



Ontario Ministry of Tourism
and Culture



**MUSEUMS AND TECHNOLOGY FUND
Guidelines for 2010-2011**

Application Deadline: August 13, 2010

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1. THE MINISTRY OF TOURISM AND CULTURE: VISION

The Ministry of Tourism and Culture's vision is to lead in building a strong and stable culture sector that contributes to a prosperous, creative economy and vibrant, liveable communities.

2. GENERAL INFORMATION

The guidelines are intended to assist in preparing an application for funding under the Museums and Technology Fund. Applicants are advised to read this document in its entirety prior to completing the application form, as incomplete applications will not be assessed.

Applicants are strongly recommended to consult with Ministry staff (see page 11) **in advance** of preparing an application. Such a discussion does not mean that a project will be recommended for approval. The Ministry of Tourism and Culture anticipates that more applications will be received than can be supported with the available funding.

The application form can be downloaded at <http://www.ontario.ca/museumfund>. Note that any of these forms can be completed and saved in their electronic form and subsequently submitted electronically or printed for submission by mail or in-person.

Completed applications with supporting materials must be received by the Ministry of Tourism and Culture **no later than 5:00 pm Eastern Standard Time on August 13, 2010**. Late applications will not be assessed.

For successful applications, the Ministry of Tourism and Culture will fund up to 50% of eligible project costs, to a maximum of \$50,000, for organizations serving communities with a population over 20,000. Organizations serving communities with a population under 20,000 will be eligible to receive up to 80% of project costs to a maximum of \$50,000. Grants will not exceed \$50,000 irrespective of community size served or estimated project costs.

Applicants may not submit more than one request for funding to the Museums and Technology Fund.

Priority may be given to projects involving multiple organizations and to projects geared toward the development and delivery of resources and services to multiple organizations.

The Ministry of Tourism and Culture cannot guarantee funding to all applicants, nor can the Ministry ensure that the total amount requested by successful applicants will be granted. The decision to fund all or part of an applicant's request will depend on its fit with the Museums and Technology Fund priorities, assessment criteria and the overall demand for funds in the program. The Ministry will officially announce the results by letter.

Applications for funding are subject to the *Freedom of Information and Protection of Privacy Act*, the *Ontario Human Rights Code*, and the Ministry's guidelines for the acknowledgement of financial support.

3. ABOUT THE MUSEUMS AND TECHNOLOGY FUND

In May 2009, the Government of Ontario announced the creation of the Museums and Technology Fund which would provide \$6.5 million in financial assistance over four years to museums, art galleries, archives and associated heritage service organizations to assist them in taking advantage of new technologies to improve public access to their collections.

4. PROGRAM OBJECTIVES

The Museums and Technology Fund provides funding to support the government's priority to build vibrant communities by increasing the accessibility for Ontarians to Ontario's not-for-profit museums, art galleries, archives and related heritage institutions. The primary objectives of the program are to:

- Provide citizens with access to the diversity and richness of Ontario's heritage and its history;
- Maximize the role of collections-based arts and heritage organizations in stimulating cultural tourism, community economic development and municipal cultural planning; and
- Encourage innovative museum partnerships and models that support education, life-long learning and new audience development.

5. STRATEGIC PRIORITIES

The Museums and Technology Fund aims to preserve and present Ontario's diverse and rich heritage. The program will invest in technology projects that help to develop the museum and heritage sector at the provincial and regional levels. Successful applications will help to fulfill the following strategic priorities of the program:

- Use digital technology to engage Ontarians in new ways;
- Improve digital technology infrastructure and develop digital technology skills in the museum/heritage sector;
- Digitize heritage collections to give Ontarians better access to their history and heritage;
- Help eligible organizations use technology to meet collection, research, program, education, stewardship, and promotional needs;
- Help eligible organizations attract new audiences through the use of technology; and
- Help eligible organizations generate revenue through the use of technology.

6. EXPECTED OUTCOMES

The Museums and Technology Fund will invest in technology projects that contribute to the development of the arts and heritage sector. Successful applications will help to support the following expected outcomes:

- Community arts and heritage stories will be more accessible to Ontarians.
- Community arts and heritage organizations will gain more recognition.
- Improved capacity to use technology to enhance or support collections-based arts and heritage organizations.
- New partnerships or strategic alliances will be formed, and the partners will be actively involved in the project.
- New or better educational opportunities for students and life-long learners will be offered.

7. ELIGIBILITY CRITERIA

7.1 *Applicant Eligibility*

To be eligible for funding consideration, an applicant must be an incorporated not-for-profit:

- Museum
 - Art gallery
 - Archive
 - Heritage service organization with a provincial mandate.
- } the organization must have a collection of tangible objects

Applicants must also have been in continuous professional operation in Ontario for at least one year prior to the application deadline, and be operational and accessible to the public at the time of application.

Applicants that are governed by other levels of government or by academic or cultural institutions are eligible, but must have distinct objectives, programs and budgets related to heritage. Provincial agencies or provincial Crown corporations are not eligible for financial support through the Museums and Technology Fund.

Projects that are undertaken with one or more partners are preferred. Partners could include:

- First Nations
- Municipalities
- Not-for-profit organizations, including museums and cultural organizations
- For-profit organizations.

Partners must commit to their participation by means of a signed partnership letter (or agreement) which must clearly specify what the partner will be contributing to the project. The signed partnership letter must:

- Establish the duration of the partnership;
- Confirm the amount of any cash contribution;
- Describe any in-kind support and confirm its value; and
- Identify the specific content/collections that the partners are providing access to and/or explain the expertise or services that will be provided.

Applicants are encouraged to partner with organizations outside the museum and heritage sector in related areas such as cultural tourism, technology or economic development. If you have one or more partners for your project, one organization must act as the lead applicant for funding.

7.2 *Eligible Projects*

Eligible projects may include, but are not limited to:

- Development of online exhibitions, including design and production
- Introduction of digital collections management systems, including the digitization of collections and the purchase and implementation of collections database software

- Development of membership and audience through the use of technology
- Fundraising through the use of technology
- Creation of online curriculum and education modules
- Implementation of collaborative digital technology and/or social media technology
- Purchasing technology that helps people with disabilities to access programs or services in the arts and heritage sector.

The project must be a new initiative for the organization, not an extension of an ongoing initiative (i.e. operational activity). The project should also be beyond the conceptual stage. For example, if the project is to develop a new website, the applicant must be able to articulate, at a minimum, what kind of website will be developed, for what purpose, for which audiences, and what benefits the new site will offer.

Project outputs that are being presented to the public are encouraged to be developed in both official languages. Applicants are also encouraged to develop products in other languages relevant to the project.

Applications will only be considered if they are received before the activity occurs and before any eligible costs associated with the projects are incurred. Under no circumstances will retroactive expenses be supported.

8. COSTS

8.1 *Eligible Costs*

Eligible costs be directly related and essential to the project, and may include the following:

- Extending staff hours specifically for the project (i.e. paid overtime)
- Hiring additional staff specifically for the project
- Consultant fees and travel, in accordance with the Province of Ontario's Travel, Meal and Hospitality Directive (<http://www.mgs.gov.on.ca/en/General/276756.html>)

Staff training or skills development that is directly related to the project and will provide longer-term benefit to the organization

- Project-related labour (design, digitization, etc.)
- Multimedia equipment and/or development costs
- Hardware purchases, upgrades or updates
- Software purchases or upgrades
- Website development or enhancement
- Translation of content into the other official language for materials aimed at the public
- Payments to artists or other copyright holders for the use of their works
- Up-front costs to establish new functionalities through the use of social media technologies to enhance the visitor experience.

Other expenses may be considered on their merits based on the context of specific proposals.

All goods and services for the project must be acquired through a competitive process that ensures the best value for funds expended. For goods and services exceeding \$5,000, applicants must provide at least three written quotes. Where this is not possible, the applicant is required to provide a written explanation to justify the quote or proposal selected.

In-kind contributions are materials and services donated by a third-party. While eligible, these contributions cannot total more than 10% of the total project value. These should be declared in the total cost of the project to help determine the maximum grant that the Ministry may provide if the application is successful.

8.2 Ineligible Costs

Ineligible expenses for the Museums and Technology Fund include the following:

- Core administrative and overhead costs such as salaries, rent, utilities, telephone and communication lines/services, materials, minor capital assets and any other costs related to ongoing activities
- Legal, audit or interest fees
- Feasibility studies to create or expand an institution
- Expenses related to capital projects
- Fees or costs for developing project proposals or applications under the MTF
- Ongoing maintenance costs for websites, Internet access, social media technologies, and software
- Domain name registration and/or search engine registration
- Costs related to researching the organization's permanent collection
- Marketing and promotional expenses
- Harmonized Sales Tax (HST)
- Hospitality, including meals for consultants (except in the case of small gifts to Aboriginal elders, as applicable)
- Value of volunteer time
- Retroactive expenses
- Contingency or unexplained miscellaneous costs
- Expenses that do not relate directly to the realization of the project.

9. MAXIMUM FUNDING

Project funding under the Museums and Technology Fund will not exceed \$50,000.

Organizations serving communities with a population over 20,000 will be eligible to receive up to 50% of eligible project costs, to a maximum of \$50,000.

Organizations serving communities with a population under 20,000 will be eligible to receive up to 80% of project costs, to a maximum of \$50,000.

The Ministry of Tourism and Culture cannot guarantee funding to all applicants, nor can the Ministry ensure that the total amount requested by successful applicants will be granted. The decision to fund all or part of an applicant's request will depend on its fit with the Museums and Technology Fund priorities, assessment criteria and the overall demand for funds in the program.

10. FUNDING CONDITIONS

- The decision of the Minister of Tourism and Culture is final and not subject to review or appeal.
- Applications will only be considered if they are received before the activity occurs and any eligible costs associated with the projects are incurred. Under no circumstances will funding be considered after the project is completed.
- Applicants who start a project prior to receiving notification in writing about the results of their application do so at their own risk.
- Applicants must carry a minimum of \$2 million in commercial general liability insurance coverage. A valid certificate of insurance will be required from successful applicants prior to the release of grant funds. Further information on insurance requirements is outlined in Article 24 of the Terms and Conditions in the Museums and Technology Fund Application for Funding.
- Failure to submit requested final or interim reports, as required by the Museums and Technology Fund or any other funding program operated by the Ministry of Tourism and Culture, will be considered in the assessment of future requests for assistance from the applicant, and could result in the rejection of an application until overdue reports have been received and assessed.
- In accepting public funding from the Ministry of Tourism and Culture, all recipients are expected to publicly acknowledge the financial assistance they receive. Information regarding this acknowledgement is available in Article 17 of the Terms and Conditions for the Museums and Technology Fund.
- All applicants must be in full compliance with the *Ontario Human Rights Code* and any regulations made thereunder. Failure to comply with the letter and spirit of the Code will render the applicant ineligible for funding, and in the event a grant is made, liable to repay the grant in its entirety at the request of the Ministry.
- Funding will be provided by the Ministry on a single or one-time only project basis.
- The Ministry's contribution will not exceed the actual cash expenditure for the project.
- Additional funding for a project may be secured from other levels of government. In cases where funding from other Ontario government sources is included, this funding must be for a component of the project that is separate and distinct from the portion to be supported by the Museums and Technology Fund.
- Within three months of the completion of the project, all recipients are required to submit a Post Project Report (PPR). This report must clearly demonstrate how the project activities were completed, the level of success against the program's objectives, and a financial reconciliation.

- At the end of the project, if total government assistance (federal, provincial, regional and municipal) exceeds 100% of eligible expenses, it will be necessary for the recipient to repay the Province of Ontario up to the amount of the full provincial grant.
- The Ministry reserves the right to audit the accounts and records of the recipient for a period of up to seven (7) years after the end of the project.

Additional funding conditions are outlined in the Terms and Conditions for the Museums and Technology Fund.

11. PREPARING YOUR APPLICATION

11.1 *Required Documents*

All applications to the Museums and Technology Fund must include the following documents:

- Completed application form signed by an authorized signing authority for the applicant;
- Completed project budget;
- Copies of all available quotes to justify any procurement costs;
- Financial statement for the organization, endorsed by the Board of Directors, which includes a statement of revenues by source and expenses by category, and a balance sheet;
- Letters Patent or proof of incorporation status in Ontario or in Canada; and
- Copies of all signed partnership letters (or agreements) for projects involving partners.

Incomplete applications will not be considered.

11.2 *Project Budget*

When completing the project budget, please provide complete and detailed information for each section. Applications with incomplete budgets will not be considered.

In preparing the project budget, please note that:

- Total project revenues **must equal** total project expenses;
- All contributions from the applicant, partners, or other public and private sources must be clearly identified as revenues;
- In-kind revenues must be balanced with in-kind expenses;
- An applicant's contribution to the project of hiring new staff or extending staff hours specifically for the project must be recorded as a cash contribution; and
- Revenues from all government sources must not exceed 100% of eligible project expenses.

11.3 *Application Form*

Your application must clearly articulate:

- The need for the project;
- How the project relates to the vision of the Ministry of Tourism and Culture; and

- How the project meets one or more of the Strategic Priorities of the Museums and Technology Fund.

Your application must also include:

- Project timeline;
- Project evaluation strategy;
- Evidence that your organization has the resources, management capability and track record to carry out the project;
- Indication of how the proposed project shows innovation and creativity through the use of technology;
- Description of the project's measurable benefits for the museum and heritage sector at a provincial or regional level, or of how it could be a model for similar projects in the sector; and
- Indication of how your organization will meet copyright requirements if your project involves a publication or digital service or collection.

It is essential to establish from the onset of the project relevant objectives and an effective evaluation strategy to measure the level of success of the project. Appendix 3 may be used to assist in developing this strategy.

12. APPLICATION ASSESSMENT PROCESS

Applicants are encouraged to work with Ministry staff prior to submitting an application for the MTF deadline. To be eligible for funding consideration, organizations must meet all applicant and project eligibility requirements and submit a complete application package, including the application form, project budget and all supporting documentation. Applications that fail to meet any of the eligibility requirements will not be considered.

Eligible applications are evaluated based on their relevance, impact, results and measures, financial feasibility, and organizational capacity.

Relevance of the Project (25%)

- The project strongly supports the vision of the Ministry of Tourism and Culture, and is closely aligned with at least one of the MTF strategic priorities.
- There is a demonstrated need for the project.

Impact of the Project (30%)

- Sound project management methods will be employed in carrying out the project.
- Project plan and timeline are realistic, and activities are relevant to the project.
- Where appropriate, the participation of suitable partner(s) is demonstrated.
- The project has the potential to develop the heritage sector at the provincial and/or regional levels.
- The project demonstrates innovation and creativity in the use of technology.

Results and Measurements (15%)

- The project will meet at least two MTF expected outcomes.

- Qualitative and quantitative performance measures are clearly stated.
- Project outputs have been clearly identified.
- The evaluation strategy is realistic, well developed and addresses all outcomes, outputs and measures.

Financial Feasibility of the Project (15%)

- The project is well within the financial resources of the applicant.
- The project budget is entirely appropriate and cost-efficient.
- Project funding is leveraged by multiple/outside sources.
- Appropriate human and material resources are allocated.
- The project's value for investment is clearly demonstrated.

Organizational Capacity (15%)

- Organization demonstrates sufficient resources to successfully carry out the project.
- Applicant demonstrates financial stability.
- Organization is professionally managed with clearly defined governance structure, administration and policies, and implements its mandate through regular public programming, collections management, and/or services to members.

Eligible applications are reviewed and assessed by Ministry staff based on the information provided. The applicant's past project history with the Ministry may also be taken into account. An advisory panel of representatives from the arts, heritage, and technology sectors will also review and comment on the quality and relevance of applications. The Ministry will take the panel's comments into consideration.

Funding decisions are made by the Minister of Tourism and Culture based on the merit of the proposed projects, Ministry and program priorities, and the availability of funds.

13. DEADLINE FOR APPLICATION

Completed application forms and all supporting materials must be received by the Ministry of Tourism and Culture **no later than 5:00 pm Eastern Standard Time on August 13, 2010**. Late applications will not be assessed.

14. SUBMITTING YOUR APPLICATION

Applications may be submitted by e-mail, in person or by mail/courier.

Electronic Submission

Applicants are encouraged to submit an electronic application by e-mail. The electronic application and all required supporting materials must be e-mailed to the Ministry of Tourism and Culture at MTF-FMT@ontario.ca by 5:00 pm Eastern Standard Time on August 13, 2010.

Applicants will also need to forward by mail, the original signed Statement by Lead Applicant section of their application form.

Paper (Hard) Copy Submission

Applicants submitting a paper (hard) copy of their application package must include the original signed Statement by Lead Applicant section of their application form, along with all other required supporting materials.

Applications submitted in person, or by mail/courier must be received by the Ministry of Tourism and Culture by 5:00 pm Eastern Standard Time on August 13, 2010.

Applications received by facsimile will not be considered.

Address for In-Person or Mail/Courier Submission of Application

Attention: Carol Law
Culture Programs Advisor
Programs and Services Branch
Ministry of Tourism and Culture
400 University Avenue, 4th Floor
Toronto, Ontario M7A 2R9

15. QUESTIONS?

For more information on the Museums and Technology Fund, contact:

Carol Law
Culture Programs Advisor
Programs and Services Branch
Ministry of Tourism and Culture
400 University Avenue, 4th Floor
Toronto, Ontario M7A 2R9
Tel:416-314-5186
E-mail: MTF-FMT@ontario.ca

APPENDIX 1: FREQUENTLY ASKED QUESTIONS

Q: *When will funding decisions be available?*

A: The Ministry of Tourism and Culture is committed to providing timely announcements of funding decisions. Applicants can expect to receive written notification of the results of their applications within 120 business days after the application deadline.

Q: *What is the maximum amount of funding that one project can receive from the Museums and Technology Fund?*

A: The Fund will provide up to 50% of the project cost, to a maximum of \$50,000 for organizations serving communities with a population over 20,000. Organizations serving communities with a population under 20,000 may receive up to 80% of eligible project costs to a maximum of \$50,000. Grants will not exceed \$50,000. The balance of funding for the project must come from your organization's own resources or other funding sources.

Q: *If the costs for an approved project increase, will the Museums and Technology Fund increase the project grant?*

A: The Ministry will not increase the amount of a Museums and Technology Fund grant if the costs of the project increase.

Q: *Are changes to the project budget allowed? For example, what if costs increase for one item but decrease for another?*

A: Recipients are entitled to move grant funds equalling up to ten percent (10%) of the allocation in one line within a budget category to another line within the same budget category without requiring prior permission of the Ministry. However, any further changes to the project budget will require the Ministry's written consent. Grant recipients should discuss any proposed changes to their project budget with the Ministry's Culture Programs Advisor.

Q: *What requirements does the Fund have with regard to the holding of grant funds?*

A: Grant funds must be placed in an account that is in the applicant's name at a Canadian financial institution.

Q: *What is the maximum length of time available for completing a project? Is there a deadline by which projects must be completed?*

A: Projects should take no more than 12 months to complete. In addition, projects that are supported as part of the 2010-2011 funding cycle must be finished by March 31, 2012.

Q: *What obligations exist for reporting on a grant once the project has completed?*

A: Recipients are required to submit a Post Project Report to the Ministry within three (3) months of completing the funded project. An electronic template will be provided by the Ministry for completing this report. In addition to the completed report, recipients will also be required to provide copies of all products and resources developed as part of the project.

APPENDIX 2: GLOSSARY OF KEY TERMS

ABORIGINAL GOVERNING BODIES: First Nation governments, Band Councils or Tribal Councils, Inuit and Métis equivalent governing organizations.

ARCHIVE: An archive is a not-for-profit, permanent institution dedicated to the acquisition, conservation and preservation of archival records (documentary heritage) of historical interest relating to a defined community or theme, while making the materials accessible to the public.

ART GALLERY: An art gallery is a not-for-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits works in the visual arts for the purposes of education, study and enjoyment.

AUDIT: Examination of a recipient's accounts, records or other evidence deemed necessary in the circumstances.

CONSULTANTS: Individuals or groups of individuals with specialized knowledge and/or skills. They are not part of an organization's staff, management or board, but rather are contracted for a fee to provide specific services to an organization.

EVALUATION STRATEGY: Development and use of performance measures to gauge the relevance, progress, cost-effectiveness and success of a project in meeting its defined objectives. A strategy should include outputs, outcomes, definitions of what will be measured, data sources, methodologies for gathering data and other relevant information.

GRANT: Transfer payment made to an organization by the Ministry for a specified purpose, for which obligations are outlined in the program's terms and conditions.

HERITAGE SERVICE ORGANIZATION: A heritage organization is a not-for-profit organization with a mandate to offer services and represent the interests of its members in the field of heritage. Members of these organizations can be either custodial institutions or individuals assuming museological functions in heritage institutions.

IN-KIND CONTRIBUTION: Donation to a project by an individual, business or organization of materials, goods, services or time that would otherwise have been paid for by the recipient. It involves non-cash asset transactions such as equipment, use of facilities, labour and goods. To be eligible as an in-kind contribution, the donation: (a) must be essential to a project's success; (b) must represent an expense that would otherwise be incurred and paid for by the recipient as part of the project; (c) must be mentioned in the application, and documented in the recipient's accounting books; and (d) can be reasonably estimated at fair value on the date it is made, using either market value or an appraisal. In-kind contributions are not reimbursable as no monies change hands; however, in-kind contributions can and should be included as part of a project's total cost.

MUSEUM: A museum is a not-for-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment. Please refer to the ICOM Definition of a Museum (<http://icom.museum/definition.html>).

OPERATIONAL EXPENSES: Cash expenses paid by an organization in return for goods or services that are not incremental to the project, but support the organization's day-to-day activities. These expenses are not eligible for funding.

OUTCOMES: Changes that are the result of project outputs. They are the external effects or consequences of the project that are considered significant in relation to its initial commitments. Outcomes must be measurable and may occur within organizations, communities and/or individuals. They may relate to behaviour, skills, knowledge, attitudes, values, conditions or other attributes. While there is less degree of control over outcomes, there should be a direct relationship between outputs and outcomes.

OUTPUTS: Most immediate results of a project. Outputs are the direct products or services produced and delivered to a target group or population, such as an exhibition, a collections policy, a workshop or seminar, a collections management database, or digitized records.

PERFORMANCE MEASURES: Indicators that provide qualitative and/or quantitative information needed to measure the extent to which a project is achieving its intended outcomes. Qualitative data can be expressed in terms of change or comparison between two states, while quantitative indicators can be in the form of a ratio, percentage, comparison or figure.

POST PROJECT REPORT: The Post Project Report (PPR) is submitted by the grant recipient within three months after a project is completed. The PPR is a final report that provides details on whether the project's objective was met, how the success of the project was measured, and the level of community participation and response. As part of the report, organizations must include a financial report for the project, copies of invoices for all items costing \$1,000 or more, copies of all project outputs, and any other details requested by the Ministry.

PROJECT: A set of activities or functions that a recipient proposes to undertake with the financial assistance provided by a funder. A project has a clear start and end date, occurs within a reasonable period of time, and demonstrates measurable outputs and outcomes.

SOCIAL MEDIA: Web-based technologies used for social interaction that share common characteristics of participation, openness, conversation, community and connectedness. Basic forms of social media include: social networks (e.g. Facebook, MySpace), content communities (e.g. Flickr, YouTube), social news (e.g. Digg, Propeller), social bookmarking (e.g. del.icio.us), blogs, discussion forums, wikis (e.g. Wikipedia), and micro-blogs (e.g. Twitter).

STRATEGIC PLAN: Clearly written document that describes an organization's mandate, its short, mid and long-term goals or objectives, and priority actions to take. A strategic plan includes a timeframe for its execution and identifies who within the organization, or what outside agent, will take responsibility for the completeness of the actions necessary to realize goals and objectives.

APPENDIX 3: PROJECT EVALUATION STRATEGY

A detailed outline of the project’s evaluation strategy is required as part of the application. The following information is intended to assist you in developing this strategy.

The development of an evaluation strategy will normally include the identification of pertinent performance measures, qualitative and/or quantitative, based on clearly articulated outcomes that align with the project objectives. In addition to these, the selected sources of data and the collection methodologies and tools should be described.

Building an effective evaluation strategy will facilitate the preparation of the Post Project Report. The compilation of this report will help the Ministry of Tourism and Culture to determine the effectiveness and relevance of the Museums and Technology Fund.

The sample chart below may be used as a starting point in the development of your project’s evaluation strategy. This is not meant to be an exhaustive list, but a sampling of the types of projects eligible for consideration under the Museums and Technology Fund.

Expected Outcomes	Project Type	Performance Measures
Community arts and heritage stories will be more accessible to Ontarians	Production of an online exhibition	<ul style="list-style-type: none"> • Number of online visitors • Level of community involvement and satisfaction • Surveyed level of visitor satisfaction • Exhibit theme and sub-themes
	Production of interpretive products associated with an online exhibition	<ul style="list-style-type: none"> • Type of interpretive materials produced • Distribution of documents • Number and type of programming activities produced • Number of participants
Community arts and heritage organizations will gain more recognition	Production of an online exhibition	<ul style="list-style-type: none"> • Number of online visitors • Level of community involvement and satisfaction • Surveyed level of visitor satisfaction • Exhibit theme and sub-themes
	Development of an organizational website	<ul style="list-style-type: none"> • Type of information included on the new website • Number of online visitors • Surveyed level of visitor satisfaction

Expected Outcomes	Project Type	Performance Measures
Improved capacity to use technology to enhance or support collections-based arts and heritage organizations	Digitization of collections information	<ul style="list-style-type: none"> • Purchase and installation of new digital collections management system • Percentage of collection information digitized and made available to the public • Number of users reached • Surveyed level of satisfaction
	Professional development activity	<ul style="list-style-type: none"> • Type and duration of activity • Number of internships • Nature of competencies acquired or enhanced • Level of satisfaction
	Set-up of professional development activities (e.g. workshop, seminar, etc.) and/or associated materials	<ul style="list-style-type: none"> • Number and range of participants • Number of sessions offered • Surveyed level of satisfaction • Nature of activity developed • Type of associated material produced
	Resource for multiple organizations or communities	<ul style="list-style-type: none"> • Type of resource created • Professional development area targeted • Number of organizations or communities reached • Surveyed level of satisfaction
New partnerships or strategic alliances will be formed, and the partners will be actively involved in the project		<ul style="list-style-type: none"> • Number of partnerships or strategic alliances formed • Level of involvement of partner organizations • Surveyed level of satisfaction
New or better educational opportunities for students and life-long learners will be offered	Production of interpretive products associated with an online exhibition	<ul style="list-style-type: none"> • Type of interpretive materials produced • Distribution of documents • Number and type of programming activities produced • Number of student participants • Number of schools or classes reached • Surveyed level of satisfaction