

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Section A - Lead Institution</b>
<b>Question 1</b>
<b>a) Identification</b>
<b>Name of Institution</b>
<b>Address</b>
<b>Telephone Number</b>
<b>Fax Number</b>
<b>Email</b>
<b>Website</b> Please include a valid website URL (include the http://).
<b>Social Media Accounts</b>
Facebook link Twitter link Instagram link other
<b>b) Signing Authority</b> (the person from the lead institution who would sign the contract if the project were selected for investment)
<b>Salutation</b>
Please select: <ul style="list-style-type: none"><li>• Mr.</li><li>• Ms.</li><li>• Mrs.</li><li>• Miss</li><li>• Dr.</li><li>• Prof.</li></ul>
<b>Name</b>
<b>Title</b>

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Email</b>
<b>c) Contact Person</b> (if different from the Signing Authority above – the person from the lead institution, or another institution or organization involved with the project, who is the contact for this proposal)
<b>Salutation</b>
Please select: <ul style="list-style-type: none"><li>• Mr.</li><li>• Ms.</li><li>• Mrs.</li><li>• Miss</li><li>• Dr.</li><li>• Prof.</li></ul>
<b>Name</b>
<b>Title</b>
<b>Name of Institution</b>
<b>Address</b>
<b>Telephone Number</b>
<b>Fax Number</b>
<b>Email</b>
<b>Question 2</b>
<b>Does your institution have a permanent physical establishment?</b>
Yes/No
<b>Question 3</b>
<b>Is your institution administered in the public interest for the primary purpose of collecting, preserving, documenting, interpreting, exhibiting and disseminating physical collections (objects, documents and specimens of educational and cultural value) and/or intangible cultural heritage? This includes artistic, scientific (inanimate or live), cultural and historical material.</b>
Yes/No

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Question 4</b>
<b>Please select the category that best describes your institution.</b>
<ul style="list-style-type: none"><li>• Aquarium</li><li>• Archive</li><li>• Art gallery</li><li>• Botanical garden</li><li>• Cultural centre</li><li>• Equivalent Indigenous Peoples' organization – please specify</li><li>• Exhibition centre</li><li>• Historic house</li><li>• Historical society</li><li>• Library</li><li>• Museum</li><li>• Other – please specify</li><li>• Planetarium</li><li>• Preservation project or site</li><li>• Zoo</li></ul>
<b>Question 5</b>
<b>Please select the category that best describes the legal status of your institution.</b>
<ul style="list-style-type: none"><li>• Federal</li><li>• Provincial</li><li>• Municipal</li><li>• Private not-for-profit</li><li>• Other – please specify</li></ul>
<b>Question 6</b>
<b>a) Is your institution a not-for-profit?</b>
Yes/No
<b>b) Please provide your business number.</b>
<b>Question 7</b>
<b>Has your institution received funding previously through the Virtual Museum of Canada (VMC) Investment Programs?</b>
Yes/No
<b>Question 8</b>
<b>a) Did you submit a Quick Pitch questionnaire for early feedback on your project idea?</b>
Yes/No
<b>b) How helpful was the feedback?</b>
drop-down menu where 1 is <b>not helpful</b> , 2 is <b>somewhat helpful</b> , 3 is <b>helpful</b> , 4 is <b>very helpful</b>

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Section B - Description of Proposed Online Product</b>
<b>Question 1</b>
Please provide the title of your online product.
<b>Question 2</b>
Please provide a brief description of your project. This will be used to announce your project if it is selected for investment.
Maximum 75 words
<b>Question 3</b>
Please identify the type of online product you are proposing. If the product fits more than one type, please select a secondary one.
<b>Note:</b> Each product must provide a complete online experience, independent of a specific context or physical space.
<b>Virtual Exhibit</b> Uses technology to reach and engage visitors with interpreted content organized around a subject and storyline.
<b>Virtual Tour</b> Uses technology to provide access to and interpretation of a physical space (such as an historic site, a geographical location, or an exhibit) or of an imagined space.
<b>Interactive Resource</b> Uses technology to engage visitors in active play, like a game, hunt or quiz.
<b>Educational Resource</b> Uses technology to engage visitors in learning about a subject directly or indirectly related to a curriculum area.
Primary Please select: <ul style="list-style-type: none"><li>• Virtual Exhibit</li><li>• Virtual Tour</li><li>• Interactive Resource</li><li>• Educational Resource</li></ul>
Secondary (if applicable) Please select: <ul style="list-style-type: none"><li>• Virtual Exhibit</li><li>• Virtual Tour</li><li>• Interactive Resource</li><li>• Educational Resource</li></ul>

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Question 4</b>
<b>Is this the first time you have submitted a proposal for this online product to the Virtual Exhibits Investment Program?</b>
Yes/No
<b>Question 5</b>
<b>Who is/are the target audience(s) for your online product, and what outcomes have you identified for them?</b>
Online content is more effective when it targets a specific audience or audiences. Audiences can be defined by demographics, level of knowledge or interest, and motivation for participation. The content of the online product should appeal to a broad spectrum of Canadians.
Outcomes describe the benefits or impacts, on the audience(s), of engaging with the online product. Outcomes can relate to knowledge and understanding, skills, behaviours, attitudes, values, enjoyment, or other attributes.
Maximum 250 words
<b>Question 6</b>
<b>Please describe your online product in more detail.</b>
The description should be compelling and well-written. It should clearly demonstrate what the online product is about, and what makes it important and innovative - and therefore a strong candidate for VMC investment.
Details should be included about:
<ul style="list-style-type: none"><li>• the product's storyline;</li><li>• the aspects of local, regional and/or national history, heritage or culture to be addressed, and how doing so fills a gap or builds on other work;</li><li>• the existing and new sources of authoritative information to be used;</li><li>• the creative/original approach to presenting the subject matter;</li><li>• how the content supports the institution's mission.</li></ul>
<b>Note:</b> Because design happens later in the process of making an online product, it is premature to submit mock-ups and other demonstrations of the product at the proposal stage. Visuals submitted with the proposal will not be evaluated.
<b>Note:</b> The information provided here will form the basis of your contractual obligations if the proposed product is selected for investment.
Maximum 1500 words
<b>Question 7</b>
<b>Please describe the experience users of your online product will have. What will happen when they engage with it?</b>
<b>What technology(ies) will enhance this experience, and will your institution be able to support it/them – in terms of expertise and technical infrastructure - once the project launches?</b>

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

The description should help the committee evaluating your proposal to understand the kind of user experience your online product will deliver, the “fit” between content, technology(ies) and user experience, and your ability to work successfully with the technology(ies).

The description should also demonstrate why this is a *digital* project. The technological approach should present the content and create experiences that are not feasible in physical space or by using traditional media and techniques.

**Note:** The information provided here will form the basis of your contractual obligations if the proposed product is selected for investment.

Maximum 1000 words – can use bullet points

### Question 8

**If your online product includes a social media component, please identify and justify the platforms you will use, and explain how you will manage them, including the quality control measures you will use.**

**Note:** Quality control measures include moderation and validation.

Maximum 300 words

### Question 9

**How will you ensure that your online product meets the VMC technical specifications?**

**Note:** Institutions are responsible for strictly adhering to the Technical Specifications. Please ensure that everyone involved with the development of the proposed online product is familiar with these specifications.

**Note:** Products which do not follow the technical specifications may be subject to financial penalty or loss of future funding opportunities.

Maximum 300 words

### Question 10

**Your online product must be device independent. Please describe how your content will be served to multiple devices and platforms and how the user experience will adapt.**

**Note:** You are encouraged to review the information contained in the Technical Specifications.

Maximum 300 words – can use bullet points

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Question 11</b>
<b>a) Have you already done any front-end evaluation for your online product?</b>  Front-end evaluation is conducted with a sample of the target audience, at the beginning of a project, to determine general levels of awareness of, interest in, and knowledge about a subject. Findings from past research that you use to inform your project are acceptable.
Yes/No
<b>b) If yes, please describe what you did and what you learned.</b>  Maximum 300 words
<b>c) What aspect(s) of your online product will you formatively evaluate with your target audience(s), and how?</b>  Formative evaluation is conducted with a sample of the target audience, while a product is in development, to improve the final version of the product. There can be several cycles of testing and refinement. Evaluation can be formal or informal but must provide sufficient information to determine the product's ability to meet its intended outcomes.  Maximum 500 words
<b>Question 12</b>
<b>How will your institution ensure the accuracy and relevance of the content?</b>  The answer should help the committee understand who your content experts are, and the processes and tools the project team will use to review the content at strategic times throughout the project development, in order to deliver high-quality, authoritative content suited to the needs of the target audience(s).  Maximum 250 words
<b>Question 13</b>
<b>How will your institution ensure the accuracy and quality of the translation of the online product?</b>  <b>Note:</b> All content must be available in both English and French. Additional languages can also be included. Institutions are responsible for proofreading and copy-editing the content of the online product in ALL languages.  Maximum 250 words

<b>Section C – Participating Organizations</b>
It takes a solid and skilled team to deliver an online product. Your proposal should identify who will be working on each aspect of the project, including, but not limited to: project management and administration; research; content

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

development, production and evaluation; writing, translation, and editing; web development, etc. Please identify their role in relation to the online product, and their relevant expertise and experience.

**Note:** In cases where external technical expertise will be required for the online product, while you are not required to have selected a multimedia company by the time the proposal is submitted; please identify one or more companies with whom you might work.

**Question 1 Lead Institution**

**a) Who (individuals or groups) in your institution will be involved in the online product?**

Name	Title	Role in the Product Maximum 50 words each

**b) Describe your institution’s experience producing authoritative content, digital content, and/or educational materials**

Maximum 500 words

**Question 2 Partners**

**Who (individuals and groups) in your partner organization(s) will be involved in the online product?**

Your project involves partnerships with public and/or private organizations with proven and/or recognized expertise directly related to the content, technical aspects and/or educational approaches of the proposed online product.

Partners agree to pool efforts and resources with the lead organization in order to achieve the common goal of benefitting online audiences. They also agree to share the project’s potential risks and other potential benefits.

**Note:** Organizations are not considered partners unless they contribute directly in cash or in kind to the realization of the project. Parties who receive payment for services, or parties who express their support of the project without contributing to it, are not considered partners. The role of these other parties is addressed in Question 3.

All partners must commit to their participation by means of a signed letter clearly specifying their contribution to the project. Letters must be scanned and included with the application.

Please ensure that all letters remain online until April 30, 2019.

The signed letter must:

- establish the duration of the partnership;
- confirm the amount of any cash contribution **Note:** This amount should be reflected in the budget;
- describe any in-kind support and confirm its value **Note:** This value should be reflected in the budget ;
- identify the specific content/collection(s) that the partner is providing access to and/or explain the expertise or services that will be provided.

**Note:** Missing/unavailable letters from partners will affect the scoring of the proposal.

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

Organization	Contact Person	Contact Information	Website (include <a href="http://">http://</a> )	Role in the Product	Letter of Support (URL) (include <a href="http://">http://</a> )

**b) Describe your partner organizations' experience producing authoritative content, digital content, and/or educational materials.**

Maximum 500 words

### Question 3 Others

**Are there other institutions, organizations or individuals (including vendors) who will be involved in the online product?**

**Note:** While not required, letters of support from these parties can strengthen a proposal by demonstrating a broader support network. If you provide letters, please ensure that they remain online until April 30, 2019.

Contact Person	Institution or Organization (if applicable)	Contact Information	Letter of Support, if applicable (URL) (include <a href="http://">http://</a> )	Type of Involvement

### Section D - Production Plan

Your online product's production plan consists of a production schedule and a budget. Along with the letters from the applicant organization's partner(s), the schedule and budget should clearly demonstrate the applicant organization's ability to complete the project as proposed. This includes a clear understanding of all the steps, tasks and activities involved in the production, and a realistic approach to the time and resources required.

It is highly recommended that everyone who will be working on the multimedia development of the online product be consulted in the creation of the production plan, and that the current VMC Technical Specifications and Deliverables be reviewed thoroughly to ensure that appropriate time and resources are allocated for each phase of development.

### Question 1 - Production Schedule

The schedule demonstrates a clear understanding of the steps, tasks and activities required to complete the online product. The schedule is structured around the **five key deliverables** required by the Canadian Museum

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

of History (CMH) as well as the VMC reviews. These deliverables are: the production plan, the interpretive plan, the preliminary version of the online product, the developed version, and the final version.

The schedule also illustrates how the applicants will successfully complete the various steps of the project management cycle, pre- and post-launch, such as planning, production, marketing, monitoring schedules, controlling quality, managing risk, conducting regular evaluations, moderating user-contributed content or feedback, and preparing a final report.

It takes six months from the proposal deadline date for the completion of the evaluation process and notification of results. Projects typically begin within a month of notification.

The VMC performs a quality assurance review in each of the five project phases. In phase 1, the VMC review period is up to 10 days. In phases 2-5, it is up to 4 weeks. In most phases, two reviews are usually required in order to progress to the next phase. After each review, please schedule two to four weeks for your revisions and modifications. **Please reflect these elements and their associated timelines in your production schedule.**

**Note:** Larger scale projects, with \$150,000 to \$250,000 of VMC investment, can take up to 24 months to complete, with the average between 18 and 24 months. Smaller scale projects, with \$50,000 to \$150,000 of VMC investment, can take up to 18 months to complete, with the average between 12 and 18 months.

Remember to:

- format your production schedule for all pages to print clearly and legibly on **11" x 17" paper, in landscape orientation;**
- save it as a PDF;
- upload to your URL;
- ensure that it remains available online until April 30, 2019.

**a) Production Schedule (URL)** Please include a valid website URL (include the http://).

**b) Is the proposed launch date associated with a particular event?**

Yes/No

**Please Explain:**

Maximum 100 words

**c) What efforts will be made to promote the online product to your target audience(s) once it is launched?**

Optimized web pages, tagging, linking and sharing, a social media campaign, dedicated emails, press releases and newsletters, traditional media, a physical display, and community events and programs are all ways of promoting the online product.

**Please provide a detailed promotional plan in order to claim the value of your efforts to promote your online product.**

See "**Annex B**" of the Program Guidelines for more information.

Maximum 350 words

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>d) Where will the online product be hosted?</b>
Please select: <ul style="list-style-type: none"><li>• Lead institution's server</li><li>• Other</li></ul>
<b>Please provide the URL</b> Please include a valid website URL (include the http://).
<b>e) How will your institution measure the success of the online product over time?</b>
Note: Include reference to analytics and other metrics, user feedback mechanisms and other formal and informal evaluation plans. Maximum 200 words
<b>f) How will your institution ensure the ongoing validation of any links contained in the online product?</b>
Maximum 150 words
<b>Question 2 - Budget</b>
Download and complete the Budget Template (XLSX).  The budget includes costs that will be covered by the VMC, the lead institution, any partner(s) or other contributor(s). Please review Eligible Costs, Ineligible Costs, Annex A: Investment by Applicant Organizations and their Partners in the VMC Program Guidelines.  Remember to: <ul style="list-style-type: none"><li>• include costs for all tasks and activities that appear in your production schedule;</li><li>• indicate which costs will be covered by the VMC, the lead institution, any partner(s), or other contributor(s);</li><li>• refer to Eligible Costs, Ineligible Costs and Annex A: Investment by Applicant Organizations and their Partners when assigning costs to the VMC</li><li>• under "Notes," include details to explain the bases of your calculations (e.g. cost per hour/cost per day) and a description of services;</li><li>• provide any other support documentation to illustrate that the budget items have been calculated responsibly</li><li>• format your budget for all pages to print clearly and legibly on <b>11" x 17" paper, in landscape orientation</b>;</li><li>• save your budget as a PDF;</li><li>• upload to your URL;</li><li>• ensure that it remains available online until April 30, 2019.</li></ul> Note: Please exercise particular care when calculating technology-related costs.  Note: The VMC will not invest more than \$250,000.00 (excluding applicable taxes) per production.

(on first page of the Proposal Form) WE RECOMMEND YOU DRAFT AND EDIT THE TEXTS FOR YOUR PROPOSAL OFFLINE, FOR EXAMPLE IN A WORD DOCUMENT.

<b>Total amount requested from the Virtual Museum of Canada</b>
\$
Budget URL (include the http://).

<b>Section E - Document Checklist *</b>
<b>I, the undersigned, hereby certify that all parties involved in the project have read and will comply with the VMC technical requirements and that all the information provided to the Canadian Museum of History in support of this proposal is true and complete.</b>
<input type="checkbox"/> I have provided a URL where the documents below are available to be downloaded
<b>Letters of Support</b>
<input type="checkbox"/> From partners (and other institutions, organizations or individuals, including vendors, involved in the online product) (see Section C, questions 2 & 3)
<b>I have submitted the following number of Letters of Support:</b>
<b>Production Schedule</b>
<input type="checkbox"/> (see Section D, question 1a)
<b>Budget</b>
<input type="checkbox"/> (see Section D, Question 2)
<b>Certify Proposal</b>
<ul style="list-style-type: none"><li>• Certify Proposal</li></ul>