

OMA Conference: Ministry Update

October 18, 2012

Key Priorities for Ontario

Creating jobs and promoting economic growth during this time of world-wide economic challenges.

To implement these priorities, the government is focussing on:

- Building a stronger, more competitive workforce;
- Making investments in infrastructure;
- Pursuing new investments in Ontario's economy;
- Improving the quality of life for Ontario families; and
- Moving forward with a plan to eliminate the provincial deficit by 2017-18.

This year, the deficit is projected to reach \$14.4 billion.

The 2012 Ontario Budget proposed strong action to balance the budget, including significant measures to restrain compensation in the public sector.

As part of the government's overall plan, the ministry is pursuing five priorities:

- Growing Ontario's tourism economy;
- Strengthening agencies and attractions, through a strategy of renewal and by focusing on core businesses;
- Conserving Ontario's heritage and archaeology resources;
- Growing Ontario's creative economy; and
- Strengthening Ontario's sport and recreation sector.

In particular, we are taking two strategic approaches for our work in the culture sector:

- developing our unique cultural resources to enhance the health and vitality of our communities, the quality of life of our people and protecting investments that have been made since 2003; and,
- promoting innovation, stimulating job growth, supporting new dynamic content creation, penetrating new markets and encouraging cultural tourism.

Cultural Strategic Investing

Since 2009, the Ministry has administered four project-based grants:

- Museums and Technology Fund
- International Cultural Initiatives
- Creative Communities Prosperity Fund
- Cultural Strategic Investment Fund

The 2012 Provincial Budget announced that these four grants would be amalgamated into a new program which will “*concentrate resources into a stronger, comprehensive fund that is open to all cultural sectors and will create new and innovative projects and lead to job creation and economic growth.*”

Cultural Strategic Investing

This new fund will have an annual allocation of \$3M and will support the arts, heritage and library sectors as well as the creative industries.

Policy development work for this new cultural fund is underway. Service organizations, such as the Ontario Museum Association, will be invited to attend an information session about the new fund within a few weeks, and further information will follow in the new year.

Status of Grants

Museums and Technology Fund (MTF)

- Proposals currently under review.
- Announcements expected late 2012/early 2013.

Community Museum Operating Grant (CMOG)

- More than 120 operating grants are in the final stages of processing.
- The majority of the remaining applications are awaiting financial reports before they can be processed.

CMOG Program Review

CMOG Program Review

- Government is committed to ensuring that programs meet their objectives and yield benefits for the residents of Ontario.
- Program reviews are undertaken to ensure the efficient allocations of resources.
- The 2009 CMOG program review identified the need to determine whether:
 - grant recipients continue to meet the Standards;
 - the Standards themselves reflect current policy, priorities and practices of the museum community.
 - stakeholders such as the Ontario Museum Association could play a role in aiding museums to meet the Standards.

Assessment – Standards for Community Museums

Assessment of the Standards for Community Museums using questionnaires have taken place over a two-year period (2010-2012).

- January 2011 (June 2011 for Seasonal Museums)
Governance, Finance and Community (Standards 1-3)
- September 2011 - Exhibition, Interpretation & Education,
Research and Human Resources (Standards 4-7)
- June 2012 - Collections, Physical Plant and
Conservation (Standards 8-10)

Criteria Assessed

Submissions were assessed based on the questions asked about current practice and review of required policies.

- For example:
 - Are all policies complete, updated, and signed off by the museum's board?
 - Are the questionnaire responses complete and provide all the information requested?
 - Are examples of good practice provided?
 - Does the museum's mission statement serve to guide the planning and operations, and do evaluation methods guide the museum in meeting the needs of its community?

Feedback

Standards questionnaires were reviewed and assessed by the Ministry's museum advisors.

The feedback forms will include the following:

- Individualized results on key policy and practice requirements for each Standard.
- Museum advisor comments and resource suggestions.
- Specific areas with issues to be addressed (if necessary).

Overall

- There is a high rate of good practice in the sector.
- Museums across the province are clearly committed to meeting the Standards regardless of whether they are Year Round or Seasonal, or whether they are municipally-funded or not-for-profit.
- 75% of museums (148 in total) have two or fewer standards to be addressed.
- Only 25% of museums (46 in total) must address three or more standards.

Total Submissions and Revisions to be Addressed

193	Total number of CMOG recipients.
9	Total number of new applicants who were not required to submit Standards questionnaires AND museums which are no longer in the CMOG program.
184	Total number of community museums for which standards questionnaires have been assessed.

1,288	Total number of Standards questionnaires reviewed.
299	Total number of revisions requested.
23%	Percentage of Standards requiring revision.

Museums required to address one or more Standards

- 75% of museums (138 in total) have two or fewer standards to be addressed.
- Only 25% of museums (46 in total) must address three or more standards.

# Museums	# of Standards to be addressed	% of Total Museums (184)
92	0	50%
26	1	14%
20	2	11%
12	3	7%
8	4	4%
5	5	3%
7	6	4%
14	7	8%

Summary of Standards to be addressed

Standards	Governance	Finance	Community	Research	Human Resources	Inter-pretation & Education	Exhibit
# of Standards to be addressed	59	43	37	29	32	43	56
Percentage	32%	23%	20%	16%	17%	23%	30%

Statistics

Summary of Standards to be addressed by Museum Governance model

Museum Governance Model:	Municipal (111)	Not-for-profit (66)	Cons. Authority (7)
% of category	60%	36%	4%
% of stds to be addressed	46%	50%	4%

Summary of Standards to be addressed by Operating Periods

Operating Period:	Year Round (149)	Seasonal (35)
% of category	81%	19%
% of stds to be addressed	76%	24%

Statistics

Summary of Standards to be addressed by Budget Levels

	Less than \$50K	\$50K- 99,999K	\$100K- 250K	More than \$250K
Budget Level:	(22)	(25)	(71)	(66)
% of category	12%	14%	39%	36%
% of stds to be addressed	23%	11%	38%	29%

Summary of Standards to be addressed by Region

	North	South	East	West
Region:	(32)	(57)	(35)	(60)
% of category	17%	31%	19%	33%
% of stds to be addressed	22%	24%	36%	18%

Observations

- 1. Mission statements:** The museum's mission statement and objectives should focus on the museum's purpose, rather than its functions.

Observations

- 2. Governing bodies:** Museums should undertake routine policy oversight and strategic planning. The museum's operations and activities are directed by short and long-term written plans (e.g. business plan, strategic plan, visioning plan or master plan) approved by the governing body. These plans should describe their goals and objectives relevant to the museum's statement of purpose.

Observations

- 3. Board Orientation:** Handbooks need to be created. Advisory Boards change over time and the Board's new members must be able to guide the museum according to known policies.

Observations

4. **Accessibility:** Museums must have a written policy that will:

- a) endeavour to provide equality of access to information about the museum's collections, services and programs; and,
- b) endeavour to provide equal access to all members of the community, both physically and intellectually, to the museum's collections, information, services and programs. By 2015 all public institutions must be compliant with all aspects of the A.O.D.A.

Observations

- 5. Public programming:** Public program planning must include programming objectives and related evaluation, thus establishing clearly defined and measurable learning objectives and outcomes.

Observations

- 6. Inclusivity:** Community involvement and inclusion must be a priority for the museum to ensure that it provides services and programs consistent with its statement of purpose that meet the needs and interests of the community

Next Steps and Timeframe

- Week of October 22 – Feedback forms related to the first seven standards emailed to each museum. Museums commence work addressing all issues identified.
- Mid-December 2012 – Feedback forms related to the final three standards emailed to each museum. Museums continue work addressing all issues identified in both sets of feedback forms.
- April 30, 2013 – Year-round museums with issues to be addressed in the Governance and/or Finance Standards must complete all work identified in the feedback form and submit supporting documentation to the Ministry.

Next Steps and Timeframe (continued)

June 28, 2013- Seasonal museums with issues to be addressed in the Governance and/or Finance Standards must complete all work identified in the feedback form and submit supporting documentation to the Ministry.

October 31, 2013 – Museums with issues to be addressed in the other eight Standards must complete all work identified in the feedback form and submit supporting documentation to the Ministry.

Early 2014- Museums failing to meet the required standards will be notified of their ineligibility for CMOG funding in 2014-15.

Questions?