM ASSOCIATION:

Annual Report

09 / 10

OMAAMO

ONTARIO MUSEUM ASSOCIATION
ASSOCIATION DES MUSÉES DE L'ONTARIO

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OMAAMO

ONTARIO MUSEUM ASSOCIATION
ASSOCIATION DES MUSÉES DE L'ONTARIO

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Board Members and Officers

As of March 31st, 2010:

Kathleen Powell, President

Manager, City of Niagara Falls Museum

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Manager, Cultural Resources Services / Parks Canada

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Acting Executive Director, Textile Museum of Canada

Tammy Adkin, Past President

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Managing Director, Niagara Historical Society Museum

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Manager of Museums and Heritage Presentation, City of Hamilton Culture Division

Yasmine Mingay, Councillor

Chief, Media Relations, Public Affairs and Publishing, Canadian Museum of Civilization Corporation

Yves Theoret, Councillor

Manager Director, Museum of Contemporary Canadian Art

OMA Secretariat

Marie Lalonde, Executive Director

Cathy Blackburn, Professional Development Program Manager

Rebecca Guinness, Membership and Administration Coordinator

Contract Staff

Pierre Bois, Special Projects Manager

Catherine Richards, Special Projects Coordinator

Lindsay Tibando, Young Canada Works

Isa Montagnese, Summer Experience Program

Megan Mountjoy, Summer Experience Program

This year the Association maintained its commitment to the Ontario museum community by being responsive to member needs with programming and services in the areas of advocacy, professional development, and improved sector communications; positioning museums to address a challenging and rapidly changing economy. In the broader context, recognizing the importance of adequate and predictable operating funding, the Association recommended to a receptive Minister that new entrants into the CMOG program be allowed only with a matching increase in the annual funding envelope.

The OMA created strategic, targeted initiatives intended to convey and effectively communicate the value of our institutions to policy makers and to enhance the profile of community museums. Museums achieved a more tangible presence at the provincial and regional level with coordinated member participation in pre-budget consultations, regional museum cluster meetings including MPPs, and our new initiative Ontario Museums at Queen's Park launched during May is Museum Month.

As the creative economy calls for museums to become more proficient with applications of technology, the OMA was successful in recommending the development of a flexible Museums and Technology Fund, ensuring eligibility for a wide range of projects reflective of the varied resources and infrastructure across the province. Training for members was provided both onsite and online, using a community of practice platform. The Association website and database transitioned to a content management system with user friendly components such as the events calendar and newly created member access and updating facility for listings information in the online Guide to Ontario Museums listings.

The Association continued to monitor and cut costs where feasible to generate a balanced budget. Despite these measures, the Secretariat succeeded in delivering on projects of sector interest and timely impact such as the HST readiness workshop, the publication Building Responsive Museums: a discussion framework, and a fundraising seminar with expert Ken Wyman to explore new sources of revenue. These initiatives defined our focus for the last year.

To build a stronger, more sustainable and relevant museum sector means creating collaborative partnerships and finding creative solutions to adapt in the new economy. We not only welcome but need the participation and engagement of our membership as we move forward determined and confident guided by a new Strategic Plan for the coming years.

Kathleen Powell
President

Marie Lalonde
Executive Director

Communicating the Value of Museums

Throughout the year, the Association continued to monitor, respond and inform members of matters of importance and influence on the museum sector, and solicit member participation in advocacy activities. Inviting all MPPs, the OMA actively encouraged their participation in the *Ontario Museums At Queen's Park* event and regional meetings intended to ensure and enhance communication between museums and their local representatives.

The OMA's 10th annual *May is Museum Month* campaign celebrated the role of museums in creating and sustaining vibrant communities all across Ontario. Beginning with our Ontario Museums at Queen's Park launch on May 5th, the annual awareness campaign continued throughout the month with special exhibits and events at museums in every corner of the province.

Building on longstanding partnerships with companion organizations, the OMA collaborated with both the Ontario Historical Society and the Ontario Association of Art Galleries to bring forward key messages and enhance our presence among elected officials. Together, the Association and its partners are collectively seeking to serve and advance our cause and tell our unique museum story.

ONTARIO MUSEUMS AT QUEEN'S PARK

Our Queen's Park event was piloted as a new priority event intended to convey the museum value message to policy makers at Queen's Park. The OMA successfully organized and coordinated 45 meetings held with 9 Ministers, 22 Parliamentary Assistants, 9 MPPs and 5 senior staff acting on behalf of Ministers. Museum representatives were matched with the appropriate elected official(s), based on their constituency and museum mandate, to best leverage meetings. Messages were well-positioned and carefully drafted to generate pointed and persuasive discussion. **Key messages communicated at Queen's Park emphasized the importance of community museums and their contributions in:**

TOURISM

EDUCATION

QUALITY OF LIFE AND SENSE OF PLACE

ECONOMY

The OMA secured the assistance of Micheline McKay, public affairs consultant and publisher of *The Arts Advocate*, to provide advice to this inaugural event. The OMA uses these exchanges to strengthen the connections between museums and policy makers and build a better case for the value of museums.

Participating elected officials included:

MINISTERS:

Honourable Minister Steve Peters (Speaker)
Honourable Minister Christopher Bentley (Attorney General)
Honourable Minister Aileen Carroll (Ministry of Culture)
Honourable Minister Madeleine Meilleur (Ministry of Community and Social Services and Ministry Responsible for Francophone Affairs)
Honourable Minister Michael Gravelle (Ministry of Northern Development and Mines)
Honourable Minister Peter Fonseca (Ministry of Labour)
Honourable Minister John Wilkinson (Ministry of Research and Innovation)

POLICY ADVISORS AND CHIEF OF STAFF:

Chad Walsh, Policy Advisor (on behalf of the Honourable Michael Bryant, Ministry of Economic Development)
David Spencer, Chief of Staff, (Ministry of Tourism)
Herman Ng, Policy Advisor (Ministry of Tourism)
Tanya Dubar, Policy Advisor (on behalf of the Honourable Minister Kathleen O. Wynne, Ministry of Education)
Peter Hargreave, Senior Policy Advisor (on behalf of the Honourable Minister Ted McMeekin, Ministry of Consumer Services)

PARLIAMENTARY ASSISTANTS:

David Ramsay (Premier)
Laura Albanese (Ministry of Culture)
Bas Balkissoon (Ministry of Health and Long-term Care)
Michael A. Brown (Ministry of Northern Development and Mines)
Kim Craitor (Ministry of Community and Social Services)
Dave Levac (Ministry of Community Safety and Correctional Services)
Lou Rinaldi (Ministry of Agriculture, Food and Rural Affairs)
Reza Moridi (Ministry of Training, Colleges and Universities)
Amrit Mangat (Ministry Responsible for Seniors)
Maria Van Bommel (Ministry of Children and Youth Services)
Charles Sousa (Ministry of Government Services)
Linda Jeffrey (Ministry of Transportation)
Monte Kwinter (Ministry of International Trade and Investment)
David Zimmer (Attorney General)
Yasir Naqvi (Ministry of Revenue)

MPPS:

Greg Sorbara (MPP Vaughan)
Garfield Dunlop (MPP Simcoe North)
Bruce Crozier (MPP Essex)
Howard Hampton (MPP Kenora-Rainy River)
Gerry Martiniuk (MPP Cambridge)
Andrea Horwath (MPP Hamilton-Centre)

Communicating the Value of Museums

Prior to Queen's Park, OMA Executive Director, Marie Lalonde, also met with culture critics from both opposition parties, Julia Munro (MPP York Simcoe) of the Progressive Conservative Party and Peter Tabuns (MPP Toronto-Danforth) of the New Democratic Party to bring forward important updates concerning Ontario's museum sector.

The day of meetings with MPPs concluded with an evening reception held at Queen's Park where approximately 150 MPPs, museum representatives and heritage stakeholders from across the province attended. Remarks were delivered by Minister of Culture, the Honourable Aileen Carroll, OMA President, Tammy Adkin and Executive Director, Marie Lalonde, as a scrolling list of sponsors was projected on a screen behind the podium.

The OMA successfully secured support from members for the event, including Museums of Niagara Association and Reif Estate Winery.

A number of follow-up meetings were held locally with museum representatives and MPPs, subsequent to the event at Queen's Park, to convey the museum value message. These meetings succeeded in maintaining the museum presence with Queen's Park legislators and brought

FOLLOW-UP MEETINGS:

May 11

Wayne Arthurs, Parliamentary Assistant (Ministry of Finance)

May 13

Sophia Aggelonitis, Parliamentary Assistant (Ministry of Small Business and Consumer Affairs)
Jim Brownell, Parliamentary Assistant (Ministry of Tourism)

May 20

Khalil Ramal, Parliamentary Assistant (Ministry of Citizenship and Immigration)

June 4

Celeste Bottero (Legislative Assistant) on behalf of Mario Sergio, Parliamentary Assistant (Ministry of Municipal Affairs and Housing)

June 18

Honourable Minister Kathleen O. Wynne (Ministry of Education)

June 22

Heather Mack, Chief of Staff on behalf of the Honourable Minister David Caplan (Ministry of Health and Long Term Care)
Jeff Leal, Parliamentary Assistant (Ministry of Aboriginal Affairs)

August 24

Jay Xie (Stakeholder Relations) on behalf of the Honourable Minister Chan (Ministry Immigration and Citizenship)



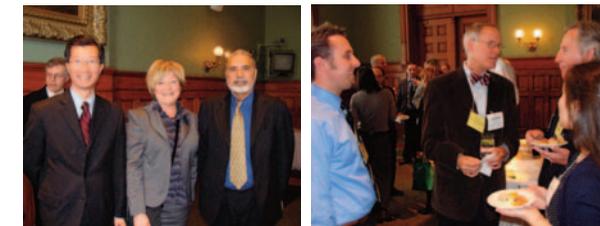
OTHER COMPONENTS OF OUR ADVOCACY CAMPAIGN

- Retail Sales Tax and its inconsistent application across Ontario was pursued with Yasir Naqvi, Parliamentary Assistant to the Minister of Revenue and MPP for the Ottawa area, in a meeting with members of the Ottawa Museum Network and representatives from CHOO-COPO.

- The OMA, acting on behalf of institutions involved in the planned 1812 events, sent letters to both Ministers of Tourism and Culture appealing for funding support to enable museums to prepare and fully participate in 1812 celebrations.

- During the CMOG 2009 Heritage Programs Review, the OMA made a recommendation to the Minister of Culture, the Honourable Aileen Carroll, that new CMOG entrants be allowed into the program only if accompanied by increases in funding. The OMA also recommended that the overall CMOG funding envelope be increased for all recipients and that the Ministry consider annual increases. A request for faster cheque disbursement was also put forward.

- The OMA was consulted on the development of the Museum Technology Fund planned funding and was quoted in a media release during the funding announcement. The OMA was also present at the launch at the Brant Museum and Archives with Minister Aileen Carroll and local MPP, Dave Levac (Brant).



The 2009 /2010 fiscal year demonstrated the Association's continued commitment to providing specialized course offerings and learning opportunities for members to build strength and leadership in the sector. Continuing its efforts, the OMA expanded its reach and created access to museum professionals by providing e-learning opportunities to remote or Northern areas. The following are some of the highlights of the year:

CERTIFICATE IN MUSEUM STUDIES COURSES 2009-10

Supporting the Ministry standards for community museums, the following CMS courses were offered:

- Museums in Historic Buildings (Facilities Management), Simcoe County Museum, Minesing
- Artifacts, Peterborough Museum & Archives, Peterborough
- Education Programs, Thunder Bay Art Gallery, Thunder Bay
- Museums in Context (correspondence format)
- Exhibit Planning & Design, City Hall and Marine Museum of the Great Lakes, Kingston
- Organization & Management of Museums, Museums of Burlington, Burlington
- Care of Collections (online format)
- Collections Management, Eva Brook Donly Museum, Simcoe

The Association is proud to acknowledge our **2009 Certificate in Museum Studies Graduates**. They are:

Connie Bell	Stephanie Powell Baswick
Aly Boltman	Wendy Stross
Anik Despres	Kelley Swift Jones
Fabienne Fusade	Caroline Westoby
Nicole Gignac	Sara White
Tatiana Paganuzzi	Pamela Woolner
	Irena Yancheva

WORKSHOPS

This year's mid-career and specialized programs focused on governance and management with workshops, seminars and online learning opportunities on change management, fundraising, human resource management and the impact of the HST on cultural sector organizations, lead by subject matter experts. **This year's workshops were:**

- *CCI Archival Materials* workshop, Peel Heritage Complex, Brampton
- *Creating Discovery Boxes & Education Kits* (by demand), Royal Ontario Museum, Toronto
- *Tools for Organizational Transformation* workshop (online and face-to-face) Dundurn Castle NHS, Hamilton
- *Museum and Gallery Funding: From 2010 to 2020* fundraising seminar, Historic Fort York, Toronto
- *HST Impact on Your Organization* seminar, Textile Museum of Canada, Toronto
- CCCO The Art of Managing People workshop, Volunteer Hamilton, Hamilton

PRE-CONFERENCE STUDY TOURS

TOOLS FOR ORGANIZATIONAL TRANSFORMATION Dundurn Castle N.H.S., Hamilton

This OMA workshop, lead by Conference keynote speaker, Dr. Candace Matelic, explored a series of "tools" or key understandings that can be utilized to help develop leadership strengths, manage change, become a change agent, and nurture the leadership of others.

TRANSFORMATIONS: Exploring Three Major Capital Projects, Art Gallery of Hamilton, Royal Botanical Gardens, and the Joseph Brant Museum, Hamilton

Participants in this full-day workshop explored three case studies of cultural facilities that have, are going through, or will be undergoing a major capital project resulting in significant change.

REJUVENATING WALK: A CREATIVE COMMUNITY EXPERIENCE, James Street North, Hamilton

This full-day workshop included visits to artists' studios, a trip on the "Art Bus," and discussions on poverty reduction, barrier removal, community rejuvenation and civic engagement.

In addition to these, the OMA collaborated with the Canadian Conservation Institute to promote their course on Industrial Artefact Conservation, on behalf of CCI. This workshop, held at the Simcoe County Museum in Minesing, Ontario, was unique and helped CCI set national standards for the conservation of industrial artefacts.

RESOURCES

Working to help support Ministry standards for community museums and address the relevance of museums, the OMA created and identified resources of value to its members. Of particular note this year was the release of the final publication of The Learning Coalition *Building Responsive Museums: A Discussion Framework*. This tool provides museums with a self-assessment process to help them critically think about their relationship with their communities. The process enables museums to examine all aspects of their organization in order to make decisions for the future and build relevance in our museum sector. It is available as a pdf in the Resources (Community) section of the OMA website and was featured as part of an OMA conference session by Joan Kanigan of the Brant Museum and Archives.

Also important was the establishment this year of the *iCohere Museum Technology and Digitization Centre* on the OMA's Community of Practice site which contains a wealth of resources contributed by OMA staff and members on the subject of museums and technology. The Centre has also addressed accessibility concerns regarding member access to offsite support, by making resources available online in preparation for MTF grant applications.

The OMA acknowledges the support of the Canadian Heritage Information Network, the Department of Canadian Heritage and the Ministry of Culture and Tourism in making many of these professional development initiatives possible. MAP funding supported the OMA in bringing professional development offerings to Thunder Bay and parts of Northern Ontario.

"Fantastic, engaging, useful information! One of the best OMA workshops I have attended and incredibly relevant as I take on a new role in fundraising in museums" Nicole Drake, Museum and Gallery Funding: from 2010 to 2020 workshop participant

OMA PROFESSIONAL DEVELOPMENT BY THE NUMBERS

483 Individuals in OMA professional development opportunities representing institutions in all twelve regions of the province

205 Institutions benefitted from their staff and volunteers' participation in OMA professional development offerings in 2009/10

45 Subject practitioners sharing their knowledge & skills through OMA courses and resources

21 Colleagues participating in OMA task forces and committees

25 Institutions hosting OMA events and/or piloting new projects/resources

5 OMA Awards of Excellence awarded at October 2009 Awards Banquet in Hamilton

13 new Certificate in Museum Studies graduates

47 Resources shared with members and colleagues through the OMA website, issues of e-Currently and through OMA list-serv



2009 Ontario Museums Association Annual Conference: Museums' Impact on the Future of Our Communities
October 21 - 23 2009
Hamilton Convention Centre,
Hamilton, Ontario
Conference Delegates: 185
Trade Show Exhibitors: 22 booths
Sponsors: 17

The OMA Conference 2009, entitled, *Museums' Impact on the Future of Our Communities*, was held in Hamilton October 21 – 23, 2009. The 185 delegates participated in a series of timely and relevant workshops, concurrent sessions, study tours, keynote addresses and a busy, productive tradeshow.

Responding to the economic climate, the OMA introduced a price freeze on registration fees. A flat fee was also extended to students to cater to economic barriers barring their participation.

The Industrial Strength conference coincided with our annual event, and a partnership was struck to mitigate time conflicts. A Friday plenary and Tradeshow visit was organized, resulting in an additional 100 visitors from the *Industrial Strength* conference delegation.

Fifteen sessions were delivered by OMA members and sector professionals, presenting on youth membership development, the greening of museums, sustainability, partnership development, the future of museum work and community outreach. The overall session rating was 4.10 out of 5 according to delegate evaluations, and attendees described the concurrent sessions as informative and relevant to evolving museum conditions.

Keynote sessions included a timely presentation on organizational change during a time of chaos by Dr. Candace Matelic. Toronto's Poet Laureate, Pier Giorgio di Cicco, also delivered a keynote presentation on urban aesthetic and its relationship to livable and sustainable cities. Delegates were also treated to a lunchtime Panel presentation moderated by David Adames, Executive Director of Tourism Hamilton and OMA Council member. The Panel included Mark Chamberlain, Partner of Trivaris Corporation, Louise Dompierre, CEO of the Art Gallery of Hamilton and Rob McIsaac, President of Mohawk College and former mayor of Burlington who spoke to the role of culture in new economic development strategies. City of Hamilton mayor, Fred Eisenberger, was also in attendance and brought greetings to Conference delegates and organizers on behalf of the host city.



Conference 2009 Chair

David Adames, Tourism Hamilton

Program Committee Members

Grace Diffey, Hamilton Community Foundation
 Larissa Ciupka, Art Gallery of Hamilton
 Barbara E. Teatero, Museums of Burlington
 Ian Kerr-Wilson, City of Hamilton

Local Arrangements Committee

Chair

Ian Kerr-Wilson, City of Hamilton

Members

Cathy Masterson, City of Hamilton
 Sonia Mrva, Whitehern Historic House and Garden
 Rob Winner, Westfield Heritage Centre



AWARDS OF EXCELLENCE:

The Association was proud to acknowledge the people and organizations that made significant contributions to the museum community with the annual Awards of Excellence. The 2009 Awards Banquet, hosted at the Art Gallery of Hamilton, welcomed the Minister of Culture, the Honourable Aileen Carroll, who presented the awards. Recipients included:

Daniel O'Brien - Recipient of the Award of Excellence for "Lifetime Achievement"

The Ontario Ministry of Culture Museum Advisor was recognized for Lifetime Achievement, noting in particular, his extensive volunteer committee work and commitment to providing guidance and mentorship to significant numbers of Museum Studies and Arts Management students and culture program interns over the years. It was fitting that Mr. O'Brien received the award in his native city of Hamilton

CHOO / COPO - Council of Heritage Organizations in Ottawa/Le Conseil des organismes du patrimoine d'Ottawa

The Award of Excellence was presented in recognition of their innovative and effective e-newsletter, "This Week in Heritage / Patrimoine hebdomadaire"

Bruce County Museum & Cultural Centre, Southampton

The Award of Excellence was presented in recognition of their creative, interactive family program, "Wizardry & Wonders"

The OPP Museum, Orillia

The Award of Excellence was presented in recognition of the outstanding and engaging travelling exhibit, "Arresting Images: Mug Shots from the OPP Museum"

Friends of Joseph Schneider Haus, Kitchener

The Award of Excellence was presented in recognition for their exceptional publication, "This Old Haus: A Place in Time," which eloquently captures 25 years in the history and growth of the museum



Remaining Relevant in the Digital Economy

Advances in technology are rapidly transforming our museum sector. The OMA is working to support our membership in responding to change with opportunities to acquire new skills and engage with colleagues on digital issues foremost in the minds of museums large and small.

“LET’S GET DIGITAL” PROJECT

With the support of CHIN and the Museum Technology Fund, the OMA addressed uses of technology, with a focus on collections management and artefact photography for digital records in museums. Staff delivered training and advisory services, both onsite and online with iCohere, to interested and selected museums on collections development and digitization. This training enabled participating museums to digitize and upload items to CHIN’s Artefacts Canada online database and increase access to their collections online.

Communication, recruitment and coordination between the OMA and prospective participants continued throughout 2009/2010. The OMA worked closely with CHIN to foster best practices and establish standards for collections digitization. Remote assistance and troubleshooting was provided to institutions that received training to address special challenges (i.e. larger objects), and all participating institutions became CHIN contributing members.

A Special Projects Presentation was delivered at the OMA Annual Conference 2009 in Hamilton with past project participant Janice Smith of Canada’s Sports Hall of Fame. The presentation highlighted the special success of Canada’s Sports Hall of Fame in utilizing new technologies to increase access to their collection. In 2006, Canada’s Sports Hall of Fame received training on, and the installation of, Access to Collections. This training enabled them to apply for funding to acquire PastPerfect which, in turn, led to their successful application to the VMC for their *Lou Marsh* cross-national online exhibit. Canada’s Sports Hall of Fame has continued to actively receive OMA training and as of 2010, was one of nine sites nationwide to be approved for VMC funding (the only site in Ontario).



Photo Credit: Uxbridge Historical Centre



SPECIAL MEETINGS ON MUSEUM TECHNOLOGY

The Museum of Healthcare in Kingston hosted the OMA’s Regional Knowledge Forum, a pilot event. This networking opportunity, workshop and information exchange was attended by area museums and members of the Kingston Association of Museums, Art Galleries and Historic Site. Responding to greater need for cluster support, this inaugural event provided KAM members with an opportunity to discuss cluster structuring in preparation for future collaborations. Also in attendance was the Minister of the Environment, John Gerretsen (MPP Kingston and Islands) who attended the Information Exchange portion of the Forum and gave remarks, and Patricia Howarth of the Department of Canadian Heritage.

In extending greater support to regional clusters, OMA Executive Director, Marie Lalonde, and Special Projects Coordinator, Catherine Richards, also joined members of the Museums of Niagara Association to discuss what institutions were doing digitally, identify a direction for future projects and explore the possibility of future collaborations between the OMA and the museum cluster. Of special interest for future OMA training and workshops was the use of audio tours and video to enhance visitor experience.

Remaining Relevant in the Digital Economy

ONSITE WORKSHOPS

The Association delivered a series of **Onsite Workshops** and provided remote support to interested and selected member sites to assist staff in acquiring the skills necessary for collections development and digitization. In 2009/2010, **11 sites** received onsite and remote collections digitization training, including:

- Niagara Historical Society Museum (August 2009)
- Campbell House Museum (August 2009)
- Cabbagetown Regent Park Museum (August 2009)
- Museum of Healthcare at Kingston (August 2009)
- Canadian Warplane Heritage Museum (September 2009)
- Uxbridge Historical Centre (October 2009)
- Royal Canadian Legion Branch 63 (October 2009)
- Halton Region Museum (November 2009)
- Markham Museum (December 2009)
- Hillary House (December 2009)
- Oshawa Community Museum (January 2010)

ICOHERE MUSEUM TECHNOLOGY AND DIGITIZATION CENTRE

The *Museum Technology and Digitization Centre* was planned, developed and launched on the iCohere community of practice platform in August 2009. This online space facilitates interaction between members within regional clusters, and increases resource access to remote or Northern sites.

All *Let’s Get Digital* project participants were invited to engage with the Centre by contributing content, such as links, forum threads or resource material. Resources and workshop packages were generated and updated for the workshops and training sessions and uploaded to the Centre’s Tech Resource Library for all participants to access remotely. Bearing in mind our environment footprint, this has enabled us to reduce our paper use considerably while responding to accessibility issues.

The Centre, hosted on the iCohere Community of Practice platform, holds all training and procedure manuals, as well as news items and hyperlinks relating to museum technology and collections digitization. All project participants have access to the site and can use it to communicate with OMA staff and with other participants.

“We have been able to increase the accessibility and visibility of our collection by posting our records online. Also, the curator and a volunteer gained valuable skills through the training provided by the OMA. We are thrilled with the responsiveness, friendliness and helpfulness of the OMA”. – Liz Driver, Curator, Campbell House Museum



RESOURCES

As part of the Let’s Get Digital 2009-2010 project, the OMA developed training materials that are currently available to project participants through the Museum Technology and Digitization Centre. These documents demonstrate the Association’s continued commitment to supporting their members in incorporating new technologies, and were intended to prepare museums applying for the 2009-2010 Museum Technology Fund. These included:

- Updated Project Description and Application Form
- Updated Photo Studio Equipment list
- Post-Photography Batch Editing using Adobe Photoshop
- Batch Image Re-Naming using Adobe Bridge
- Uploading to Artefacts Canada using Access to Collections installed on Microsoft Office 2007
- Adding fields using Access to Collections installed on Microsoft Office 2007
- Updated Glossary of Terms
- Adding Fields and Customizing File-Maker Pro 7
- Adding Fields to Access to Collections using Microsoft Office 2007
- Museum Technology And Digitization Centre Features
- Updated Team Considerations for a Digitization Project
- Museum Technology Project TipSheet

Reaching Out to Members

The OMA is committed to taking the necessary steps to ensure that our membership is engaged, well informed and better connected, both to the Association and with regional cluster groups. We have executed strategic, targeted initiatives intended to facilitate open dialogue between museum professionals at all levels, and to continue to engage our colleagues on issues identified by museums large and small. The following highlights introduce initiatives to improve accessibility to the information and support offered and needed to develop member institutions and careers. **These initiatives included:**

MANAGING CONTENT ON THE WEB

Responding to member needs for a more user-focused, user-friendly and easily updateable website, the OMA launched a new content management system-driven (CMS) website on February 12th, 2010 to coincide with Heritage Week.

Staff have contributed content to the new website and eventually hope to increase the volume of member-generated content in the *Online Guide to Ontario Museums*. Museums are encouraged to update and personalize content in their Guide listing to enhance their online visibility. The OMA has addressed accessibility concerns for our members in remote or Northern areas by making membership forms and renewal applications available online. In our first week of launching the new CMS, five membership renewal applications arrived, mostly from students. These improvements demonstrated the Association's commitment to responding to the needs of a changing membership.

The Online Guide to Ontario Museum's was migrated to the new website, and incorporates easy-to-use search functions, that allow visitors to access museum information based on museum name, type, location, or through an enhanced map browsing feature. An improved event listings component and new calendar feature was also added, and is intended to offer better visibility and recognition to our member institutions. Between the launch and March 31st, 2010, over 30 institutions had updated their own listings in the Online Guide, over 40 new events had been added to the Events Calendar and over 30 jobs had been posted to the Association Job Board.

BI-MONTHLY E-CURRENTLY

To better facilitate communication between members and the Association, the E-Currently is now available on the website in a digest format, in addition to regular email circulation. The E-Currently is also linked to the OMA website homepage, and is available in the Member section for easy member access. Standards sections include *Advocacy at Work*, *Professional Development*, *Job Postings*, *Have You Heard?* and *OMA News*.

OMA CURRENT ENEWS

Current eNews Alerts are published electronically whenever a timely update needs to be communicated, or when the OMA have new services and programs to promote. Current eNews editions included one on the MTF launch, one on the Ontario Budget Analysis and one on HST. Prior to the 2009 Annual Conference, Conference eNews editions were released weekly, promoting concurrent sessions, keynote speakers, workshops, the Tradeshow, Conference supporters and other special events, such as receptions, the Awards Banquet and the Silent Auction.



OTHER COMMUNICATION:

- The OMA published our *Annual Report: 2008/2009* to communicate to members, donors and the general public the activities and initiatives undertaken during the last fiscal year.
- The OMA also released the final publication of The Learning Coalition *Building Responsive Museums: A Discussion Framework*. This tool provides museums with a self-assessment process to help them critically think about, and evaluate, their relationship with their communities.

Building Organizational Sustainability

MEMBERSHIP

The Association continued to respond to members' preferences for services and programs in the key areas of advocacy, professional development and networking. Prospecting and membership retention were priorities this fiscal year. The OMA continued to prospect a number of museums, heritage organizations, and art galleries, along with individuals interested in membership. The OMA also contacted lapsed members to welcome them back to the Association. The result was a 4% increase in membership numbers over the previous fiscal year, for a total of \$82,747 in revenue. This increase recognizes a total of 160 new members: 13 Institutions, 7 Corporate, 11 Consultant and 130 Individuals.

The OMA conducted a Membership Satisfaction Survey in 2005 to assess what issues were of main concern to our members. Our members indicated a 92% satisfaction rate with the OMA, and, as a result, the OMA was able to focus on the areas of professional development, advocacy, and networking in order to best serve the membership and museum community. The Membership Task Force prepared and developed a new membership survey, using 2005 survey data to benchmark, to be delivered in spring 2010. The Task Force will work with staff to ensure that many different areas of service are covered, so that we may learn more about how our members needs have changed over the last five years, and how programming can be shaped to address these changes. The survey, available in an online format, will provide members with the opportunity to voice their interests, as well as provide valuable feedback on our programs and services to inform the strategic planning effort.

We look forward to hearing from our members, and encourage continued participation in the Association. Member feedback is valuable, and assists Council in its ongoing review of priorities.



RELATIONSHIP BUILDING

• Marie Lalonde, Executive Director, and Catherine Richards, Special Projects Coordinator, attended the Canadian Heritage Information Network's Annual Provincial Museum Association meetings. The meetings took place in Ottawa at the Canadian Museum of Civilization, between March 25 –26th, 2010. In addition to attending presentations on CHIN activities, the OMA participated, and presented, at roundtables that explored the uses of technology at provincial museum associations across the country. Catherine presented on the new OMA CMS website and the use of iCoHere as a community of practice for our technology activities.

• Pierre Bois, Special Projects Manager, was approached to participate as a heritage representative in the WorkInCulture (formerly CCCO) Peer Learning Circle for Museum Professionals. Pierre later reported at their Annual General Meeting (AGM) on his experiences in the Peer Learning Circle.

• OMA Executive Director, Marie Lalonde, sits on the Board of both WorkInCulture (formerly CCCO) and the Cultural Human Resources Council. Professional Development Program Manager, Cathy Blackburn, sits on the Fleming College Arts and Heritage Programs Advisory Committee.

The OMA would like to acknowledge the support of their donors, Thank you for supporting our museum sector.

DONORS

Tammy Adkin	Kaitlin Cain
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Beverley Dietrich	Catherine Reilly
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CONFERENCE 2009 SPONSORS:

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 Friesens Canada
 Hamilton Catholic Diocesan Archives
 IdéeClic
 McMaster Museum of Art
 popstream digital
 Tourism Hamilton
 Vilnis Cultural Design Works
 Worker's Arts and Heritage Centre
 Zone Display Cases

OMA COMMITTEE PARTICIPATION:

AWARDS OF EXCELLENCE 2009

Chair: Annemarie Hagan, Museum of Mississauga
Members: Nicole Drake, Secrets of Radar Museum; Kim Watson, Soccer Hall of Fame; Pam Cain, Fort Frances Museum

NOMINATIONS COMMITTEE

Chair: Tammy Adkin, London Regional Children's Museum
Members: Brian Wood, Bell Homestead National Historic Site, and Caroline Roberts, Currency Museum of the Bank of Canada

MEMBERSHIP TASK FORCE

Chair: Tammy Adkin, London Regional Children's Museum
Members: Nancy Marr, Uxbridge Historical Centre and Samantha George, Parkwood Estates

FINANCE AND EARNED REVENUE TASK FORCE

Chair: Gilles Séguin, Parks Canada
Members: Tammy Adkin, London Regional Children's Museum; Kathleen Powell, City of Niagara Falls Museum; Tom Lewis, Dixon Hall

STRATEGIC PLANNING TASK FORCE

Chair: Yves Theoret, MOCCA
Members: Gilles Séguin, Parks Canada; Ian-Kerr Wilson, City of Hamilton Culture Division; Yasmine Mingay, Canadian Museum of Civilization Corporation; Clark Bernat, Niagara Historical Society Museum

FUNDING RECEIVED:

ONTARIO MINISTRY OF CULTURE:

Provincial Heritage Organization

Funded: Operations

Museum Technology Fund (MTF)

Funded: Museum Technology Sector Support Project

Summer Experience Program

Funded: One Administration student position (Toronto) and one Conference student position (Hamilton)

DEPARTMENT OF CANADIAN HERITAGE:

Museum Assistance Program (MAP)

Funded: Certificate in Museum Studies; Dr. Candice Matelic pre-Conference workshop; and Discovery Boxes workshop at the Royal Ontario Museum

CHIN Collections Development

Funded: Let's Get Digital: A Collections Development Project with Artefacts Canada

Young Canada Works - one position

ONTARIO MUSEUM ASSOCIATION AUDITORS' REPORT

The accompanying summarized balance sheet and statement of operations are derived from the complete financial statements of Ontario Museum Association as at March 31, 2010 and for the year then ended. In our auditors' report on the complete financial statements, dated June 4, 2010, we expressed a qualified opinion because we were unable to satisfy ourselves concerning the completeness of revenues from donations. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying summarized financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

The summarized financial statements do not contain all disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may be not appropriate for their purposes. For more information on the Association's financial position, results of operations and cash flows, reference should be made to the related complete financial statements.

Toronto, Ontario
June 4, 2010

Clarke Okring LLP

CHARTERED ACCOUNTANTS
Licensed Public Accountants

SUMMARIZED BALANCE SHEET AS AT MARCH 31, 2010

	2010	2009
ASSETS		
Current assets		
Cash	\$ -	\$ 25,172
Accounts receivable and prepaid expenses	46,271	19,533
Investments at fair value	219,550	192,724
	265,821	237,429
LIABILITIES		
Current liabilities		
Bank overdraft	14,308	-
Accounts payable, accrued liabilities and deferred revenue	85,476	99,192
	99,784	99,192
NET ASSETS		
Endowment funds	201,911	174,878
Operating fund deficit	(35,874)	(36,641)
	166,037	138,237
	265,821	237,429

SUMMARIZED STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2010

Revenues		
Government contributions and grants	269,546	322,121
Memberships	82,747	79,720
Professional development and publications	45,432	40,894
Conference	77,185	84,638
Membership programs and other services	43,921	4,711
Miscellaneous	655	1,574
	519,486	533,658
Expenses		
Salaries, fees and benefits	303,642	303,355
Financial development and membership	500	2,071
Professional development and publications	39,198	47,252
Conference	35,876	57,305
Program delivery, office and general administrative	104,042	125,658
Community and public relations	24,720	11,718
Council and committee	10,741	8,959
	518,719	556,318
Excess (deficiency) of revenues over expenses for the year	\$ 767	\$ (22,660)