POLICY & PROCEDURE MANUAL

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Statement

The purpose of this document is to state the function of education programming at the Museum of Dufferin (MoD). The content herein serves as the standards and procedural guide which shall govern education programming at the MoD.

Purpose of Education Programming

The purpose of education programming at the MoD is to establish and sustain the museum as a place of learning for persons of all ages. Education programming at the MoD is to be an extension of the museum's mandate and goals.

Education Mission & Vision Statement

Education programming at the MoD creates learning opportunities to encourage knowledge of local history and support the well-being and intellectual empowerment of individuals and communities. Education programming will provide opportunities for the public to engage in subjects and interact with objects, exhibits, collections in a meaningful and memorable way.

1. Resources

Resources consist of items, equipment, human resources, and budget(s) that influence programming decisions and/or are available to support the development and delivery of education programs. Programming will be developed that makes responsible use of buildings and collections.

1.1 Collections

An education collection shall exist that consists of authentic and replica items. Items in the education collection are held in locked storage unless being used during programs or for exhibits. Where original artifacts are used for programs, staff shall take every precaution to conserve condition for future use.

Use of Artifact and Archival collections (including Dufferin Genealogy) is critical to creating and delivering programs that educate the public on the history of Dufferin County. These collections are accessible for research and development purposes. Use of items from these collections must be done so in keeping with archival and curatorial practices and the MoD's Collection Policy. With approval from the Curator or Archivist, items from the artifact or archival collection may be utilized in the delivery of education programs. Items will be considered on a case-by-case basis.

1.1.1 Acquiring Education Collection Items

Items for the education collection are acquired by methods and procedures stated in the MoD's Collection Policy. For information, see Collection Policy, Section no. 3.

1.1.2 Lending/Borrowing of Items from the Education Collection

Items in the Education Collection may be loaned to educational institutions such as schools or other museums. The MoD does not lend items from the education collection required for the delivery of onsite or offsite education programs. Borrowing of certain items from the education collection is permitted provided the loan meets the following criteria:
- Use of the item(s) is for educational purposes by an educational institution (school) or not-for-profit organization (service club) or other museum
- The item(s) requested are deemed suitable for lending by MoD staff, meaning:
  - The item(s) is not used in any MoD education programs
  - The item(s) can be securely handled and transported without damage

o   Required paperwork (loan agreement) is completed in full

Education rental kits and education collection loans are subject to a $30 fee. At its discretion, the MoD may change or alter rental fees at any time. These fees are used to cover development, transportation, and damage costs.

1.2 Exhibitions

Exhibits provide an opportunity for visitors to engage with artifacts. Educational aspects or components for exhibits provide for meaningful, enriching and memorable experiences. Educational elements include labels, interactives, and activities that share information and facilitate learning in an entertaining way. Interactive exhibit elements are developed by the Curator and Education Programmer.

1.3 Space

Program items and participants tend to use a variety of spaces inside and outside the museum. Given the multi-functional use of areas within the museum, spaces used for programming will vary based on factors such as availability, exhibit space and location, group size, visitor accessibility and safety. Efforts shall be made to ensure that facilities used for programs are within a safe, secure environment and are accessible as per the County of Dufferin's Customer Service Accessibility Policy (2-7-1).

1.4 Staff & Volunteers

It is the role of the Education Programmer to research, develop and deliver programs that fulfill the MoD's educational mission and mandates. Staff support education programming by assisting with research, helping to negotiate scheduling and space, set-up and take down of programs, participation in programs, and sharing ideas and resources.

Volunteers play an important role in supporting the development and delivery of education programs. The MoD welcomes volunteer participation in various aspects of education programming. Volunteers can conduct research, lead museum tours, present program information, help maintain the education collection and educational resources. Previous experience, skills and long-term commitment in these areas is an asset, but not required. Training will be provided to staff and volunteers that assist with education programs.

1.5 Equipment

Education programs shall utilize, when appropriate, audio-visual equipment such as projectors, microphones, speakers, document cameras, and digital cameras are often used to support and enhance the delivery of education programs. Computers and computer software are regularly used in the development of program teaching and marketing materials. Software regularly used includes PastPerfect, Adobe InDesign, Adobe Photoshop, Microsoft Office and Desire2Learn.

2. Services

Program services and offerings are developed based on available resources. Priority is given to programs that meet the Museum's mandates. Program fees are determined by the MoD and are subject to change based on costs associated with resources, activities, length of program, mileage, etc. Program fees are non-negotiable.

2.1 Public Programs

Public program offerings provide opportunities for both entertainment and learning. Public programs provide incentive for museum attendance and added value to exhibitions.

2.1.1 Family Programs
The MoD offers family-friendly programming in conjunction with civic holidays, special occasions and exhibit openings. These programs seek to provide families with engaging and entertaining activities that encourage museum attendance. Such activities need not be heritage- or history-based, however, priority is given to activities that meet the Museum's mandates.

2.1.2 Programs for Children
Programs for children include non-curriculum tours, camps and workshops. Efforts are made to offer programs to a wide age-range. Priority is given to programs that meet the Museum's mandates, however, themes and activities need not be heritage- or history-based.

2.1.3 Adult Programs
In a calendar year, the MoD may offer programming directed at an adult audience. These programs provide adults with the opportunity for on-going learning, skill development and/or experiential learning. Adult program offerings may include, but are not limited to lectures or guest speaker talks,

themed tours or presentations, and workshops.

2.2 School Programs

School programs are developed and offered based on the most current version of the Ontario Curriculum and museum resources. Programs are designed to take place at the MoD so as to utilize historic buildings, exhibits, and artifacts from the collection. Unless offered as an outreach or offsite program, a program can only be run at the MoD.

Program activities may vary based on space availability, exhibitions, seasons and weather conditions and accessibility requirements. Programs can be customized, within reason, to meet the learning needs identified by a teacher or educator, including learning accomMoDations and/or MoDifications. Adaptations to programs must be discussed during the booking process.

2.3 Tours and Tour Groups

Guided tours of current exhibits are available to groups of 10 or more who book a tour. Information to support self-guided tours is available at the reception desk for individuals and small groups. Inquiries about items on display are always welcome.
Presentations on a collection, topic or theme can also be requested. Requests are considered based on availability of resources including staff or volunteers, and access to areas of the museum including storage spaces.

2.4 Short-term and Customized programs

Programs may be developed and offered coinciding with a temporary or travelling exhibit, special occasion or area of interest. Type and scope of programming is determined by content, resources, and duration of the exhibit or occasion.

The MoD accepts requests for customized programming or customized activities within an existing program. Customized programs are subject to fees determined by the MoD and are non-negotiable.

3. Budget

A portion of the MoD's annual budget will be available for education programming. Funds for education programming will be reviewed annually. Grants and sponsorships when available shall be

pursued to offset programming costs. Purchase of program supplies must be approved in advance by the Director of Planning, Economic Development and Culture.

4. Procedures

4.1 Bookings

Tickets or reservations for program offerings can be made by contacting the MoD in person or by phone. Tickets must be paid for in full upon reservation. Tickets are transferrable, but non-refundable, except in the event of a program cancellation or postponement.

Bookings of school programs or requests for specialized programming can be made by phone, e-mail or in person with the MoD Education Programmer (See appendix A).
The MoD booking policy is as follows:

The booking party must provide full contact information to complete a booking. This includes: name of organization, contact name, address, phone number, e-mail, number of participants, preferable dates, and any special requests.

Within 1-2 business days, the MoD will provide the booking party with suitable dates, fees, and program details including length, program scheduling and cancellation policies.
Once details have been agreed upon by both parties, a booking form and invoice will be prepared and sent via e-mail to the booking party (see appendix B). Invoices are payable by cheque, credit card, debit or cash in advance or on the day of the program. A credit card number is required in order to complete the booking. The credit card will not be charged unless the booking party incurs a cancellation penalty or elects to pay for the program in advance using the same card.

Any changes to programming or cancellations must be made by contacting the MoD Education Programmer by phone or e-mail. Any changes to bookings and program schedules are not official until acknowledged by the MoD Education Programmer. Booking cancellations made more than 7 days in advance will result in no charge or a 100% refund. Cancellations made within 7 days of a program will result in a 50% charge or refund. Cancellations made within 24 hours will result in a 100% charge and no refund of fees.

4.2 Databases

The MoD maintains several databases which can be used to create bookings, inform program offerings, budget for programming, market and promote programs, and track attendance. Information contained in Education Department databases is generated and monitored by the MoD Education Programmer. No database content is ever shared with third parties as per the County of Dufferin's Information Management Policy: Freedom of Information and Protection of Privacy Act (2-3-9).

4.3 Education Collections

See the MoD Collections Management Policy for procedures and strategies related to the education collection.

4.4 Exhibition Development

The role of education personnel in exhibition design is to provide input to the Curator on the educational value and impact of exhibits. This includes consultation on text and reading levels, teaching space, curriculum links, incorporation of hands-on activities, and addressing accessibility and special needs. Education collection items may also be used in exhibits as hands-on or tactile elements.

4.5 External Partnerships

The MoD may engage third parties in the development or delivery of programs. Examples include: special guest speakers, expert presenters, or entertainers. Efforts are made to vet and ensure the appropriateness of third-party volunteers or hires. A third-party vendor contract must be completed in full, signed and submitted before the presentation date.
As a cultural and community institution, the MoD accepts requests for partnerships with other organizations within Dufferin County. External educational partnerships may include, but are not limited to: presenting or hosting activities at offsite functions, membership in professional groups for museum educators, co-creating or sponsoring a program with a local organization or school. External partnerships must meet the Museum's mandates, schedules, and budget. Requests for the MoD to participate in external educational partnerships must be approved by the Director of Planning, Economic Development and Culture.

4.6 Marketing and Evaluation

Through marketing and promotion, the MoD seeks to generate awareness of, interest in, and sponsorship for education programs leading to program bookings and attendance.

4.6.1 Marketing Procedures and Coordination

Marketing of school programs shall be administered and monitored by the MoD Education Programmer. Marketing of public programs (as defined in Part 1: Section C) shall be administered and monitored by the MoD Events and Promotions Coordinator. Promotion material will be made available for distribution in digital and/or print formats no less than 4 weeks in advance of the program to be promoted. Promotional materials for education programs shall be approved by the Director of Planning, Economic Development and Culture before being distributed. Media being distributed to child audiences through schools MUST be previewed and approved by school board administration (i.e. UGDSB Distribution of Materials department).

Acceptable formats for promotions materials include posters/ flyers or digital media (.pdfs) that can be distributed through E-mail, personal contacts/volunteers, direct mail, MoD webpage, MoD Facebook page, MoD Twitter account, and newspaper or magazine articles. Budgeting and distribution of promotion materials is the responsibility of the MoD Events and Promotions Coordinator.

The MoD will maintain a database to aid in the marketing and promotion of education programs. The database is intended to assist in identifying target markets and provide for effective distribution of promotion materials. Access to the database is restricted and no information contained within shall be made public.

4.6.2 Photography and Videography

The MoD takes photos or creates videos to document public programs. Photos or videos of children (under the age of 18) shall not be taken without permission of a parent and/or guardian. Photos or videos taken of children require the completion of a waiver/consent form (see appendix D). Photos or videos accompanied by a waiver may be used in promotional materials.

The MoD does not take photographs or videos of school programs unless given permission by teachers and/or administrators in advance of a program and supplied with consent documentation.

4.6.3 Programs Evaluation and Feedback

Programs shall attempt to meet changing community needs through a process of setting measurable goals and objectives. Goals and objectives shall be reviewed through ongoing assessments.

Summative evaluation and reviews shall be conducted by the MoD Education Programmer to assess the design and quality of education programs. Comment cards and a log book are regularly available for visitors to leave feedback. Efforts will be made at public programs to encourage visitors to provide feedback on their experiences at the MoD. Feedback is collected for school programs using an online survey provided to teachers via E-mail at the conclusion of their program (see appendix C). Data will be collected and preserved in annual program reports for future reference. Program outcomes may be measured through a variety of methods including, but not limited to: attendance numbers, user feedback (oral and written), demand and repeat bookings, length of visit, costs versus profit, and observations of visitor satisfaction.

4.7 Research and Program Development

Programs are created by the MoD Education Programmer in consultation with other staff (Curator, Archivist, and Events Coordinator) and volunteers. Priority is given to projects that reflect the Museum's mandate. Program development and implementation is primarily determined by the MoD program, event and exhibit schedule, which is renewed annually.

Factors taken into consideration during program research and development include: audience (age, learning styles, and intelligences), curriculum links, learning objectives or expected outcomes, educational value, and available resources.

The Museum archival and artifact collections and corresponding records are accessible for program research and development purposes. Programs should be based on, or include, reference to items in the MoD collection and their history. Where deemed appropriate by MoD staff and approved by the Director of Planning, Economic Development and Culture, programs need not be tied to the MoD collection.