

# MATCHES




## Mentorship, Training & Assistance for Community Heritage

Workshops Program 2024

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a training event in your community

*Secrétariat aux relations  
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d'expression anglaise*

Québec 

# Historical Archive Conservation

## Working with physical and digital objects

*Instructor: Jody Robinson, director  
Eastern Townships Resource Centre (ETRC)*

In the documents, photographs, maps, diaries, and oral histories that archives preserve lie the building blocks of historical memory. Whether your group is just starting out or hoping to meet the many challenges of preserving and sharing materials in an existing archival collection, adopting proven methods for their proper care and management is the best way to safeguard this crucial source of community history and culture for years to come.

Most non-profit archives trace their historic collections to private donors and supporters. This implies a duty of care that well-run archives express not only in their handling and storage practices, but also in their collection-management policies. The importance of establishing clear principles for accepting, rejecting, and getting rid of donated materials is just one of many key insights that workshop participants will take away from this valuable and timely discussion.

In this two-part training activity led by long-time archivist Jody Robinson of the Eastern Townships Resource Centre (ETRC), learners delve into the art and science of what has been called "legacy management," a term Jody herself uses to describe the essential nature of archival work: preserving, managing, and helping others discover the legacy of those who came before us.



Explore and understand why the physical integrity of collected material is so important to community heritage; and discover how archives are responding to growing demand for digitization, with its promise of serving researchers and community members remotely, via the internet.



Sign up for one or both workshops below and learn the principles of archives management that are essential to the work of today's community heritage organization. Enrolment is limited to six people per half-day workshop, with each session tailored to participant needs and identified learning goals.

## Workshop 1

### **Best Practices for Conserving Physical Archives**

#### Topics covered

- Why archive? The legacy manager's role and responsibility for community heritage.
- Different material types (textual records, bound volumes, photographs and photographic negatives, audio and audio-visual recordings, maps, etc.) and their preservation requirements.
- Understanding the causes of deterioration: light, temperature, humidity, handling, biological agents, air pollution.
- How to store archives properly: Creating a happy environment for your records
- Finding a middle ground: Making storage choices that fit your budget.

## Workshop 2

### **Archives in a Digital World: Cotton Gloves to Computer Screens**

#### Topics covered

- Digital object standards: File formats, bit depth, resolution, file naming, metadata, colour mode, etc.
- Choosing what to digitize: Principles for making hard choices
- In the tool kit: Equipment for creating digital objects from a physical collection
- Options for storing and managing digital records (i.e. external drives versus cloud storage)
- Guarding against file deterioration and preparing for technological change
- Understanding why archivists insist on creating enormous digital files

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# *Fundamentals of Oral History*

## **Interviewing and recording for posterity**

*Instructor: Glenn Patterson, media specialist, Quebec Anglophone Heritage Network (QAHN)*

Recording interviews is a powerful and accessible way to gather and preserve lived experiences of everyday people. In the era of smartphones and affordable digital sound recorders it has never been easier to capture stories and memories of community members in their own words and voices. But much of what makes these sessions successful depends on details that are often overlooked by new practitioners.

This workshop offers a comprehensive introduction to effective interviewing and valuable tips that will help you get the most from your next oral history project.



Join instructor Glenn Patterson as we explore both the creative possibilities and the familiar pitfalls associated with gathering, archiving, and disseminating first-hand accounts of past events. Glenn is an experienced community-heritage researcher, educator, and musicologist with a passion for audio. Whether you're already busy collecting material or in the early planning stages of a new project, or simply curious about pursuing an enjoyable and rewarding activity in your community, *Fundamentals of Oral History* is your guide to active, purposeful listening.

## Workshop 1

### **The Art of Interviewing**

Training begins with a general overview of the legal and ethical questions raised by oral-history research gathering, including the importance of obtaining subjects' written and oral consent. From there, you'll learn about techniques and lines of enquiry that are most likely to yield rich and insightful narratives, such as: habits to help put your subjects at ease; how to formulate questions for deeper responses; and how to make pristine audio recordings with nothing more than the phone in your pocket.



## Workshop 2

### **Crafting Digital Stories**

Participants in this workshop consider the myriad ways in which digitally recorded oral-history interviews can engage people while contributing to local community culture and knowledge. This session will be of special value to learners with access to existing audio – or video – files, and those who about to make new recordings. Emphasis will be placed on showing how oral-history interviews can be transformed into podcasts, radio segments or documentaries. Glenn will share advice for organizing and transcribing recorded interviews and discuss various software tools designed to help automate such tasks. The session also includes basic tips for gathering oral-history interviews on video.

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# *Strategies for Small Museums*

## **Improving administration and program delivery**

*Instructor: Samuel Gaudreau-Lalande, director  
Colby-Curtis Museum*

Small museums and archives are more likely to engage visitors and attract supporters when run proficiently. However, many volunteer-led institutions struggle with a familiar conundrum: they lack the human and financial resources to meet professional service standards, which in turn limits their access to needed resources. Escaping this vicious cycle is the first step towards creating more dynamic and enriching encounters with history and culture in our communities.



In two workshops led by Colby-Curtis Museum director Samuel Gaudreau-Lalande, participants learn about sound museum management practices and how they can be applied in any cultural heritage organization to raise the quality of programming and build community.



## Workshop 1

### **A Case Study in Heritage Excellence**

The Colby–Curtis Museum in Stanstead has pursued a systematic review and modification of its policies and procedures since 2019, resulting in growing visitor engagement, high-quality programming, and greater funding support – despite two years of pandemic-related closures. In this workshop participants explore how any small museum, community archives, or heritage institution can adapt this methodology to improve key aspects of administration and program delivery. By sharing tools and knowledge developed at Colby–Curtis over the last four years, this insightful discussion will enable managers to improve productivity and develop their own strategies for creating vibrant institutions in the communities they serve.

Workshop and follow-up coaching will cover key topics such as:

- Strategic planning and decision making
- Results-oriented management
- Financial recovery
- Information gathering
- Building partnerships
- Integrated programming
- Generating project revenue
- Workplace health and productivity

## Workshop 2

### **Museum Standards in Quebec**

Accredited museums in Quebec enjoy privileged access to financing and other public programs designed to support their operations. But only those which have been accredited (*agrée*) by the Ministry of Culture and Communications are eligible for funding through its *Programme d'aide au fonctionnement pour les institutions muséales*. The application process is very demanding.



This workshop presents an overview of Quebec’s museum-accreditation process (*agrément*) and a systematic way for community-based institutions to fulfil program requirements, to maximize their chances of gaining formal recognition. It is intended for small museum institutions who have previously failed the accreditation process as well as for those who wish to try it for the first time.

Learn about the advantages and responsibilities that come with formal accreditation and leave the session ready to begin the process of preparing a request on behalf of your own local museum. Training consists in the workshop and follow-up consultations with participants to review individual work plans, resources, and policy documents.

Workshop and follow-up coaching will cover key topics such as:

- The accreditation process as a quality-assessment tool
- Advantages and responsibilities of accredited status
- Planning for the accreditation process
- Gathering necessary data and tools
- Drafting institutional policy and other documents
- Medium-term vision and sustainability

# Create Standout Displays

## Exhibition design and the art of telling stories

*Instructor: Rachel Lambie, curator  
Lac-Brome Museum*

In an age of hyper-connectivity, museums and kindred institutions practise a vital human vocation: designing shared community spaces for nourishing and reinterpreting local culture and history. Objects and language still form the heart of this practice. Though digital tools have given rise to online exhibitions and virtual events, such formats can never replicate the experience of interacting with physical presentations, which continue to enjoy strong public appeal.

Coming up with new displays and exhibitions can prove quite challenging, however, especially in small organizations with limited resources. Where do you begin? How do you decide what stories and themes to explore? What materials should you use? These are just some of the many questions you'll encounter as you set out on your exhibition journey.

In this workshop museologist Rachel Lambie of the Lac-Brome Museum will delve into the principles of exhibit-based storytelling, showing how to combine research, writing, creativity, and sound planning to produce polished, impactful exhibitions.



Rachel has mounted several exhibitions at Lac-Brome Museum since her appointment as curator in 2021, including pop-up displays for theatrical productions, school visits, and an annual agricultural fair. She previously worked as an interpretive planner, and during the Covid pandemic helped develop a guided visit and virtual tour of the Historic Joy Kogawa House in Vancouver, British Columbia.

Whether it's changing a tired display or creating a new exhibition from scratch, thoughtful design makes for effective storytelling. This workshop is perfect for small museums, historical societies, cultural centres, and any other community groups seeking to gain key curatorial skills and insights. Each session is offered to one organization at a time and is limited to six participants, with material tailored to specific local needs and learning goals.

In this workshop we will:

- Review and navigate the first steps of designing and creating an exhibition
- Explore key elements of engaging visual displays
- Identify resources and design limitations, i.e. physical space, budgetary constraints, and object provenance
- Learn to recognize and prioritize items selected for display
- Establish some best practices for workflow management

# *Let's Go Live:* **Producing Online and Hybrid events**

*Instructor: Glenn Patterson, media specialist,  
Quebec Anglophone Heritage Network (QAHN)*

The Covid-19 pandemic underscored the tremendous power of digital technologies to bring people together “virtually” as strict public health measures kept us from gathering in-person. Across the country, millions of Canadians turned to the internet to stay in touch, working from home, attending school, and connecting with friends and family via video-conferencing and social media. Even museum closures could not prevent people from enjoying arts and culture, as heritage workers found ways to adapt their activities to a constantly evolving media landscape. Silver lining?

It sure seems so. And as ubiquitous digital technologies continue to shape the practices and cultures of community-heritage institutions, one skill stands out as increasingly indispensable: producing live events for online sharing. Whether it's hosting a lecture, launching an exhibit, presenting a workshop, or putting on a fundraising gala, mastering the basics of online event production can help your museum, cultural centre or historical society reach far more people than traditional in-person activities.

## *Workshop 1*

### ***Online and Hybrid Events from Scratch***

*Topics covered:*

- Producing live audio and video for hybrid (online and in-person) community events
- Tips for expanding and engaging audiences
- Introduction to Open Broadcaster Software (OBS)
- How to add and customize advanced graphics to online video conferencing platforms



In your choice of one or two-day training sessions, instructor Glenn Patterson shows how to create compelling and well-executed digital events online, using popular Zoom, Facebook, and YouTube platforms. Discover how easy and affordable it is to get started.

Enrolment is limited to six people per four-hour workshop, with each session tailored to participant needs and identified learning goals. Recipients will be encouraged to consolidate their knowledge following each workshop by using their new skill to plan and produce online and hybrid events of their own. Further guidance and mentoring will be provided.

Learners who are new to online and hybrid event production are advised to register for both the Beginner's and Advanced workshops. More experienced learners may opt for the advanced workshop only.

## *Workshop 2*

### ***Level-Up Your Zoom and Online Meetings***

*Topics covered:*

- Improving your livestream audio and video quality on Zoom
- Keeping online meetings and events safe from hackers
- Mastering live event controls to avoid "hot mic" gaffes
- Adding graphics to your online meetings and events



# *Leadership matters*

## **Roles and responsibilities of volunteer directors in community non-profits**

*Presenter: Fergus Keyes, C. Dir. and current member of the board of directors, Quebec Anglophone Heritage Network (QAHN)*

History societies, museums, archives, cultural centres, and similar institutions depend every day on hundreds of heritage volunteers across Quebec who lead and support the preservation and promotion of community-based learning. Board members typically provide financial and administrative oversight, and are entrusted with key decisions which, taken together, can influence not only how a given group operates, but also the future direction and development of the entire heritage movement.

Understanding what effective leadership implies, both practically and legally, should concern anyone who has already accepted to serve in this capacity or is considering doing so.

In this comprehensive introductory session led by veteran non-profit leader Fergus Keyes participants delve into the various aspects of governance that are critical to today's volunteer boards. Along the way we will touch on the importance of by-laws and keeping accurate meeting minutes; the pros and cons of term limits for directors; and the value of strategic planning that all governance boards must diligently and periodically undertake to ensure the vitality and prosperity of the institutions they serve.



Fergus Keyes is a graduate of the DeGroot School of Business at McMaster University and a Chartered Director (C. Dir), specializing in board and governance matters. Over the years, he has taken on executive roles on several non-profit boards, contributing his expertise to organizations such as The Centaur Theatre, a unified board overseeing three public CHSLD long-term care facilities, and Alzheimer's Montreal. He currently serves as a director on the board of the Quebec Anglophone Heritage Network (QAHN) and as Chair of the board of the Montreal Irish Monument Park Foundation.

This presentation is ideal for new board members and experienced decision-makers alike, and anyone who would like to acquaint themselves with the duties volunteers assume when they accept to serve in a governance role. According to the needs and interests of participating groups, sessions may be varied in length and focus, to address particular issues or concerns.





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