

Heritage Training Program Agenda

**Institute I March 10 – 19, 2010
Nattinnak Pond Inlet Visitor Centre
Pond Inlet, Nunavut**

Facilitators:

Catherine C. Cole, Catherine C. Cole & Associates, heritage consultants, Edmonton Wendy Molnar, Cultural Visions Consulting, Winnipeg
Ericka Chemko, Project Manager, IHT
Philippa Ootoowak, Community Archivist Pond Inlet Archives
Brian Lunger, Curator, Nunatta Sunakkutaangit Museum
Tiffany Muckpah, Arviat
Leesee Papatsie, Parks Canada
Additional Guest Facilitators: To be confirmed

Wednesday, March 10 Travel to Pond Inlet –

First Air: Depart Iqaluit 2:15pm; arrive Pond Inlet 4:45pm
Canadian North: Depart Iqaluit 2:10 pm; arrive 6:05pm

7:30-9:00 Orientation – Ericka Chemko

Participant Introductions
Introduction to Moving Forward (Sivumut Kajusiniq): From Plan to Action
Need Assessments
Introductory ppt from past institutes
Arctic College registration
Group photograph

Thursday, March 11

Module 1 - Introduction to Heritage/Visitor Centres Catherine C. Cole, Ericka Chemko and Tiffany Muckpah

Module Goals:

- 1) To explore the evolution of museums and the introduction of related institutions: heritage centres, cultural centres, interpretation centres and keeping houses.
- 2) To explore the current role of heritage and visitor centres within communities in Nunavut.
- 3) To provide examples of professional standards and ethics and learn about their relationship to heritage/visitor centres in Nunavut.
- 4) To learn about resources that support heritage work in Nunavut and in Canada.
- 5) To provide an historical perspective of Nunavut's people and culture.
- 6) To examine and understand issues that impact Inuit heritage and how heritage workers might response to those issues.
- 7) To develop a network of colleagues from throughout Nunavut.

Module Description:

This module defines heritage and visitor centres within the contexts of Canadian museums and Nunavut communities. The module outlines the key functions of museums: acquisition, preservation, research and interpretation, and their importance in this context. The module outlines current trends in museum and heritage theory and practice providing an opportunity to explore contemporary

issues such as ethics, working with and for communities, and access and inclusion. It looks at the challenges and opportunities facing these institutions and those who work within them. The module also provides an introduction to the history and culture of Nunavut, and the roles these organizations have in preserving and interpreting cultural traditions.

Subject Areas include:

- History and Types of Museums, Heritage and Cultural Centres
- Ethical Issues
- Changing Roles of Museums in Canadian Society and Nunavut Communities
- Preservation of Inuit Culture through Heritage and Cultural Centres
- Inuit History and Traditional Culture

9:00-9:30 Types of Museums – Ericka Chemko

The International Council of Museums (ICOM) and Canadian Museums Association's (CMA) definitions of museums; heritage and cultural centres in a larger context as particular types of museums.

9:30-10:30 History of Museums, Heritage and Cultural Centres – Ericka Chemko

How museums have evolved from private collections of curiosities to contemporary organizations with a broader mandate to benefit communities.

10:30-10:45 BREAK

10:45-12:00 Ethical Issues – Catherine C. Cole

International Council of Museums and Canadian Museums Association *Guidelines for Professional Ethics* and discussion of relevant ethical situations such as illicit export of cultural property, repatriation and conflict of interest.

12:00-1:00 LUNCH

1:00-2:15 Changing Roles of Museums in Developing Societies – Catherine C. Cole

Current ideas regarding the relationship between museums and society: relevance; inclusion; community benefit; public access; places of learning, microbanks; etc.

2:15-3:00 Preservation of Inuit Culture through Heritage and Cultural Centres - Tiffany Muckpah

Ways in which heritage and cultural centres in Nunavut are currently engaged in preserving traditional culture: language/literacy programs; elders/youth programs; recording oral traditions; continuation of traditional skills, etc.

3:00-3:15 BREAK

3:15-3:45 Group Discussion – led by Tiffany: Participants are encouraged to bring examples (images, publications, recordings, etc.) from their own communities to share.

3:45-4:05/4:05-4:30 Group Visit: Tour of Pond Inlet Archives and library to introduce participants to Inuit Cultural resource material – Philippa Ootoowak / who to show Inuit/Northern resources in the library, talk about interlibrary loans, etc. (divide into 2 groups & switch)

7:00 Film night: possibilities include: *Inuit Things* video; Land of Long Day; Between Two Worlds; White Archer

Friday, March 12

9:00-10:30 Learning about Inuit History and Traditional Culture – Tiffany Muckpah
Engaging elders and cultural teachers Apia Kiliktee, her daughter or Joanna Kigutak Kunuk with one of: Elisapee Ootoowak, Koopah (Alai Mucktar's wife), Jacob Peterloosie, Ruth Sanguyak, Ham Kudlu

10:30-10:45 BREAK

10:45-12:00 Resources that Support Heritage Work in Nunavut – Ericka Chemko
Guest presentations: 20 min each in person if departments cover costs, otherwise by Skype or videoconference

NTI: The land claim agreement, social & cultural programs

CLEY: Archaeology, archives, HPI, special projects, Piqqusilirivvik

Nunavut Parks: In relation to park visitor centers and other heritage-related programs

IHT: Place names, archaeological field school, etc.

12:00-1:00 LUNCH

1:00-4:00 Field Trip

Led by a local outfitter, participants will visit a local heritage site and discuss the responsibilities of heritage/visitor centres in the preservation and interpretation of cultural sites. (Weather permitting. Outdoor clothing required.)

Suggestions: 1) Mt Herodier (Igariuaq) 2) Bylot Island and the Hoodoos 3) alternate indoor activity in the case of bad weather

3:45-4:15 Critique of Field Trip experience or alternate activity – Catherine C. Cole

4:15-4:30 Module Evaluation

Saturday, March 13

Module 2 - Heritage/Visitor Centre Management - Catherine C. Cole & Brian Lunger

Module Goals:

- 1) To explore the public trust and its relationship to governing and operational policies.
- 2) To learn the roles and responsibilities of not-for-profit boards and the benefits of registered charitable status.
- 3) To learn basic management practices.
- 4) To develop effective decision-making skills.
- 5) To develop effective fund development strategies.

Module Description:

This module provides an overview of heritage and cultural centre management and operations highlighting the roles and responsibilities of boards and their staff. The module introduces standard practices in regards to financial management and policy development and introduces planning principles that encourage long-term sustainability.

Subject Areas include:

- Roles and Responsibilities
- Policy Development
- Developing Mission and Vision Statements
- The Importance of Planning

- Financial Management Responsibilities
- Fund Development Strategies and Funding Sources
- Grantsmanship

9:00-10:30 Roles and Responsibilities of Governing Boards, Advisory Committees, Elders Groups, Staff Members and Volunteers – Brian Lunger

Governance models used by heritage and visitor centres in Nunavut; roles and responsibilities of governing board members, advisory committees, elders and staff members.

Group Activity: Participants will assess their current situation and it may be improved.

10:30 – 10:45 BREAK

10:45-12:00 Policy Development – Catherine C. Cole

The importance of well-written policies and how to develop, implement and evaluate policies.

12:00-1:00 LUNCH

1:00-2:30 Developing Mission and Vision Statements – Catherine C. Cole

Group Activity: Opportunity for participants to develop a common vision and mission statement and reflect upon the existing statements for their own organizations.

2:30-2:45 BREAK

2:45-4:30 The Importance of Planning – Catherine C. Cole

The importance of planning, and the difference between various types of plans (strategic, business, annual) and the role of board members, advisors and staff in planning. Steps involved in developing a plan.

7:00 Games night – hosted by Ericka Chemko

Sunday March 14 – Free day

Walk to nearby iceberg if there is one or walk along the beach to Salmon Creek (weather permitting)

Monday, March 15

Module 2 - Heritage/Visitor Centre Management (cont.)

9:00-10:30 Planning Tips and Tools – Catherine C. Cole

Group Discussion: Relating annual plans to daily life: anticipating deadlines; carrying out work on a day-to-day basis.

10:30-10:45 BREAK

10:45-12:00 Financial Management Responsibilities – Catherine C. Cole

The importance of budgeting, financial controls, and reporting; the ability of registered charities to provide charitable tax receipts for donations encourages donations from private individuals and to charitable foundations for funding.

12:00-1:00 LUNCH

1:00-2:00 Fund Development Strategies and Funding Sources – Brian Lunger

Common ways to raise funds to support the operation of heritage/visitor centres, including: strategic partnerships; private and corporate donations; special event fundraising; gaming; sales; admission fees/donation boxes; and grants from various levels of government and corporate and private foundations; discuss potential funding sources for cultural heritage projects. (moved up so there's more time for the exercise)

Guest Presentations: Skype or video presentations by representatives from CLEY, MAP/CAHSP, Canada Council, alternatively have program guidelines available and discuss

2:00-2:30 Grantsmanship – Brian Lunger

How to develop effective funding applications.

2:30-2:45 BREAK

2:45-4:15 Group Activity: Participants will complete and review a basic funding application.

4:15-4:30 Module Evaluation

Tuesday, March 16

Module 3 - Heritage Interpretation Wendy Molnar, Philippa Ootoowak and Leese Papatsie

Module Goals:

- 1) To understand the role of Nunavut's heritage centres within heritage tourism.
- 2) To understand the role of interpretation in heritage and cultural centres.
- 3) To become familiar with the characteristics and expectations of visitors.
- 4) To develop an understanding of interpretive planning, design, delivery and evaluation.
- 5) To understand the role of cultural programming within the community.
- 6) To understand marketing concepts.

Module Description:

Heritage interpretation provides a way of communicating directly with the visitor. All types of communication – exhibitions, websites and programs such as cultural activities – will be explored. This module provides an overview of standard interpretive approaches and how to apply them through specially designed cultural programming for youth and elders. Participants will be introduced to the concept of object literacy and its importance in programming. Finally, the importance of identifying the elements of a sound marketing plan will be explored.

Subject Areas Include:

- Heritage Tourism Principles
- Principles of Interpretation
- Program Planning
- Communication Skills
- Interpretive Techniques
- Program Evaluation and Review
- Basic Marketing Concepts
- Funding Sources

9:00-9:45 Case Study of Pond Inlet Visitor Centre – Philippa Ootoowak and Visitor Center Staff

Group Discussion: A review of the successes and challenges faced by the staff of the Visitors Centre in terms of interpreting the history and culture of Pond Inlet.

9:45-10:30 Heritage Tourism Principles – Wendy Molnar

An introduction to heritage tourism, the branch of cultural tourism that focuses on the experience of visiting a place with genuine historic, cultural or natural significance. Principles include: focus on authenticity and quality; conserve and protect resources; build partnerships; find the fit between heritage and tourism; make sites come alive through interpretation.

10:30-10:45 BREAK**10:45-12:00 What is Heritage Interpretation? – Wendy Molnar**

An explanation of what a heritage interpreter does and what interpretation is and is not. Tilden's six principles of interpretation: provoke, relate, reveal, awareness, appreciation, and understanding and action.

12:00-1:00 LUNCH**1:00-1:45 Program Planning: What does Success look like? – Wendy Molnar**

Identifying what makes a heritage experience successful.

Small Group activity: Participants will work together to identify the successes and challenges their current public programming.

1:45-2:30 Program Planning: Assessing the Needs – Wendy Molnar and Philippa Ootoowak

The importance of program planning and looking at existing resources. Identifying needs of heritage centres and identifying potential program partners in the community.

Group activity: Participants will list the heritage resources that exist within their centres and their communities.

2:30-3:00 Program Planning: Formulating Goals and Objectives – Wendy Molnar

Developing achievable program goals and objectives and how these can be used to gauge success of programs.

3:00-3:15 BREAK**3:15-4:00 Program Planning: Getting to Know Your Visitors**

Identifying who visits your heritage centre and learn about their characteristics, needs and learning styles.

Small Group Activity: Participants will identify different visitors and determine their needs.

4:00-5:00 Cross-Cultural Sensitivity – Catherine Cole with input from participants**Evening Activity – TBC****Wednesday, March 17****Module 3 - Heritage Interpretation (cont.)****9:00-10:30 Program Planning: Interpretive Techniques**

Types of interpretation programs and techniques; personal and non-personal interpretation; choosing the right interpretive technique for your visitor. Best practices for creating memorable museum experiences.

Small Group Activity: Participants work together in small groups to determine which interpretive techniques might work best for different visitors.

10:30-10:45 BREAK

10:45-11:15 Program Design : Selecting Interpretive Techniques – Wendy Molnar

Small Group Activity: Participants will practice selecting interpretive programs and techniques for various visitors.

11:15-12:00 Program Design: Communication Skills Using Stories, Songs and Objects - Wendy Molnar

Making the most of storytelling, objects and archival material in interpretive programs.

Group Activity: Using demonstrated storytelling and/or object literacy exercises, participants will practice simple communication skills by preparing and presenting a short oral presentation.

12:00-1:00 LUNCH

1:00-2:00 Program Logistics – Wendy Molnar

Organizing activities; program duration; preparing program materials; scheduling tour groups; risk management; preparing staff, volunteers and performers.

2:00-3:00 Marketing Basics

Promoting and marketing programs: basic marketing approaches; working with Nunavut Tourism

3:00-3:15 BREAK

3:15-3:45 Program Evaluation – Wendy Molnar

Determining the success of a program.

3:45-4:45 Module Review – Wendy Molnar

Small Group Activity: Participants will work in small groups to develop a plan for an interpretive program and present it to the whole group.

4:45-5:00 Module Evaluation

Evening Bear Talk – Parks Canada Naturalists Carey Elverum and Brian Koonoo

Thursday, March 18

Module 4 - Training Seasonal Employees – Wendy Molnar

Module Goals:

- 1) To understand the training needs of seasonal employees.
- 2) To learn basic training techniques.

Module Description:

Participants will be introduced to how to teach seasonal employees the basic functions of a museum, heritage or visitor centre and develop the skills of seasonal employees. This module introduces participants to basic communication and interpretive skills that are necessary for seasonal employees to greet and tour visitors through the centre. Basic collections management and preventive conservation skills will also be introduced.

*NOTE: Module is based upon the *How to Train Your Summer Staff* manual produced by the Museums Association of Saskatchewan

Subject Areas Include:

To understand how to teach seasonal employees:

- the basic functions of a museum or heritage centre.
- basic administrative skills.
- basic collections management and preventative conservation skills.
- communication skills.
- interpretive programming skills.

9:00-9:45 Overview of the Role of Seasonal Employees – Wendy Molnar

Introduction to the work of seasonal employees in heritage centre activities and programs; tasks involved with working with the collection, exhibitions and visitors.

9:45-10:30 Train the Trainer – Wendy Molnar

Participants will learn some training techniques that will help them to prepare seasonal employees for their work.

10:30-10:45 BREAK**10:45-12:00 Teaching How to Perform Basic Operational Tasks**

Group Activity: Participants will role play teaching other participants various tasks done by seasonal employees: filling in time sheets; handling money; computer training; answering telephone inquiries; keeping attendance records; tour booking procedures; emergency and safety procedures; opening/closing checklist.

12:00-1:30 LUNCH**1:30-2:00 Train the Trainer cont. – Wendy Molnar**

Participants will learn how to encourage good communication skills when dealing with visitors.

2:00-2:45 Teaching How to be a Good Host and Tour Guide – Leese Papatsie

Group Activity: Participants will role play teaching other participants about Nunavut Tourism initiatives; visitor relations; community resources and services; things to see and do in the community; calendar of events. Guided tour basics; communication skills; program planning for guided walks in the community, cultural programming and special events; answering questions from visitors.

2:45-3:15 Working with the Collection and Exhibitions – Wendy Molnar

Participants will learn the importance of demonstrating basic housekeeping skills.

3:15-3:30 BREAK**3:30-4:00 Funding for Seasonal Employees**

Review of appropriate funding sources for season staff and requirements of these funding agencies; how to complete a Young Canada Works or GN application. Introduce the importance of project management and reporting.

**4:00-5:00 Institute Wrap-up and Evaluation
Second Institute Discussion****Evening Wrap up Celebration**

Cultural presentation normally done for cruise ships

Concluding Remarks

Friday, March 19 Travel Day

First Air: Depart Pond Inlet 8:00am; Arrive Iqaluit 11:35am

Canadian North: Depart Pond Inlet 8:45am; arrive Iqaluit 12:48pm