

**Report on the 2014 Yukon Heritage Symposium  
October 23rd | 9:00am-4:00pm  
KIAC Ballroom | Dawson City**



**Yukon Historical &  
Museums Association**



**heritage  
yukon**  
Step in to our story



## Program

9:00am: Welcome

9:15-10:45am: Funding Workshop: strategies for resourcing your projects, programs and initiatives

10:45-11:45am: Youth Cultural Fair

***During our morning break, participants are encouraged to head over to the Dānojà Zho Cultural Centre, where local Grade 9 students are holding a Cultural Fair to share their research on different First Nations in Canada.***

11:45-12pm: Heritage Happenings

***Share the latest news and events from your neck of the woods in this open forum.***

12-1pm: Lunch (provided)

1-2pm: Update from Canadian Museum of History

***Dr. Dean Oliver will share updates from the Canadian Museum of History. The presentation will be followed by a question period.***

2-3:30pm Program Evaluation Workshop: How to improve your programs and wow your funders!

3:30-3:45pm: Afternoon break

3:45-4:15pm: Update from the Yukon Historical & Museums Association

***YHMA will provide an update on its current activities. Join others in the heritage field to discuss challenges and opportunities to the continued protection, conservation and celebration of our rich and diverse heritage.***

4:15pm: Wrap up

7:00pm: Myth-Making, Canada and the Origins of the First World War (Public Presentation)

***Join local filmmaker and history buff Max Fraser and Dr. Dean Oliver, a leading Canadian military historian, in this fascinating look at what we know about the origins of WWI and the Canadian context.***

## About the Yukon Historical & Museums Association

YHMA is a charitable organization that works to inspire and share a passion for Yukon heritage by providing opportunities and support for education, networking, advocacy, partnerships and awareness. YHMA was established in 1977 by a group of concerned and passionate individuals to create a unified voice for understanding and promoting heritage and history in the Yukon. We keep apprised of issues and advocate on behalf of the Yukon's heritage and heritage sector.

We continue to build a learning environment for history and culture and the development of skills and best practices in the heritage sector. We share knowledge with the Yukon heritage community and support each other in protection and conservation projects. Most of our activities are collaborations and partnerships. Many of our events and programs honour those in the heritage sector that are dedicated to our vision.

To become a member today, please visit [www.heritageyukon.ca](http://www.heritageyukon.ca)

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## Overview

The 2014 Yukon Heritage Symposium took place at the KIAC Ballroom in Dawson City. This year's Symposium featured a variety of workshops and presentations of interest to the Yukon heritage community. The annual event encourages a community of learning and collaboration among those who work to protect, conserve and celebrate our rich and diverse heritage, and featured a mix of training workshops and presentations, updates and news, community events and opportunities to network and socialize. Eighteen people representing almost every Yukon community attended this one day event.

The following is a summary of the event and major points raised in discussion. Additional reference materials are included at the end of the report.

## Funding Workshop

### ***Strategies for resourcing your projects, programs and initiatives***

This workshop was led by Ross Burnet, an Arts fund administrator with Yukon Government. Through the workshop presentation and following discussion, participants explored strategies to approach public funders and strengthen grant applications, with a focus on the following:

- Context of Applicants
- Context of Funders
- Matching Applicant Needs to Funders
- Application tips

The workshop gave a basic overview of the funding relationship, from the perspectives of both the applicants and funders. Several myths about funding were deconstructed throughout the course of the workshop.

Participants learned how to develop and strong projects to increase the chances of being funded, while also ensuring they provide what funders require. Specific tips on approaching grant writing, structuring applications, articulating project benefits and budgeting were also discussed.

Please see the attached slide deck for additional information.



Photo credit: Jake Paleczny

## Youth Cultural Fair

During the morning break, participants headed over to the Dänojà Zho Cultural Centre to visit the Youth Cultural Fair. Local grade nine students from Robert Service Public School were on hand to share their research on the heritage and culture of various First Nations. Participants also had the opportunity to socialize with fellow participants and Dawson residents while touring the cultural centre.

## Update from the Canadian Museum of History

Dr. Dean Oliver, Director of Research with the Canadian Museum of History (CMH), provided an update on a number of new initiatives and recent activities being undertaken at the Museum. These include:

- Updated name, logo and visual identity
- Mandate
- Major renovation/update to Canadian History Hall
- Coordination of Virtual Museum of Canada program
- History Museums Network

Dr. Oliver provided a brief overview of the CMH's new name (formerly the Canadian Museum of Civilization) and mandate:

*The purpose of the Canadian Museum of History is to enhance Canadians' knowledge, understanding and appreciation of events, experiences, people and objects that reflect and have shaped Canada's history and identity and also to enhance their awareness of world history and cultures.*



Photo credit: Jake Paleczny

Together with an updated logo and visual identity, these core institutional changes reflect a renewed vision for the CMH.

A key initiative currently being undertaken is the overhaul of the Canada Hall. Renovations have begun on the new Canada History Hall, a permanent exhibit to be located on the third floor of the museum. This \$25-30 million, multi-year exhibit development project is scheduled to be completed for July 1, 2017.

Through a comprehensive public consultation process, several key values to guide the update were identified by Canadians, including:

- A comprehensive, frank and fair presentation of history
- Multiple perspectives
- Exhibitions that connect on a personal level
- Sharing of knowledge, research and collections

Over a dozen curators and six advisory committees are working with architectural and design teams (including Douglas Cardinal, the architect of the original institution) to undertake this work in

accordance with the following message and guiding principles:

- This is the story of Canada, the stories of our country, what it is, and how it got that way.
- It's a story of conflict, struggle, and loss; success, accomplishment, and hope.
- It's all around us, and about us, and we shape its future.

As announced earlier in 2014, CMH is taking over management of the Virtual Museums of Canada and Community Memories programs from CHIN. While no formal decisions have yet been made regarding either programs, there is potential to explore opportunities to develop both physical and digital experiences to engage audiences and increase accessibility to exhibit content.

In October 2012, a ministerial announcement was made regarding the development of a Canadian History Network:

*The creation of a pan-Canadian network of history museums will provide greater access to our heritage and our shared history, allowing Canadians from coast to coast to coast to benefit from the exquisite collections safeguarded by museums across the country. Partnership agreements will allow artifacts and collections, which might otherwise be stored in the museums vaults, to circulate between partnering institutions.*

There are currently over a dozen partners, affiliate museums and national agencies that have been connected through the Canadian History Network. The CMH encourages those institutions interested in learning more about the network and opportunities to build mutually beneficial partnerships to follow up with the Business Partnerships Advisor at CMH.

During the following discussion period, some participants highlighted the importance in ensuring Northern Canadian populations are consulted and engaged with the museum's activities. Others expressed interest in the Aboriginal Intern program run through the museum. While the community outreach and consultation efforts made by the museum were commendable, concerns were expressed regarding perceived 'top-down' influence on museum activities. The importance of programs such as the VMC and Community Memories program in assisting smaller institutions interpret and share their stories was also noted.

## **Program Evaluation Workshop**

### ***How to improve your programs and wow your funders!***

This workshop was led by Jake Palecnzy, Director of Education and Programming with the Yukon Wildlife Preserve.

Program evaluation is an important but often under-used tool in the management and operation of heritage organizations. Program evaluation can help identify what is working well, what isn't, and how to improve. A good evaluation system can also contribute to a dynamic and meaningful work-place, and can be used to chart and celebrate your achievements.

This workshop introduced participants to the benefits of program evaluation in improving program delivery, training and retaining staff and sharing successes to funders and other stakeholders.

Participants explored some of the elements of a good evaluation and strategies to incorporate program evaluation into regular operations. The workshop was highly interactive, and focused on practical solutions to real world problems. Participants had the opportunity to directly apply the teachings to their own projects and programs through hands-on exercises and

shared their own experiences and lessons learned throughout the workshop. Participants left with resources that provide practical tips on program evaluation and examples of surveys and other evaluation tools from the Yukon Wildlife Preserve.



Photo credit: Ross Burnet

## Update from the Yukon Historical & Museums Association

Nancy Oakley, Executive Director of the YHMA, provided an update on the Association's activities.

Following an update to its Strategic Plan in 2013, YHMA has been working to implement a number of its recommendations. Intended as a 'living document', the updated Strategic Plan provided direction on improvements for communication, stakeholder relations & partnerships, and internal organizational development.

A communication strategy was developed which identified various audiences:

- Between YHMA and its members
- Among YHMA members/ Yukon heritage community
- With key partners in Territory (ie YG, TIA Yukon, arts/culture organizations)
- With Outside partners (ie Canadian Museum Association, Heritage Canada National Trust, other Provincial Heritage Organizations)

YHMA has been working to strengthen its set of communication tools. This includes the introduction of a weekly E-Bulletin to complement the quarterly YHMA newsletter. A full overhaul of the YHMA website has been initiated, and participants were treated to a sneak preview of the new site, which will be launched in the next few months.

YHMA has also been strengthening its partnerships as a way to support members and deliver programs. A few partnerships were highlighted:

- The **Joint Marketing** program: all YHMA institutional members are eligible to join and which provides both affordable and effecting marketing of Yukon heritage organizations and acts as a forum to share relevant information, build marketing capacity and encourage cross-promotion and collaboration among its members.
- **Joint Internship** program: for two years' now, YHMA has been working with three Whitehorse-area museums to host a 6-8 month paid internship for an emerging heritage professional. This has provided the intern with a great early career boost, has provided the institutions with better access to semi-qualified labour, and has encouraged increased communication and collaboration among the organizations. There is a lot of potential to growing the program, and YHMA is currently exploring opportunities to partner with other heritage organizations.
- **Board training:** YHMA has partnered with the George Johnston Museum in Teslin to apply to the NGO Training Fund and share the costs associated with bringing in a professional Board trainer for each institution.

A focus of YHMA's recent activities has also been on overall organizational capacity development. Together, the Board and staff are currently exploring the question: *what does long-term sustainability for a non-profit, Yukon, heritage association look like?* The following ideas have been expressed through this ongoing discussion:

- **Agility/Nimbleness:** able to respond to challenges and opportunities; iterative
- **Proactive versus Reactive:** anticipate and respond to changing needs/trends
- **Community relevance and interconnectedness:** ongoing relationships with our community have meaning and value, recognize we're part of an ecosystem of interrelated networks/relationships



Photo credit: Ross Burnet

YHMA is addressing these ideas through a variety of means, including Board training and succession planning, ongoing review and evaluation of YHMA programs and initiatives, and also by achieving financial sustainability through revenue diversification and fundraising. The inaugural YHMA Charity Croquet Tournament held in August 2014 was highlighted as an opportunity for YHMA to both fundraise, 'friend-raise' and also raise the public profile of the heritage community.

Looking ahead, YHMA will celebrate its 40<sup>th</sup> anniversary in 2017. The anniversary provides an opportunity to reflect on where we've come from, celebrate our collective achievements, observe our challenges and look ahead to the next forty years. Some suggestions for celebrating this anniversary were suggested, such as writing a history of YHMA and heritage conservation in the Territory, and to profile 40 heritage 'heroes' or success stories. Participants were encouraged to share their ideas with YHMA.

## Myth-Making, Canada and the Origins of the First World War

### *Special Public Presentation*

Symposium participants and the local public were invited to attend a special YHMA evening presentation to cap off the day.

Nancy Oakley, YHMA Executive Director, emceed the evening. She began by announcing the next major YHMA conference: to commemorate the 100<sup>th</sup> anniversary of World War One, the YHMA will coordinate a major international conference on Yukon and the North in World War I. To be held in Whitehorse, Yukon in May 2016, the initiative is co-sponsored by the International Centre for Northern Governance & Development at the University of Saskatchewan (ICNGD). The three-day conference is expected to attract approximately 200 speakers and participants from across Canada, the United States, Britain, Romania and Russia.

The conference will address a significant gap in the historical understanding of the Yukon and Canada, and advance the production and dissemination of new research in the identified subject area. While significant historiographical attention has been paid to the eras of the Klondike Gold Rush and World War Two, there is relatively less understanding of the Yukon from roughly 1910 to the late 1920s. This conference will explore the role and contributions of the Yukon and other northern regions (such as NWT and Nunavut, northern provincial regions and Alaska) in World War One, as well as the social, political and economic landscape of the north at that time. A variety of themes will be addressed in the conference, including the home front, the effects of the war on Aboriginal peoples of Yukon and the North, and Yukon soldiers and their battlefield experiences.

The multi-disciplinary conference will appeal to academic and popular historians, and will provide an opportunity to explore themes through historic study, museum studies, heritage conservation and artistic endeavors. Training and professional development opportunities for the Yukon heritage community will be integrated into the conference by leveraging the participation of leading experts. Research generated through the conference will be disseminated through post-conference publications: the *Northern Review* has expressed interest in producing a special journal edition, and additional opportunities are being explored that include peer-reviewed articles, books, and public presentations. Optional study tours will be organized to complement the three-day conference.

As a 100<sup>th</sup> anniversary initiative, it is also anticipated that the conference planning activities will act as a catalyst for of additional separately-funded and -managed community-based initiatives to explore, commemorate and better understand the impact of World War One on the Canadian north.

Following the announcement, Max Fraser gave a presentation on his exploration of the life and achievements of 'Klondike' Joe Boyle. Noting the lack of formal research on Boyle, Max outlined some of the major milestones in Boyle's long and storied career, including surveying for the White Pass and Yukon Route railway, his rise to prosperity during the Gold Rush, his work with the British Secret Service, his work with Russian and Romanian governments, and his involvement with the Queen of Romania.



Photo credit: Jake Paleczny

Max concluded his presentation by suggesting Boyle's story deserved national recognition, and outlined a few opportunities that could be used to better bring these stories to life, including a motion picture on which he's currently working.

Dr. Dean Oliver began his presentation by providing a brief primer on the First World War. Over the years, our understanding of the reasons for war has changed. In time, various sentiments have been expressed, including that it was the result of Serbian terrorism; German militarism; Empires and alliances; Diplomatic failure; Accident; Austria and Russia; and most recently, that it was a tragedy, not criminality.



Photo credit: Jake Paleczny

Following the primer, Dr. Oliver launched into his presentation. Using personal diaries, newspaper articles, speeches and other accounts, Dean sketched out some of the events and thinking in Canada on the eve of the outbreak of World War One. Some common sentiments were highlighted, such as the idea that it was a war that would "be over by Christmas", as well as a sense of patriotism and duty felt by many Canadians.

At the conclusion of the evening, participants were encouraged to continue socializing over light refreshments.

## Symposium Evaluation & Feedback

All Symposium participants were invited to provide feedback on the event through a program evaluation. All participants completed the evaluation, and a summary of the results are shown below:

Participants came from a variety of backgrounds, including:

- Museum/cultural centre managers and workers
- Educators
- First Nations and other Government heritage departments
- Volunteers/Board members

Participants heard about the Symposium through a variety of ways, including:

- Word of mouth
- YHMA E-bulletin
- Other YHMA meetings/YHMA staff
- From YTG
- From fellow employees/community members

Participants rated the following aspects of the Symposium:

	<i>Excellent</i>	<i>Very Good</i>	<i>Good</i>	<i>Satisfactory</i>	<i>Disappointing</i>
<b>Quality and relevance of workshop topics/learning opportunities</b>	4	9	3		
<b>Opportunity to interact/network with other participants</b>	4	6	4	2	
<b>Time for questions/discussions</b>	3	5	6	2	
<b>Special Presentations</b>	4	9	2		
<b>Food</b>	6	5	4	1	
<b>Venue</b>	6	7	3		
<b>Overall Symposium</b>	3	10	3		

Based on their overall experience, almost all participants were likely to attend or recommend someone else to attend next year's Symposium.

YHMA received several suggestions on the format or workshop topics for next year, including:

- Aboriginal training program in museum practices coordinator to come talk about her experience (Jameson Brant)
- Have funders (ie Canada Council for the Arts) come talk
- Better pair with YTG Museums Roundtable
- More presentations from other institutions
- Make Symposium 2 days instead of one
- Broaden the subjects; don't duplicate topics next year
- Share information on various heritage programs
- Workshops/discussion on policy development, programming, revenue generation
- Host a career fair to bring in youth