Virtual Museum of Canada (VMC)

GUIDELINES

Small Investment Stream - $15,000

(to create a *Community Stories* online exhibit)

June 2020

Contents

Overview

The Small investment stream helps small community museums and heritage organizations develop bilingual online community-focussed exhibits to share with Canadians through the Virtual Museum of Canada (VMC).

The objectives of this stream are to:

- tell the stories, past and present, of Canada's communities and make them accessible to all Canadians
- strengthen the capacity of Canada's community museums to create digital content for use online
- increase the Web presence of Canada's community museums
- stimulate community/museum collaboration in the development of online local history exhibits called Community Stories
- engage Canadians in sharing their personal heritage with others

There are three streams in the VMC investment program. The Small investment stream provides a $15,000 investment, and a template, to create a Community Stories online exhibit. The Medium stream provides an investment of $50,000 to $150,000, and the Large stream an investment of $150,000 to $250,000. Both of these streams require institutions to work with the technology provider of their choice. As the organization that manages the VMC, the Canadian Museum of History (CMH) enters into agreements with awarded institutions. Projects are developed, approved and paid out in phases, and are supported by VMC staff.

NOTE: For the purposes of the Small investment stream, "community" is not defined geographically. Rather, a community is defined as a group that shares a common history or interest, and that may be situated in a specific location in Canada.

Eligibility

Canadian museums and heritage organizations, including equivalent Indigenous peoples' organizations, are eligible to submit a proposal to the Virtual Museum of Canada (VMC) Small investment stream.

To be eligible, the institution submitting the proposal must:

Be administered in the public interest **for the primary purpose** of collecting, preserving, documenting, interpreting, exhibiting and disseminating physical collections and/or intangible cultural heritage. This includes artistic, scientific, cultural and historical material.

- Operate a permanent establishment or site accessible to the public seasonally or year-round.
- Be an aquarium, archive, art gallery, botanical garden, cultural centre, equivalent Indigenous peoples' organization, exhibition centre, historic house, historical society, library, museum, planetarium, preservation project or site, professional cultural association or group, zoo or other organization that meets these eligibility requirements.[1]
- Be not-for-profit
- *Not* be a member of the Canadian Heritage Portfolio
- Have no more than five permanent full-time paid staff. Full-time is defined as 30 hours or more of work per week. Institutions that are entirely volunteer-run are also eligible. (For information on other VMC investment programs, please see the Medium and Large investment streams)
- Have completed any previous Virtual Museum of Canada-funded projects *prior to* the deadline for this call for proposals

The CMH reserves the right to request proof of eligibility from applicants at any time during the proposal review process, and to make a determination on eligibility in certain cases.

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[1] According to the ICOM Statutes, adopted during the 21st General Conference in Vienna, Austria, in 2007: 'A museum is a non-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.'
This definition is a reference in the international community.

Eligibility Restrictions

Institutions may submit more than one proposal in a call for proposals. However, the VMC will only invest in *one project at a time* from an institution. Similarly, an institution already working on a VMC-funded project (in any investment stream) must deliver and launch their online product before the VMC can consider a new proposal from them.

Institutions that have received prior funding for VMC projects are eligible to submit a proposal if they have complied with the terms and conditions of previous agreements

The VMC may reject a proposal if it determines that the institution's performance on another VMC contract was unsatisfactory or sufficiently poor to jeopardize the successful completion of a new project.

2020 Call for Proposals

Eligible Canadian museums and heritage organizations, including equivalent Indigenous peoples' organizations, are invited to submit proposals for the Small investment stream to the Virtual Museum of Canada (VMC). All proposals must be created and submitted online.

NOTE: Following a preliminary review, institutions with incomplete applications will be contacted and given the opportunity to respond in a timely manner.

The deadline for receipt of proposals is Wednesday, November 25, 2020, at 5:00 pm Eastern Standard Time.

Investment Amount

The total investment available for projects in the Small investment stream for this call for proposals is up to $200,000.

The VMC invests **$15,000** (excluding applicable taxes) in each awarded project. Of this amount, $6,000 - $8,000 should be dedicated to text preparation, in order to attain the expected language quality. Text preparation includes: writing, editing, translation, and comparative editing of both official languages.

For more information, contact the Virtual Museum of Canada at vmc.proposals@historymuseum.ca.

Proposal

The proposal form includes the following elements:

- Contact information
- Eligibility
- Mandatory Criterion
- Exhibit Description
    - *title* – what the exhibit is called
    - *subject* – what the exhibit is about and what you want to say about it
    - *target audience* – who the exhibit is for
    - *audience outcomes* – how you want the target audience to benefit from the exhibit
    - *project relevance* – how the project is relevant to your institution, your target audience, and the broader community
    - *storyline* – the story you want to tell, that connects the exhibit material and brings the story to life for the target audience
    - *content* – the material you plan to use, how it supports your storyline, and where it comes from
    - *project team* – the roles needed and the people who will do the work
    - *schedule* (template provided) – the tasks and time needed to do the project
    - *budget* (template provided) – what the project will cost
    - *support letters* (template provided) – from organizations, community groups, and/or individuals specifying and confirming support

NOTE: Support letters can strengthen a proposal.

For more information, consult the **online proposal form.**

Timeline

Once the call for proposals closes, it takes 2 to 4 months to evaluate the proposals, inform applicants, and issue agreements. The project starts once the agreement is signed. Most projects take 14 to 24 months, from signing the agreement to launching the exhibit.

Evaluation Criteria

Evaluation of proposals is based on a series of mandatory and rated criteria. A proposal that meets the mandatory criteria will then be assessed in terms of the rated criteria to determine whether it will receive funding.

NOTE: Due to the limited budget, not all eligible proposals will be approved for investment. Priority will be given to proposals that receive the highest scores.

Mandatory Criteria

To proceed to the evaluation stage, proposals must meet the following criteria:

- The Community Stories exhibit described in the proposal will be produced in both official languages
- The completed application is received by the deadline of November 28, 2020, at 5:00 pm Eastern Standard Time

Rated Criteria (100 points)

Relevance (8 pts)
The proposal presents a clearly defined subject that explores a particular aspect of the community's life, past or present. The proposal clearly explains the relevance of the project to the institution, the target audience(s) and the broader community.

Target Audience (16 pts)
The proposal identifies and describes 1-2 main audience(s) and, if needed, a secondary target audience for the exhibit, and articulates outcomes for each.

Storyline (24 pts)
The proposal presents a clear, interesting and well-structured storyline that brings the story to life for the target audience(s). The exhibit material is effectively woven into the storyline.

Content (20 pts)
The proposal identifies a range of content and explains how it supports the exhibit's storyline. For example: images, archival documents, interviews with community members, audio, video, other media, etc.

The proposal estimates quantities for each kind of content (e.g. 6 video interviews), and indicates if the material already exists or will be created for the exhibit.

The material comes from a variety of sources. For example: museums, community organizations or groups, private collections, schools, places of worship, etc. Peoples or groups whose histories are represented in the exhibit are consulted.

Project Planning (32 pts)

The proposal demonstrates that the institution understands the work involved in planning and developing the exhibit and is capable of carrying it out. The proposal identifies the roles needed to deliver the project, the people who will fill them, and their relevant experience. There is a plan to fill unassigned roles.

The proposal includes a schedule with key tasks and dates clearly indicated and a budget. There is good alignment between the project description, the schedule and the budget.

Support Letters (to validate information in the proposal)

Letters of support, from organizations, community groups and/or individuals, confirming the information provided in the proposal can strengthen a proposal and should be provided, if relevant. Letters should specify the type of support and should align, as needed, with the exhibit description, the schedule and, for financial or in-kind contributions, the budget.

Examples of organizations/community groups/individuals: museums, heritage organizations, schools, libraries, volunteers, Legions, seniors' homes, the local municipality, etc.

Sample types of support: providing collections or interviews, creating content, participating in public consultation, contributing financially or in-kind, validating a project's relevance, etc.

Community Stories Exhibit

Subject and Storyline

Community Stories exhibits should have a clearly defined subject. Significant people, places, periods, events, activities, discoveries, practices, traditions, movements, issues, etc., past and/or present, are often highlighted. Examples include:

- a major historical or present-day event and its impact on the community (for example: events related to climate, the economy, public health, war and conflict, etc.)
- an exploration of a community's natural history
- the changing character of a neighbourhood within the community
- the biography of a community builder or builders, young or old, past or present
- a community's contribution to Canadian science or industry
- the artistic achievements of a community member or group
- traditional ways of life of a community
- etc.

The exhibit also needs a strong storyline. When deciding on the subject and storyline, consider these five basic questions:

- Why does this story need to be told?
- Who is this story for?
- Why are we telling this story?
- How will we tell this story?
- What will this story do? (What impact will it have?)

The authoring tool used to create the Community Stories exhibit is organized around three sections: a home page, the story pages (between 15 and 20), and the gallery (where each image, audio clip and video clip featured in the exhibit has its own page).

Homepage

The homepage includes the following:

- an exhibit title (up to 20 words)
- an introductory text that explains what the exhibit is about and introduces the storyline (up to 250 words)
- a main image with a caption (up to 50 words)
- a thumbnail image with a caption (up to 50 words)

Story Pages

The exhibit must contain a minimum of 15 and a maximum of 20 story pages. Each story page consists of an interpretive text with accompanying images, audio clips and/or video clips.

Each story page must have:

- a title (up to 20 words)
- an interpretive text (up to 250 words) that tells part of the overall story and speaks directly to the items featured on the page
- up to 4 items total (audio and video clips should not exceed 120 seconds)
- an image caption (between 35 and 50 words) to identify each item and its context and to provide credit information
- an alternative text (up to 40 words) for each image
- a descriptive transcript and closed captioning for each video clip
- a descriptive transcript for each audio clip (word count is based on the content of the clip)
- See the Technical and Accessibility Requirements for specific details.

Gallery

The gallery features all the images, audio clips and video clips presented in the story pages, and any additional content to enrich the experience for visitors. The gallery can present up to 120 items.

Each item presented in the gallery needs its own gallery page, to include:

- the item itself
- a title (up to 20 words)
- a more detailed description of the item (up to 250 words)
- any copyright and/or credit information (up to 50 words)

Requirements

Translation and Editing Requirements

All Community Stories exhibits must be available in both official languages. While your institution may develop the exhibit in the official language of your choice, **it is your responsibility to have it translated into the second official language, and edited, to ensure that the final product is of equal quality in both languages.**

Once the exhibit has been submitted, the VMC will verify the translation and indicate whether it requires modification and/or additional editing.

NOTE: Your exhibit will not receive final acceptance until both language versions are completed.

Please see *Appendix 1: [Rates for Calculating Translation and Editing Costs](#)*.

Development Requirements

Community Stories exhibits are created using a WordPress authoring tool (like a template). Institutions whose projects are accepted for investment are given access to the tool and to a user guide when they sign their agreement with the Canadian Museum of History (CMH). The authoring tool ensures a common look and feel for the Community Stories exhibits and is robust and easy to use.

NOTE: Institutions seeking to create something different from a Community Stories exhibit may wish to apply to the [medium and large investment streams](#). These streams involve building an online product from scratch, which includes web development activities.

Technical and Accessibility Requirements

The Community Stories authoring tool is a content management tool. Content is entered into the tool which then creates the exhibit.

Community Stories exhibits must meet certain technical and accessibility requirements. The VMC will review the exhibit to ensure it meets these requirements, as well as content requirements, and will provide feedback and guidance.

The technical and accessibility requirements are:

- Images
  - The available file formats for including images in Community Stories projects are: JPEG/JPG, PNG and GIF
  - JPG will be the most commonly used format with general guidelines of 1000px wide, 72 dpi and up to 1-2MB file size
- PNG and GIF formats may be used for specific circumstances (to be discussed with VMC)
- Audio (optional)
  - Audio will be provided and uploaded as mp3 files at a minimum specification of 128 kbps, 44Hz, mono (approximately 1MB file size per minute)
- Video (optional)
  - The institution will need to create a YouTube account, if they do not already have one
  - Video files will be uploaded to YouTube and embedded into the exhibit from there (videos featured in the Community Stories exhibit will, therefore, also be publicly available through YouTube)
- Accessibility Text
  - Alternative (or ALT) text - text that describes an image when it cannot be displayed or perceived
  - If applicable:
    - Descriptive transcripts for audio – text that transcribes dialogue in an audio file and describes relevant sounds
    - Descriptive transcripts for video – text that transcribes dialogue in a video file and describes relevant sounds, and scenes without dialogue
    - Closed captions for video - real-time captions that accompany a video as it plays (Closed captioning will be done using YouTube; self-generating captions can be flawed and will not be accepted)

Copyright Requirements

A Community Stories exhibit draws on material (photographs, documents, videos, etc.) owned by individuals and groups, and by the institution. The institution must obtain the legal rights to include these in the exhibit. The VMC will supply sample rights clearance forms as a guide for community content providers.

Please see *Appendix 2: Rates for Calculating Copyright Fees*.

Linking Requirements

Community Stories exhibits are hosted on the CMH server and appear on the VMC website. Institutions will receive the complete URL of their exhibit in the VMC. A link to the exhibit in the VMC must be placed in a prominent location on the institution's website.

Requirements if awarded investment

The VMC will evaluate proposals from eligible institutions. **In early April 2021**, institutions will be notified if they have been awarded an investment. The investment agreement to be signed includes:

- Terms and Conditions
- Investment Amount and Terms of Payment:
  This outlines the [schedule for the phased deliverables](#). This will be based on the schedule submitted with your proposal, which is typically adjusted prior to signing.
- Scope of Work – The Institution
  This outlines [your responsibilities](#)
- Scope of Work – The Museum
  This outlines the [responsibilities of the VMC](#)
- Detailed Exhibit Description
  This is based on your proposal is typically enhanced prior to signing

*For reference please download a [sample of the **Small investment stream Agreement**](#).*

Note: Project work typically starts 4 to 8 weeks after investment is awarded.

Schedule

Use the schedule template (XLTX) provided to develop the schedule for your exhibit. Make sure it aligns with your budget, exhibit description and support letters.

Community Stories exhibits are built over three (3) phases. The deliverables for each phase are subject to at least one quality assurance review cycle by the VMC.

Phase 1 – First Deliverable – Production Plan

A kick-off meeting between the institution and the VMC must take place at the beginning of this phase.

The production plan includes:
- a revised schedule
- a revised budget
- a refined description of the exhibit based on Schedule E
- a relevant sample of the translator's previous work

Note: Each Phase 1 VMC validation can take up to 10 working days.

- invoice for 40% of the investment, once the final update of the production plan is approved

Phase 2 – Second Deliverable – Preliminary Version

The Preliminary Version includes:

- the preliminary version of the exhibit (in the official language of your choice) through the Community Stories authoring tool as described in Schedule D
- a sample of translated exhibit text, no less than 250 words, in the second official language, provided by the translator for quality review by the VMC

Note: Each Phase 2 VMC validation can take up to 20 working days.

- invoice for 40% of the investment, once the preliminary version is approved

Phase 3 – Third Deliverable – Final Version

The Final Version includes:

- submission of the exhibit (both official languages) incorporating all the changes requested by the VMC quality assurance review
- submission of the completed VMC landing page form as per Schedule C
- submission of the updated final version of the exhibit incorporating all the changes requested by the VMC quality assurance review

Note: Each Phase 3 VMC validation can take up to 20 working days.

- Invoice for 20% of the investment, once Phase 3 deliverables are approved

Budget

Use the budget template (XLTX) provided to develop the budget for your exhibit. Make sure it aligns with your schedule, exhibit description and support letters.

The budget needs to:

- include costs for all the tasks in the schedule
- indicate which costs will be covered by the lead institution, the Virtual Museum of Canada (VMC), and other organizations involved in the project
- under "notes", explain how costs were calculated (e.g. hourly rate x number of hours) and provide a description of services
- include any support documentation (e.g. quotes) to show that budget items have been calculated responsibly

Note: The VMC invests $15,000 (excluding applicable taxes) in each project awarded in the Small investment stream.

The following budget categories and items are identified in the budget template:

- Coordination fees
- Equipment and software
  - o Scanner
  - o Camera
  - o Other equipment costs (excluding computers)
- Exhibit production
  - o Research

- Photography
- Digitization
- Text writing
- Video
- Audio
- Transcripts
- Closed captioning
- Alt text
- Translation
- Text editing (original and translated)
- Populating authoring tool with content
- Other exhibit production costs

- Community consultation
  - Refreshments
  - Room rental
  - Other community consultation costs
- Copyright fees
- Exhibit Marketing
  - Promotional material
  - Social media promotion
  - Other exhibit marketing costs
- Other costs (provide detail)

Responsibilities

Institution

Your institution is responsible for the following:

1. Create an exhibit for public exhibition on the Virtual Museum of Canada (VMC) website
2. Provide the tools and environment for community engagement in the creation of the exhibit, such as: co-creation, content provision, education, skill development or audience consultation
3. Identify and develop a storyline for the exhibit
4. Choose, create, and optimize all the images, videos and audio content to be included in the exhibit
5. Obtain and pay for the legal rights to reproduce all exhibit materials
6. Write and edit all the text for the exhibit
7. Translate all the text for the exhibit into the other official language, and edit it
8. Ensure that the exhibit is developed according to the guidelines and technical specifications provided with the Community Memories authoring tool
9. Complete the VMC Landing Page Form provided by the VMC in both English and French, and provide the text and images required
10. Obtain and pay for all intellectual property clearances on any content included in the exhibit
11. In the event that the institution wishes to distribute copies of the exhibit, the Institution will reproduce onto CD format the exhibit and distribute them to users directly, for fee or without charge
12. Create a YouTube account (if the exhibit contains any videos or audio recordings) and post any videos and audio recordings and related closed captioning in both official languages for the exhibit on the YouTube account
13. After the exhibit is launched on the VMC website, respond to any visitor feedback about the exhibit, in a timely manner with a copy to the VMC (The institution's email address is used for feedback messages from visitors when an exhibit is completed)
14. Conduct Quality Assurance verifications on the exhibit and any follow-ups required by the VMC during its development and after its launch
15. Add a link to the exhibit in the VMC in a prominent location on the institutional website
16. Permit the VMC to select up to five digital images from the exhibit (including the main image), that may be used by the VMC to promote the exhibit and/or the Virtual Museum of Canada including on social media

Canadian Museum of History (CMH)

The CMH is responsible for the following:

1. Maintain the VMC website and search functionalities to assist the public to locate VMC content
2. Provide the institution with access to the Community Stories authoring tool and to a user guide to develop the exhibit
3. Provide ongoing support to the institution relating to the use of the Community Stories authoring tool
4. Perform and complete at least two content and technical Quality Assurance reviews (preliminary and final) on the exhibit within 20 working days of the receipt of the product
5. Provide to the institution an archival copy of their exhibit, upon request (The raw data files can be provided *as is*; it will be the institution's responsibility to adapt them to their needs)
6. Provide recommendations on search engine optimization (SEO) and web writing to assist the institution with the development of the exhibit's content
7. Provide sample copyright clearance forms as well as sample consent forms for video and audio recordings
8. Deploy and host the exhibit on the VMC website and servers
9. Promote the VMC to the public, including possible promotion of the institution's exhibit by featuring it on the VMC website or by other promotional means including, but not limited to, social media
10. Incorporate metadata for the exhibit in the VMC search engine
11. Maintain the exhibit for the duration of the contract after the launch of the exhibit

Appendices

Appendix 1: Rates for Calculating Translation and Editing Costs

Depending on the translator, fees may be established on an hourly or per-word basis. For the verification and editing of a translation, an hourly rate would be the standard. It should be noted that the speed and accuracy of translation is directly affected by the quality of writing in the original language. It may therefore be cost-effective to have the original version reviewed and edited by a professional editor prior to translation.

Similarly, a poor translation will require more time and effort in the verification and editing phase. All estimates, therefore, should be treated as approximations.

NOTE: Translation and editing times and costs should be reflected in the production schedule and budget.

Editing rates:

- Editing costs can vary between $0.04 and $0.11 per word, or between $42.00 and $55.00 per hour (estimated number of words per hour for verification: 500)

Translation rates:

- Translation costs can vary between $0.20 and $0.35 per word

NOTE: When calculating costs, keep in mind that translation and editing will be required for all exhibit-related text, including: the title, introductory text, interpretive texts, image captions, alternative texts for images, descriptive transcripts for audio and/or video, closed-captions for video, etc.

The following chart provides minimum and maximum costs for translation and editing. To estimate how much content to budget for, please refer to the section Community Stories Exhibit for details on layout of content.

Item		Words per item	Minimum Items in Exhibit	Maximum Items in Exhibit	Minimum Total Words	Maximum Total Words
Exhibit title		5 – 20	1	1	5	20
Homepage		200 – 250	1	1	200	250
Story Page	Story Page Text	200 – 250	15	20	3,000	5,000
	Image Caption	35 - 50	15	80-120	525	6,000
	Alternative Text (for each image)	25 - 40 (125 characters)	15	80-120	375	4,800
	Image description on Gallery Page	50 - 270	15	80-120	Based on an average of 100 words: 1,500	Based on an average of 100 words: 12,000
Video/Audio	Transcription (avg. 150 words per minute)	150 - 750	0	80-120	Based on ten (10) 1-minute videos: 1,500	Based on ten (10) 5-minute videos: 7,500
TOTAL WORDS					**7,105**	**35,570**
Translation Cost (1 word @$0.30)					**$2,130.00**	**$10,670.00**
Editing Cost (1hr @ $65.00; avg. 500 words per hour)					**$923.00**	**$4,625.00**

Appendix 2: Rates for Calculating Copyright Fees

Institutions and those working with them may claim credit for the value of the intellectual property which they are making freely available to the public. The following formulas for calculating amounts for which credit can be claimed are based on average commercial transactions.

NOTE: These formulas are not intended as guidelines for institutional negotiations with third parties to acquire rights from others.

In such cases, rates negotiated with collective societies or individual rights holders should prevail.

For images, the formula is based on the average licensing fee paid by multimedia developers for the use of an image in a multimedia product with worldwide distribution. For textual information, the formula is based on an average fee paid to writers through Access Copyright for transmission/reproduction rights for the Internet. Formulas for audio and video clips are loosely based on average commercial licensing fees, acknowledging that rates for Internet use vary widely.

- Images: $150 x estimated number of images to be included in the exhibit
- Texts: $375.10 per 500 words estimated for exhibit
- Audio clips: $8.30 per minute
- Video clips: $30 per second