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AMM Messenger

Keeping you in touch with the museum community in Manitoba

June 3, 2020



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A Museum Called Manitoba

Online exhibit

The year 2017 marked 150 years since Canada's Confederation and 2020 marked Manitoba's 150th year in Confederation. These two milestones inspired A Museum Called Manitoba – the Association of Manitoba Museums online exhibit of 150 artifacts telling Manitoba's stories. Museums throughout the province submitted almost 250 artifacts for inclusion in this exhibit from which AMM adjudicators selected 150. These 150 artifacts could be called priceless but, after all, they are just things. Their real value lies in the stories of the people who owned, used, lived in, and cherished these artifacts. We will be highlighting one of the exhibit's artifacts every month in the Messenger and daily via Instagram at [amuseumcalledmanitoba](https://www.instagram.com/amuseumcalledmanitoba).

Our featured artifact for June is The Death Penny, submitted by Carberry Plains Museum in Carberry.



"...we went 'over the top' together, but we lost one another in the smoke."

More than 61,000 Canadians were killed during the First World War. Herbert Leonard Moore was one such individual who paid the ultimate price for his country. He was killed in combat at the Battle of Hill 70 on August 21, 1917 at the age of 36. He was never able to return to his job as a painter and he never saw the vast blue

skies of Manitoba again. Worst of all, he never again saw his wife and family.

One of his comrades wrote to the family after Moore's death; "Poor old Herb and I were very chummy; we were always together. In fact, the day he was killed, we went 'over the top' together, but we lost one another in the smoke."

This Memorial Plaque was sent to the next of kin of all Commonwealth service personnel who were killed in the war. The plaque's close resemblance to the British penny gave it the nickname Death Penny or Deadman's Penny. The soldier's name is featured on the plaque, but no rank is given to show that everyone's sacrifice was equal.

Explore [A Museum Called Manitoba](#)

Membership Renewals

Thank you to everyone who has already renewed their AMM membership and those who have been waiting patiently to do so; cheques can now be mailed as we have access to our bank and our mail is being picked up weekly.

We will mail out receipts, membership cards and crocus stickers (for your Institutional membership certificate) when we are back in our office.

Survey Results

Earlier this spring we sent out a survey to gauge how COVID-19 was affecting our members. In the first month roughly 1/3 of our members (mostly rural) responded.

It was no surprise to learn that all museums closed down and many were wondering if they'd be able to open this summer at all. Everyone with staff had laid off at least some of their staff, and they didn't know if they'll employ summer students or not; over 200 jobs were affected early on.

By mid-April over 3,000 school and public programs and events were canceled. Every member projected loss in income over March and April, around \$750,000 total. Seeing those numbers it wasn't surprising when the respondents said they felt their closure would have a negative economic impact on their communities; a closed museum means fewer tourists, less traffic, less revenue.

Over 80 regular staff positions were affected and over 100 seasonal staff positions were affected. Additionally, volunteers decreased by over 300 and volunteer hours decreased by over 7,000.

We discovered that 20% of museums already had an online presence (tours, exhibits, lesson plans, etc.) and that some others were stepping up and engaging with their community in new and creative ways. They launched virtual tours or looks at their collections, held virtual talks, provided resources for learning at home, and some produced printable colouring books for fun, relaxation and education.

Almost all of the museums said they needed help and resources to enter into the virtual world. They felt they didn't have the skills, the equipment, or personnel (paid or volunteer) who could easily convert things to go online. A lot of the rural museums said they didn't even have good internet connections.

The impact of having to close was felt hard and fast and its adverse affects will continue for some time to come. However, as we all know, the museum world is resilient and we know that together we can weather this storm to continue to engage, educate and share our province's heritage and culture with the world.

COVID-19 Resources

If you're looking for current help for responding to the COVID crises, don't forget to check out our web resources at <https://www.museumsmanitoba.com/en/covid-19-response-for-museums>

Website Updates

We have added pages to our [website](#) to help the public who are looking to visit a museum in person or virtually:

- [Museums Re-opened](#)
- [Museums Online](#)
- [Museum Closures](#)

We'd appreciate your help in keeping these pages up-to-date by letting us know your current status and when, or if, that status might be changing.

Every Institutional member also has their own page on our website. Members can update their page by signing in using their member number as their User Name. You can update contact information, collection and exhibit descriptions, and even post pictures.

We had a banner added to our member pages which can be red, green, or yellow where members can highlight items of interest or concern. Many members have used the red banner to indicate that they are currently closed to in-person visits. The banner can be hidden if you don't wish to use it.

Social Media

The AMM is very active on Social Media. We are on [Facebook](#), we [Tweet](#) (@MuseumsManitoba) and we have 2 Instagram accounts: [AssociationofManitobaMuseums](#) and [AMuseumCalledManitoba](#).

Are you on Facebook? If you are we'd like to know so we can "like" your page and share some posts. Do you Tweet? Please let us know your Twitter handle so we can follow you. We'll also use your handle when we post items on our Facebook page regarding your museum.

Instagram is easy to use and posting pictures of your museum, an event, or a particularly interesting artifact is a great way to generate interest in your museum and all that you do. Starting in May we began posting pictures of a different artifact from our online exhibit, [A Museum Called Manitoba](#), every day. It's amazing the engagement with others that these simple posts can generate.

Webinar Wednesdays

Nova Scotia Museums Association

[Webinar Wednesdays](#) are presented on a weekly basis (approx. 45 mins including Q&A) at 9:00 AM (CDT). Staff, volunteers, and board members are all welcome! Topics will include CollectiveAccess functions, NovaMuse tools and resources, subject matter expert (SME) partnerships, loans, and succession planning.

Participants can register separately for each session. For Advisory Service organizations, webinar registration is a benefit of fee for service. Advisory Service members, register [HERE](#).

The webinars are open to others on a donation basis, starting at \$5. Please follow the links below to register. All donations will subsidize future training initiatives. Thank you for your continued support! Sessions are presented using ZOOM which can be downloaded and installed free of charge. Links and passwords for the virtual meeting will be sent to participants after they register.

Upcoming webinars:

- June 3 - [Let's Talk NovaMuse Transcribe](#)
- June 10 - [CollectiveAccess Chat: An Overview of Storage Locations & Inventory Process](#)
- June 17 - [Let's Talk SMEs \(subject matter experts\)](#)
- June 24 - [CollectiveAccess Chat: Planning for Interpretation](#)
- July 8 - [Let's Talk Social Media: Sharing NovaMuse](#)
- July 15 - [CollectiveAccess Chat: Introduction to Database Features \(2\)](#)
- July 22 - [Let's Talk Museum Educational Resources](#)
- August 19 - [Let's Talk Loans](#) (presenter: Karin Kierstead)
- August 26 - [Let's Talk Succession Planning](#) (presenter: Karin Kierstead)

If you have any questions, please contact Sandi Stewart at services@ansm.ns.ca .

Database Update

The first phase of the AMM's collections database is coming to a close and it has a name: **Musetoba**.

Over the past several months, the AMM has worked with the first cohort of museums and Whirl-i-gig, our software developer, to create the provincial database.

We have gone through three prototypes to finalize the fields and layout of the database. After some back and forth, we believe that the system will serve both the pilot museums and future users of the database well.

Most recently, Whirl-i-gig has imported the pilot museums' entire databases to the new system. It has been really exciting to see everything fall into place and now we are in the final stages of the project.

The partners are giving the data import one last look to make sure everything was transferred properly and the AMM is currently acquiring server space and a domain name for the system.

Heritage Summit

The AMM and the other seven provincial heritage agencies (Association for Manitoba Archives, Heritage Winnipeg, Jewish Heritage Centre of Western Canada, La Société historique de Saint-Boniface, Manitoba Archaeological Society, Manitoba Genealogical Society, and the Manitoba Historical Society) have gotten together to plan a [Heritage Summit](#) to be held in Winnipeg on Thursday, October 1, 2020.

Details will be posted on the [website](#) as events and presenters are finalized.

AMM Conference & AGM

The AMM will not be holding its annual conference this year, however, we have partnered with the other seven Provincial Heritage Agencies to bring together a Heritage Summit to be held on October 1 in Winnipeg. The AMM's AGM will possibly be in October. It will be held virtually, in-person, or a combination of the two.

AMM Awards

Museums may have had to close to in-person visits this spring, but there were still some amazing things going on at these museums and we think they should be recognized.

The AMM developed its Awards program in 2012 in recognition of its 40th anniversary. There are two awards available:

Award of Excellence and the **Award of Merit**

The *Award of Excellence* recognizes outstanding projects and achievements, from its institutional members, that demonstrate and maintain high standards in the following areas of museum practice:

- *Museum Management and Leadership*
- *Public Service*
- *Programming*
- *Exhibits*
- *Collections Care*
- *Research and Publication*

Please note that nominators do not have to pick the category, this will be done by the Awards Committee.

Award of Merit

The *Award of Merit* recognizes lasting and significant contributions, by an individual or group of individuals, to the Manitoba museum community that provided leadership, innovation and inspiration in the preservation and presentation of Manitoba's heritage. Up to three awards may be issued annually.

Nominations can be made online through our [website](#) and should be submitted by September 1, 2020 for presentation later this year.

Archives of Manitoba

The Archives of Manitoba invites you to participate in [Your Archives: The Histories We Share](#)

The year 2020 marks 150 years of Manitoba as a province and 350 years since the founding of the Hudson's Bay Company. With 2020 in mind, the Archives of Manitoba has been reflecting on the histories that have been preserved in the Archives for current and future generations. They invite you to do the same.

Choose something from the Archives of Manitoba and tell them why it matters. They want to feature a wide range of voices and views that reflect the diverse cultures, communities, and perspectives on the histories we share. They may feature your submission on their [blog](#) and, when the Archives is able to, will feature the submission in an onsite exhibit.

You can complete your submission [here](#).

See what others have shared: You can follow the Archives of Manitoba on Twitter [@MBGovArchives](#) or bookmark their [website](#).

CHIN Resources

The Canadian Heritage Information Network (CHIN) is offering some resources to help museums with cleaning or enhancing their collections data, one of those important tasks that are often neglected not through lack of interest, but through shortage of time.

CHIN is making available a weekly series of short best practice recommendations for data cleaning. These are presented in two special Facebook groups (English:

<https://www.facebook.com/groups/CleanMuseumsData/>,

French: <https://www.facebook.com/groups/NettoyageDonneeMusee/>) that they are creating as part of the CCI/CHIN Facebook account.

Province Launches Student Jobs Manitoba

New Online Tool to Help Match Employers and Students for Jobs

The Manitoba government has launched [Student Jobs MB](#), a new and exciting online tool dedicated to matching students looking for job opportunities to employers with workforce needs throughout the province, Premier Brian Pallister announced today (May 28, 2020).

“Summer jobs are important for youth in not only helping pay for an education, but for building life skills and developing future career interests,” said Pallister. “Employers also benefit from hiring students, who can bring energy and new perspectives to their operations and assist them greatly in rebounding from the COVID-19 pandemic. This new tool will help bring them together.”

[Read more...](#)

Online Courses

Museum Study:

- [Keeping Historic Houses Clean](#)
- [Cultural Institution Crisis Response \(FREE!\)](#)

Support Your AMM

The Association of Manitoba Museums acknowledges that we are on Treaty 1 territory and the land on which we gather is the traditional territory of Anishinaabe, Cree, Oji-Cree, Dakota, and Dene Peoples, and the homeland of the Métis Nation.

<https://museumsmanitoba.us19.list-manage.com/subscribe?u=87f5164ecc9400d607136379a&id=95bf1c39b6>

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