

Summary of the Evaluation of the Museums Assistance Program (2013-14 to 2017-18)

Overview

“The **Museums Assistance Program (MAP)** supports heritage institutions and workers in the preservation and presentation of **heritage collections**. It fosters the preservation of **Indigenous culture** and facilitates **access to heritage collections** for all Canadians. It also promotes **professional knowledge, skills and practices** related to key museum functions.”

MAP is managed at **PCH headquarters** and is coordinated and delivered through the **five regional offices**, with support of the **district offices**.

Funding Components

Access to Heritage

- Promotes **access to heritage** across different geographic regions of Canada.
- Includes the **Exhibition Circulation Fund (ECF)**, which assists museums with the **costs of hosting travelling exhibitions** originating from another museum or from a federal heritage institution.

373

applications approved

Indigenous Heritage

- Provides funding for projects related to the **preservation, presentation, and management of Canada's Indigenous cultural heritage**.

82

applications approved

Collections Management

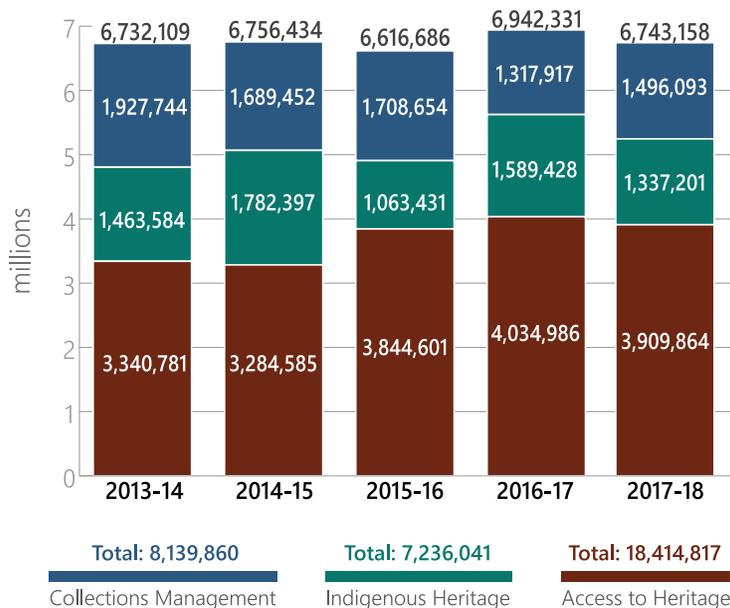
- Provides funding for projects that aim to **improve professional knowledge, skills and practices** and to **strengthen professional standards** related to key museum functions for collections management in Canada.
- Includes the **Canada-France Agreement** which aims to:
 - Develop special, lasting ties between museums in Canada and France; and
 - Enhance the skills and competencies of museum professionals.

266

applications approved

Resources

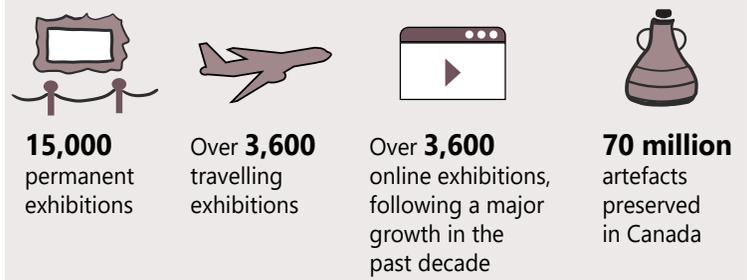
MAP Vote 5 actual resources by component, 2013-14 to 2017-18 (\$)



Museums in Canada

Museums and other heritage institutions (archives, art galleries, historic sites, etc.) are central to **preserving and sharing Canada's heritage**.

In 2015:



Most museums and heritage institutions in Canada:



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Relevance

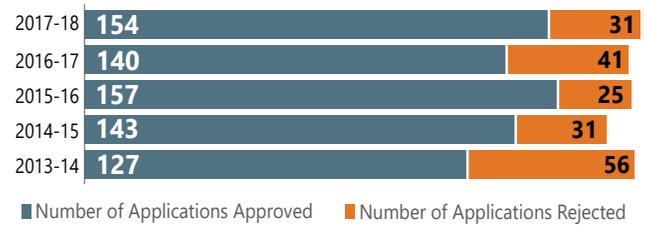
The needs of Canadian museums and heritage institutions are constantly growing. **MAP is responding in part to the current and evolving needs of museums.**

Some challenges faced by Canadian museums:



- 1 Insufficient funding for operations;
- 2 Lack of human resources capacity for both paid and volunteer staff;
- 3 Issues associated with adopting new technologies and digitization of collections;
- 4 Growing divide between large and small museums; and
- 5 Need to build bridges with Indigenous communities.

Number of funded and non-funded applications, 2013-14 to 2017-18



The number of applications received remained relatively stable over the five years, which suggests the program is of benefit to the museum community.

Some trends and important issues facing museums in Canada were identified during the interviews

Funding **Reconciliation** **Application Process & Eligibility Criteria**
Core Museum Functions **Changing Role of Museums** **Diversity & Inclusion**
Capacity Building **Sustainability** **Technology & Digitization**
Repatriation **Disparity Between Museums** **Human Resources**

Effectiveness

MAP continued to make progress in achieving its intended immediate, intermediate and ultimate outcomes.

- Funding is critical for **travelling exhibitions projects** - the number of projects funded in each region was roughly proportional to the distribution of the Canadian population.
- **MAP's support for Indigenous heritage** is critical to ensuring cultural representation in museums and preserving Aboriginal artefacts within communities.
- MAP investments promote the acquisition of **professional knowledge, skills and practices** by heritage institutions and their workers.
- The **improvement of collections management and preservation** objectives has had a considerable impact:

86

projects to improve the management of heritage objects and collections

141

projects to improve the preservation of heritage objects and collections

1.5

million objects total

Efficiency

MAP has improved its operational efficiency over the years.

Improvement in the program's ratio of **administrative costs to total expenditures**

22%



2010-11 to 2013-14

15%



2013-14 to 2017-18

- The notional **allocation funding method** based on population distribution by region was implemented in 2016 and has demonstrated its efficiency;
- Further improvements could be made to **reporting**, to reduce the burden placed on recipients.

Recommendations

The evaluation recommends that the ADM, Official Languages, Heritage and Regions:

1. Build upon the findings of this evaluation to further examine and identify mechanisms to address the current and emerging contexts and priorities affecting museums, including through enhanced engagement and communication with Indigenous communities to better understand their needs and realities.
2. Work with the respective stakeholders to :
 - a. Simplify the application process as part of the move to an online portal and;
 - b. Examine the intake cycle.
3. Work with Strategic Planning and other internal stakeholders to :
 - a. Review the MAP performance indicators to align with government orientation with respect to priority groups and implement them;
 - b. Ensure that the program logic model is aligned with the program results and performance set out in the Performance Information Profile and reporting methodology; and;
 - c. Review the program's reporting methodology to ensure that it is reproducible and clearer.