

APPENDIX E

Strathcona County

Review of Museum and Archives



What We Heard
Report

Photo Credit: Strathcona County

May-June 2018

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1. Introduction

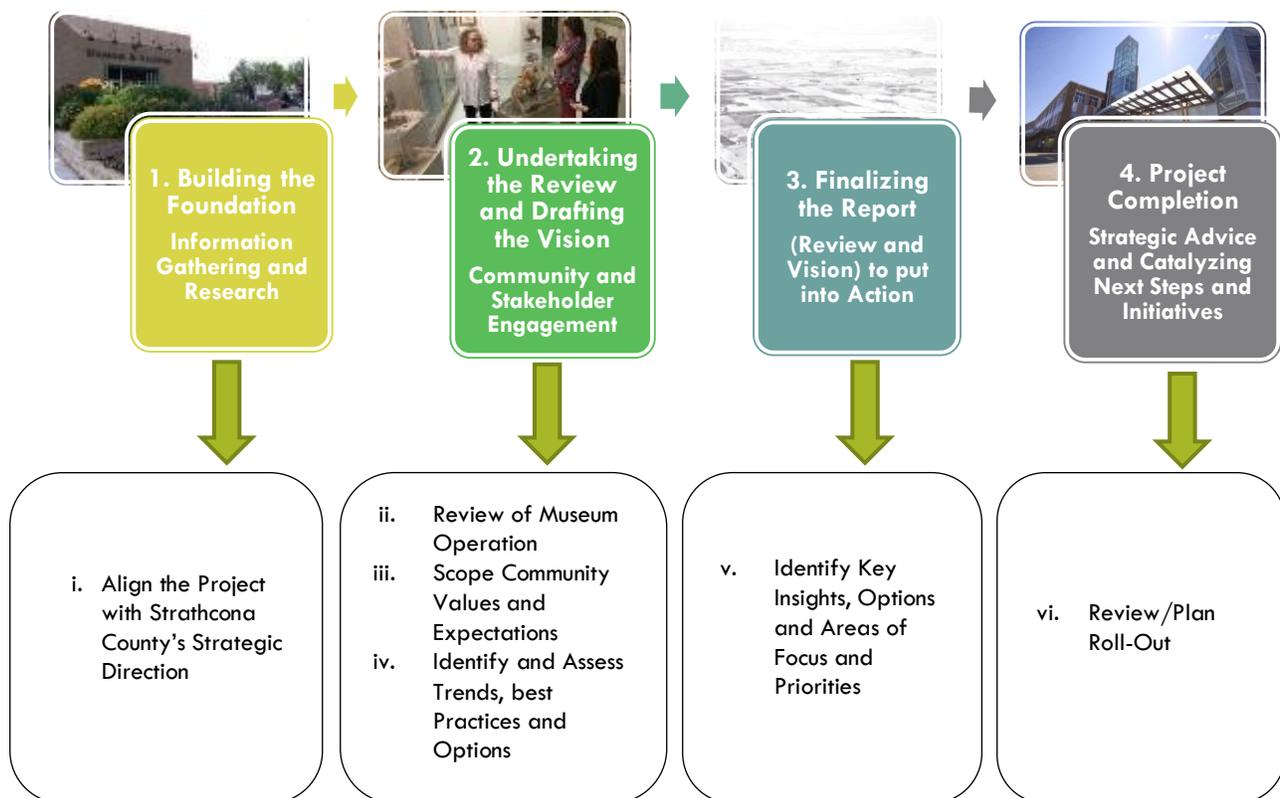
In the mid-1980's, a number of dedicated individuals created the Strathcona County Heritage Foundation to preserve local history. This resulted in the opening of the Strathcona County Museum in 1997. Housed in a municipally-owned heritage building – that was the County's first fire hall and then an RCMP detachment

for over 20+ years – the Strathcona County Museum has been implementing its mission to *preserve and promote the history and heritage of Strathcona County*.

The Strathcona County Museum and Archives is a not-for-profit organization. The Strathcona County (County) supports the museum by providing the municipally-owned space and contributes financially to staff wages.

In February 2018, the Strathcona County Museum and Archives approached the County Mayor and Council to share some concerns and current limitations of the museum and its related operations, and to request funds to assist with their needs. In turn, County Council approved funding to assist with the immediate needs of the Museum and Archives, to undertake a review of the Museum’s current operations, and complete a Value for Service Audit that includes options for the Museum in the future.

The review process was completed in the following four phases:



A key component of this process was engaging the community to understand their thoughts and ideas about the Museum and Archives now and into the future. Strathcona County utilizes a Public Engagement Spectrum (see Figure 1.1 below). The public was engaged through a ‘Listen and Learn’ process. This Report summarizes the findings from Phase 2.

Figure 1.1 Strathcona County Public Engagement Spectrum



2. Our Engagement Approach (Methodology)

The Strathcona County review of museum operations community engagement process began on May 2, 2018 and was completed June 14, 2018. This process was grounded in an Appreciative Inquiry Framework (AIF) which is a holistic, strengths-based method of facilitation. AIF seeks the generation of new ideas and engages stakeholders in self-determining change rather than viewing change as stemming from the need to 'fix' or 'solve' a problem. This model is intended to encourage meaningful, future-forward discussions that focus on identifying opportunities. This model also provides for discussions regarding challenges and potential barriers and how one may overcome these through the identification of opportunities.

A number of engagement methods were used to capture input from a wide cross section of community members and stakeholders. Below is a summary of each method.

2.1 Engagement Kick-Start Meeting

On May 2, 2018, the Project Team met with members from the Strathcona County's Public Engagement Department to learn more about the engagement process utilized by the County. This included an overview of the County's Engagement Spectrum and specifics on how to carry out the engagement methods (e.g. use of Grade 4 language). The Public Engagement Team also shared engagement portals available for use through this process including Survey Gizmo for online surveys and the ability to circulate the online survey through the County's Public Engagement eNewsletter.

2.2 Online Survey

An online survey was developed to gather community input on the following:

- Visits to museum(s) and archive(s) in the area
- Knowledge of the Strathcona County Museum and Archives
- Experiences of the Strathcona County Museum and Archives
- Suggestion about how to improve experiences at the Museum and Archives
- Hopes for the future of the Museum and Archives including what is happening there and where it is located

Input into the online survey was provided by the Heritage Foundation Board of Directors, the County Project Manager and Co-Lead, and the County's Public Engagement Team.

The final online survey included four sections and a total of 40 questions. Each respondent answered less than 40 questions as a skip logic was applied depending on how you answered certain questions. The survey was entered into Survey Gizmo. It was advertised in the newspaper; through flyers in the Museum and local businesses; and was distributed through a test group known as Scoop, the Public Engagement eNewsletter that includes 2400 people and the Chamber of Commerce network. The survey was live from May 25-June 8.

2.3 Intercept (Face-to-Face) Survey

The questions from the online survey were utilized to conduct face-to-face surveys throughout the county. An introduction and guideline for the intercept survey was created to assist surveyors with implementing the survey. A training session was provided to Museum Board members and summer students to provide an overview of the survey and how to undertake face-to-face surveys. Board members, summer students, and

members of the Consulting Team completed the face-to-face surveys. The face-to-face surveys were completed from May 25-June 10. One limitation to the face-to-face survey was that not all questions were answered in sequence resulting in some questions having fewer responses.

2.4 Direct Interviews

A series of direct interviews both in-person and by phone were conducted with the Project Steering Committee, County executive and senior administration, the Museum Heritage Foundation Board and staff, community stakeholders, and Mayor and Council.

The Steering Committee is comprised of members of the Strathcona County administration and the Heritage Foundation Museum Board. The Committee was created to provide guidance and input into the process.

The purpose of the interviews with all stakeholders was to provide an overview of the project, link to other County projects and initiatives, and gather input on the museum's current state of affairs and what they hope for the future of the Museum and Archives. In some cases, follow up meetings occurred to collect specific technical information.

The Table below is a summary of who was engaged through direct interviews.

**Table 2.1 Strathcona County Review of Museum and Archives
Direct Interviews and One-on-One Meetings**

Who	Number of Representatives Engaged	Dates of Engagement
Steering Committee	5	May 2, June 12
Museum Board and Staff	12	May 2, May 17 May 30, June 1
County Executive and Administration including:	15	May 2, May 3 May 16, May 30 May 31, June 1
<ul style="list-style-type: none"> • Public Engagement Team • Associate Commissioner, Infrastructure Planning Services Division • Manager of Facility Services • Director of Planning and Development • Associate Commissioner of Community Services • Director of Recreation, Parks and Culture • Acting Director of Economic and Tourism • Small Business and Tourism Specialist • Chief Financial Officer • Heritage Legacy • Manager of Agricultural Services • Legal Services • Chief Commissioner 		
Community Stakeholders	6	May 30, May 31 June 14
Mayor and Council	8	May 17, May 25 June 5, June 6
Total	46	

2.5 Community Engagement Session

Community members and interested stakeholders were invited to participate in a community engagement session on June 12, 2018. The session was held at Festival Place from 5:30-8:00 pm. The purpose of the session was to share the learnings to-date from the online and intercept surveys and have a deeper discussion about the future of the museum. The agenda for the session was as follows:

- Welcome and Introductions
- Setting the Stage
- Why We Are Here
- What We Heard
- A Deeper Conversation
 - The Future of Strathcona County Museum and Archives
- Reflections
- Thank You and Next Steps

The session was facilitated as a World Café, providing opportunity for participation and discussion as a large group and small break out groups. Participants had the opportunity to share their thoughts about the learnings to-date. This was followed by an exercise where participants were counted off into groups and provided a theme related to museums and archives. They were asked to envision the future of the Strathcona County Museum and Archives in 10, 15, 20, 50+ years and to document their hopes and goals related to the theme. Participants were rotated twice and then the themes were discussed as a group.

The themes included:



As a final exercise, participants were asked to use a sticky note and marker and write down a **key value** they want people to recognize when they think about the future of the County Museum and Archives.

3. What We Heard

This section summarizes the learnings overall from the engagement process.

3.1 Surveys

The findings from both the online and intercept surveys are presented below. Survey results are organized by survey method to show similarities and differences between online and in-person responses and are displayed in graphs, charts, and images known as Wordles. Wordles capture common words within text responses, presenting them in a word cloud. The larger the word, the more times it is repeated.

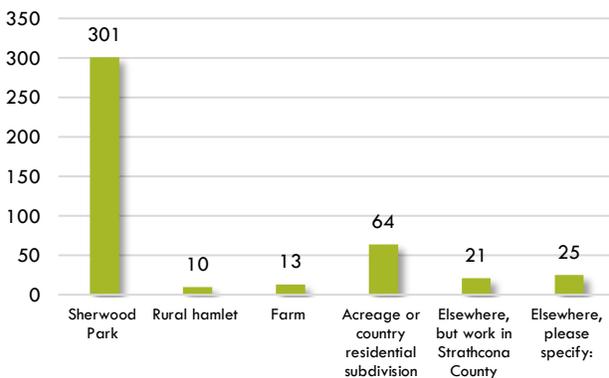
Demographics

Online

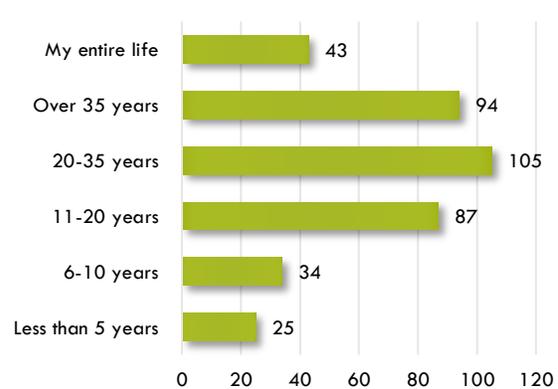
There were 672 respondents who filled out the online survey. The 434 respondents who answered the demographic questions related to where they live shared they were from Sherwood Park (69.4%), acreage or residential subdivision (14.7%), elsewhere (5.8%), elsewhere but work in Strathcona County (4.8%), farm (3.0%), and rural hamlet (2.3%). Some respondents, 105, shared that they have lived in the county between 20-35 years. This was followed by 94 respondents living in the county for over 35 years 87 respondents living in the county between 11-20 years.

The highest number of respondents identified they are between the ages of 55-64 years old (23.0%). Respondents in the age range of 45-55 were the second largest with 21.9% and this was followed by 35-44 years old with 20.3%. There were 291 females who responded to the online survey, 121 males, 3 other, and 22 who prefer not to say. A breakdown of the online survey demographics is provided in the Figures below.

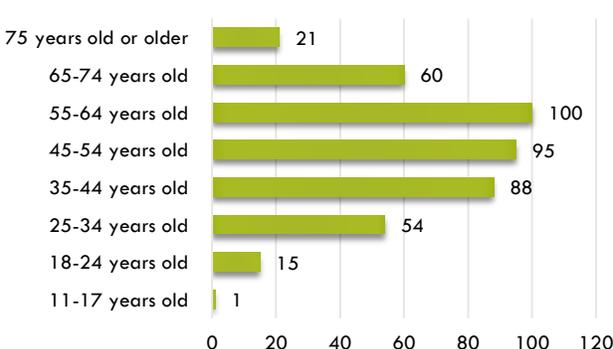
**Figure 3.1 - Online Survey, 2018
Place of Residence**



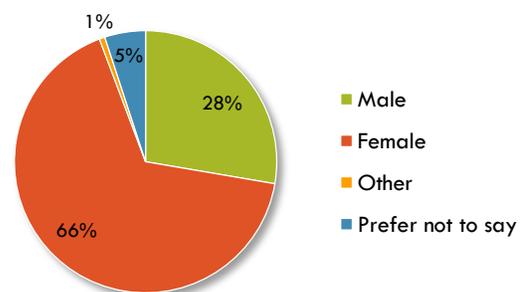
**Figure 3.2 - Online Survey, 2018
Number of Years Lived in the County**



**Figure 3.3 - Online Survey, 2018
Age**



**Figure 3.4 - Online Survey, 2018
Gender**



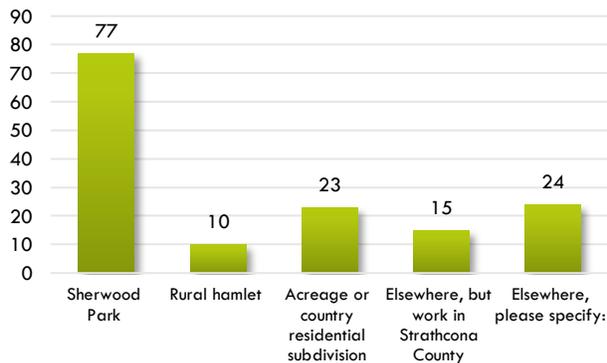
Intercept

There were 164 people who were engaged through a face-to-face survey. The survey sample was from various areas in and around the county. The breakdown included: 77 people from Sherwood Park; 24 from elsewhere; 23 from an acreage or country residential subdivision; 15 from elsewhere but work in the County; and, 10 were from a rural hamlet (see Figure 3.5).

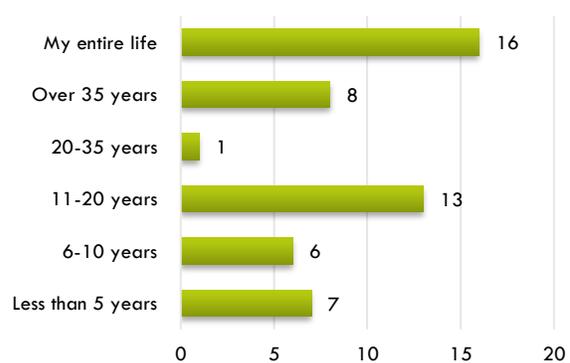
For those that live in Strathcona County, 16 people shared they have lived in the county for over 35 years. This was followed by 13 respondents sharing they have lived in the county for 6-10 years. Figure 3.6 below summarizes the responses.

Figures 3.7 and 3.8 summarize gender and age of the intercept survey respondents. 62% were female and 38% were male. The age range breakdown is as follows: 25% were 18-24 years old; 16% were 35-44; 14% were both 11-17 and 55-64 respectively; 9% were 65-74; 5% were 75 years or older; and, 4% were 45-54 years old.

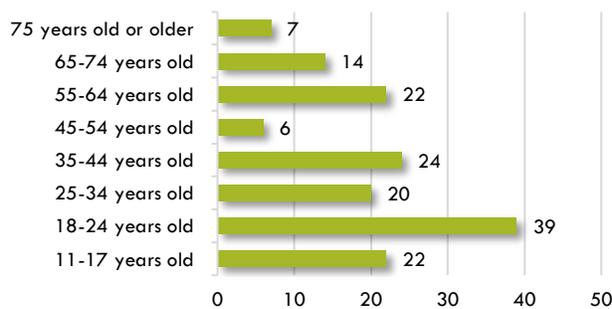
**Figure 3.5 - Intercept Survey, 2018
Place of Residence**



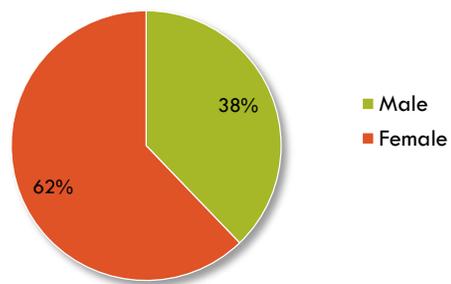
**Figure 3.6 - Intercept Survey, 2018
Number of Years Lived in the County**



**Figure 3.7 - Intercept Survey, 2018
Age**



**Figure 3.8 - Intercept Survey, 2018
Gender**



Benefits of a Museum to a Community

Online

When people were asked *how might museums benefit (help) communities?*, the most common response included providing education and understanding about a community's history. Other comments included:

- Preserving history and records
- A place to learn and gather for all ages
- To learn from the past to inform the future
- Tourism
- Showing how things have changed over time

Intercept

Respondents shared a number of benefits museums have to communities. Some comments included: teaching about a community's past and its history; remembering the past; educating youth; for research; and, understanding the past to understand the present and future.

Figure 3.9 is a Wordle that captures responses from text responses – the larger the word, the more times it was repeated.

Figure 3.9 - Online Survey, 2018
How Museums Benefit Communities



Figure 3.10 - Intercept Survey, 2018
How Museums Benefit Communities



Museums in the Area

Online

The online survey asked respondents to share whether they have been to a museum in the area and if so, which ones they have been to. A total of 415 people answered they have been to a museum in the area. 102 respondents shared they have not visited a museum in the area.

The museums that were most commonly visited were Fort Edmonton, Royal Alberta Museum, Ukrainian Cultural Heritage Village, and Alberta Aviation Museum. Figure 3.11 captures all of the responses.

Intercept

There were 80% who shared that they have been to a museum in the area and 20% who shared they have not. Figure 3.12 below displays which museums people have visited. The three most common responses were the Royal Alberta Museum, the Ukrainian Cultural Village, and Fort Edmonton.

Figure 3.11 - Online Survey, 2018
Museums Visited in the Area

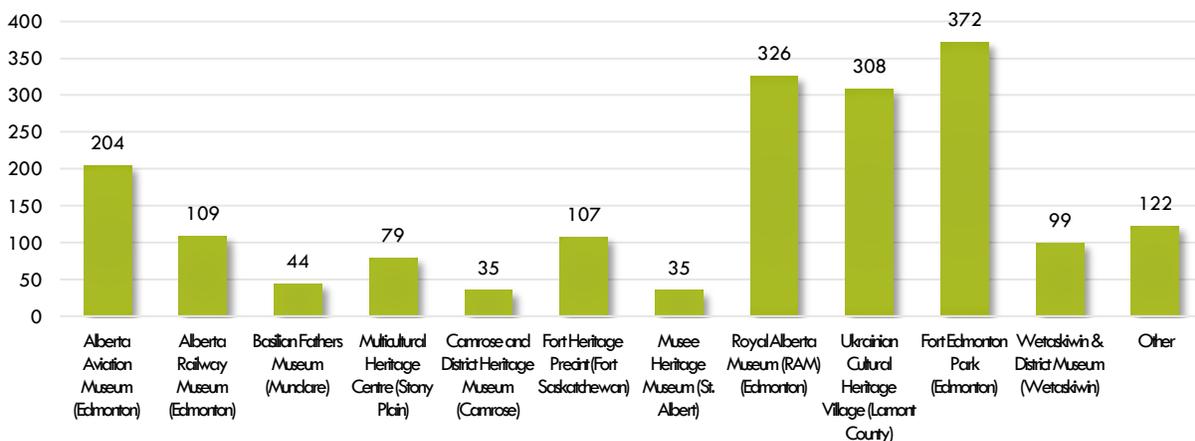
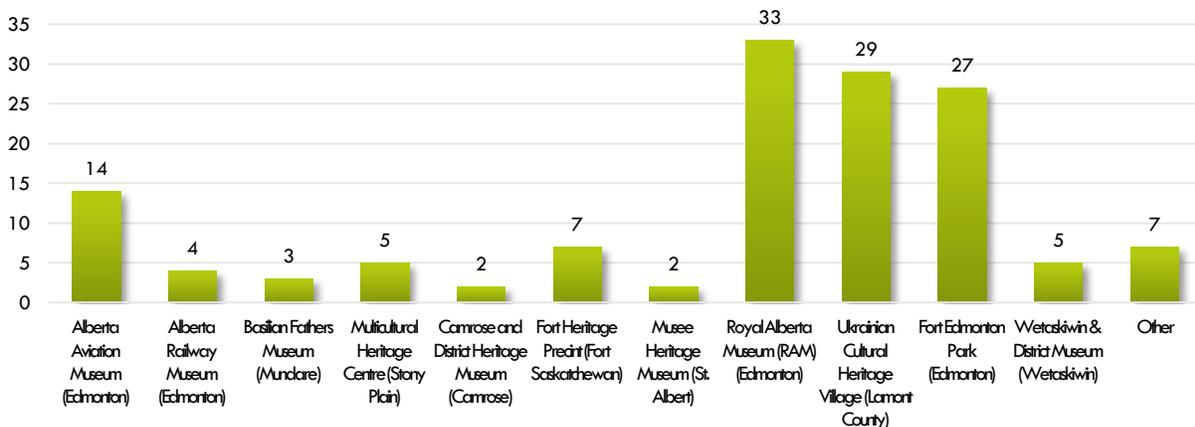


Figure 3.12 - Intercept Survey, 2018
Museums Visited in the Area



Strathcona County Museum Today

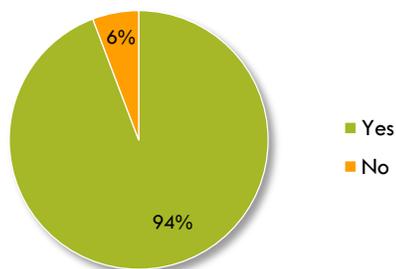
Online

A series of questions related to the Strathcona County Museum (Museum) were asked. To better understand who knows about the Museum, the survey asked whether or not people knew that Strathcona County has a local museum. A significant number of respondents, 94%, knew there was a local museum in the county (see Figure 3.13 below). Those that answered yes, were asked to share whether they have visited the museum. There were 65% of people who indicated they have been to the Museum and 35% who have not (see Figure 3.14).

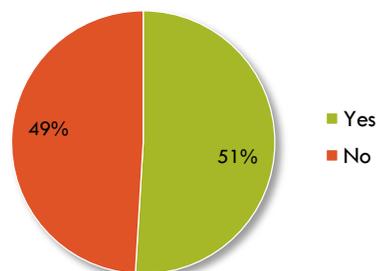
Intercept

Of the 157 responses, 80 people indicated they knew that Strathcona County has a local museum. When asked if they have visited the Strathcona County Museum, 44 shared they have and 36 had not. See Figures 3.15 and 3.16 below.

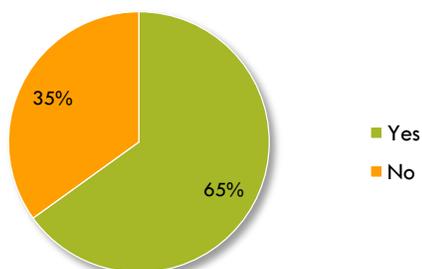
**Figure 3.13 - Online Survey, 2018
Awareness that Strathcona County
Has a Local Museum**



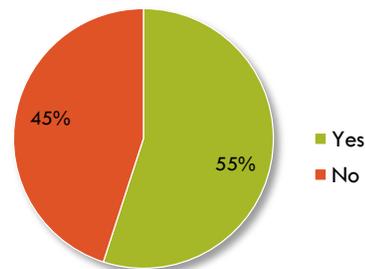
**Figure 3.15 - Intercept Survey, 2018
Awareness that Strathcona County Has
a Local Museum**



**Figure 3.14 - Online Survey, 2018
Number of Respondents Who Have
Visited the Strathcona County Museum**



**Figure 3.16 - Intercept Survey, 2018
Number of Respondents Who Have
Visited the County Museum**



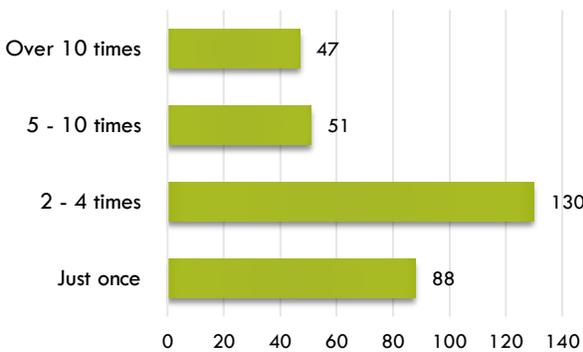
Online

The respondents who have visited the Museum were asked to share more about their visits and experiences. There were 150 people who have been to the Museum 2-4 times. This was followed by 88 people who have visited just once, 51 visited 5-10 times, and 47 visited over 10 times. When asked when their last visit was to the Museum, 106 respondents shared it was less than a year ago. There were 72 respondents who have been there between 3 and 5 years ago, 70 who have been there between 1 and 2 years ago, and 61 who have been to the Museum a long time ago. Figures 3.17 and 3.18 summarize the responses.

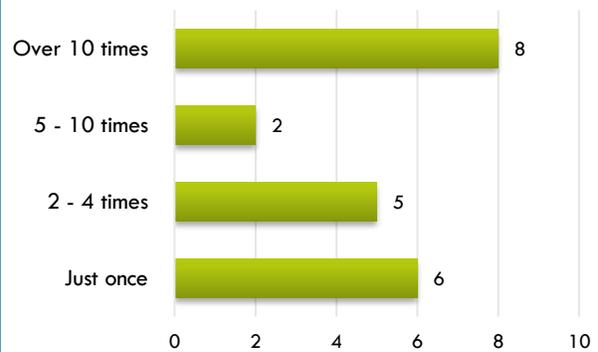
Intercept

The respondents who shared they have been to the Museum indicated how many times they have been there. There were 8 people who have been to the Museum over 10 times, 6 just once, 5 were there between 2-4 times, and 2 were there 5-10 times. When asked when their last visit to the Museum was, 12 respondents shared a long time ago while 9 shared less than a year ago. The Figures 3.19 and 3.20 below summarizes the responses.

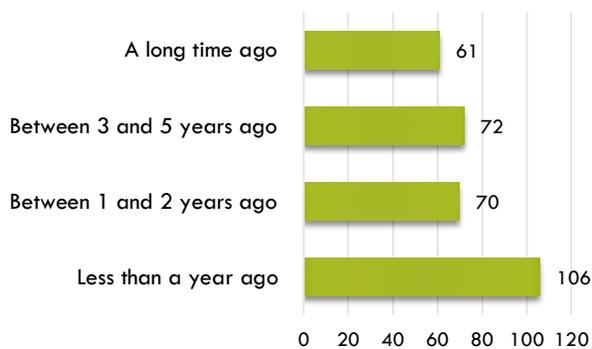
**Figure 3.17 - Online Survey, 2018
Number of Times People Have
Visited the Strathcona County Museum**



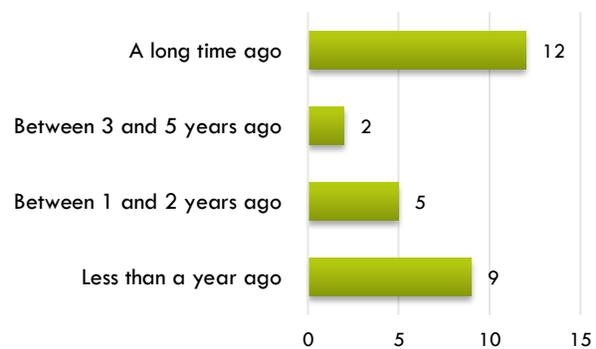
**Figure 3.19 - Intercept Survey, 2018
Number of Times People Have
Visited the Strathcona County Museum**



**Figure 3.18 - Online Survey, 2018
Last Visit to the
Strathcona County Museum**



**Figure 3.20 - Intercept Survey, 2018
Last Visit to the
Strathcona County Museum**



Online

Online survey respondents shared a variety of responses when asked what the main reason was for their last visit to the Museum. Figure 3.21 below illustrates 27% of respondents indicated that they went to the Museum because they are interested in the County's history. Spooky Saturday was the option chosen the least with 2%. A number of schools and special tours were mentioned. Special tours included girl guides, day cares, retired teachers, family reunion, with the Strathcona County, and meetings.

Intercept

When respondents were asked to share the main reason for their last visit, 34% shared there were other reasons for their visit than the options listed. This included: provided a donation; reunion; a specific event; and research. The second most common response was 31% of respondents participated in a school tour.

Figure 3.21 - Intercept Survey, 2018
Main Reason for Your Last Visit to the Museum

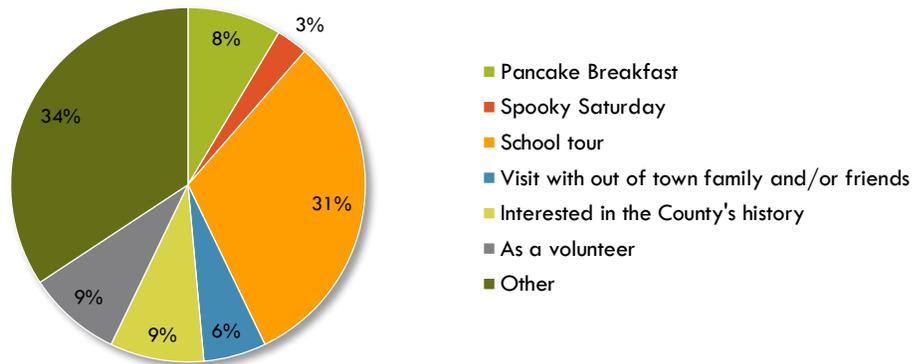
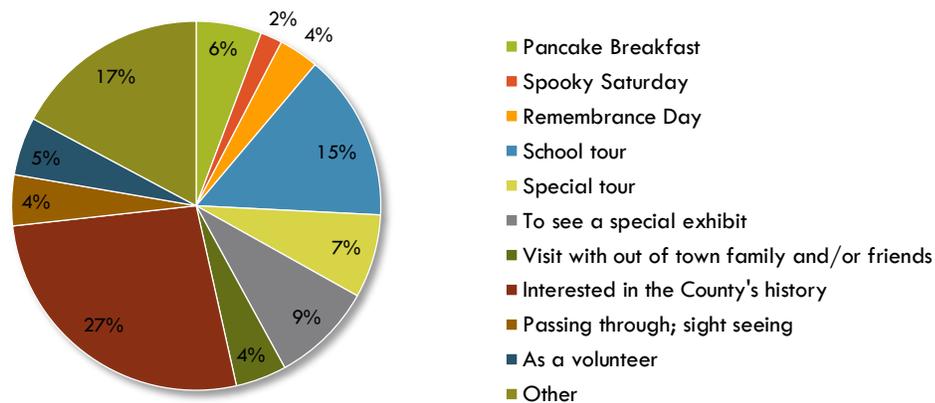


Figure 3.22 - Online Survey, 2018
Main Reason for the Last Visit to the Museum



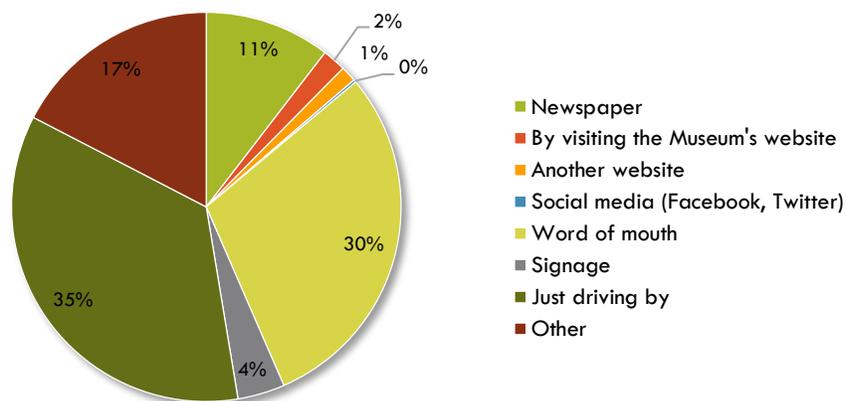
Online

The respondents who have visited the Museum were asked to share how they first heard of it. The most common responses were just driving by (35%), word of mouth (30%), and other (17%). The other comments included school and special tours, long time resident, and through personal and professional connections. Figure 3.23 illustrates all of the responses.

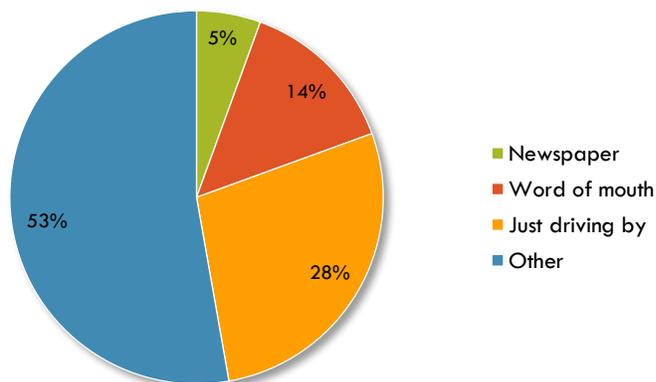
Intercept

Figure 3.24 below provides a breakdown of how respondents first heard of the Museum. Over half (53%) of the respondents shared they first heard about the Museum through various means. These included: knew someone who worked there; school tour; family; had a museums background; and long-time residents.

**Figure 3.23 - Online Survey, 2018
First Heard About the Museum**



**Figure 3.24 - Intercept Survey, 2018
First Heard About the Museum**



Online

Of the 310 people who answered *how important do you think a local museum is to the future of our community*, 176 shared it is very important, giving a rating of 5. This was followed by 82 people rating the level of importance as 4, and 36 rated it somewhat important, a 3. There were 10 respondents who shared museums are not at all important. See Figure 3.31 below.

Intercept

Intercept respondents also rated the level of importance. 25 out of 36 respondents shared it is very important. There were no respondents who shared a local museum was not at all important. Figure 3.32 summarizes the ratings.

Figure 3.31 - Online Survey, 2018
Importance of a Local Museum to the Future of the Community

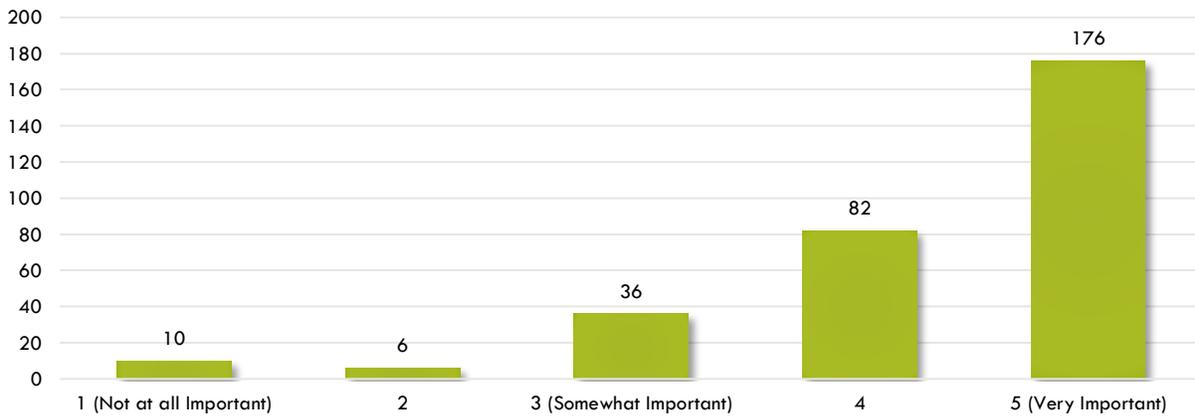
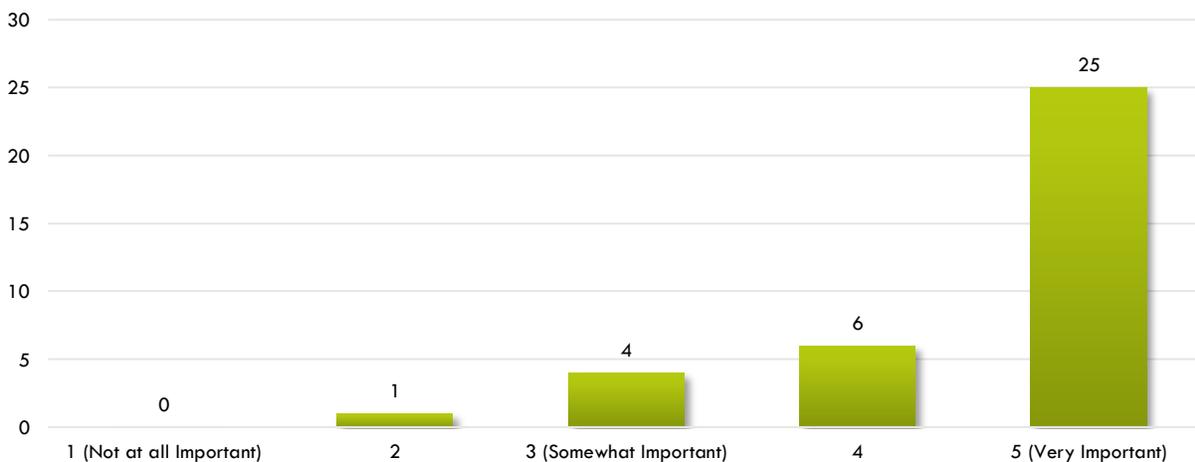


Figure 3.32 - Intercept Survey, 2018
Importance of a Local Museum to the Future of the Community



Archives in the Area

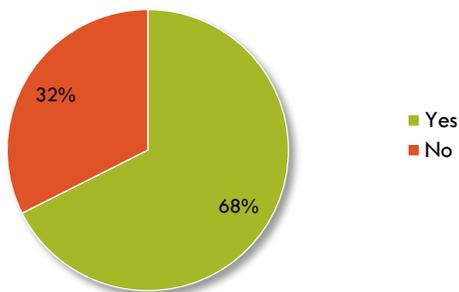
Online

Once respondents answered the questions related to the Museum, they were asked to share whether or not they knew that the Museum houses a local archives. They were also asked to share whether or not they have been to an archives in the area. Figures 3.33 and 3.34 display the responses.

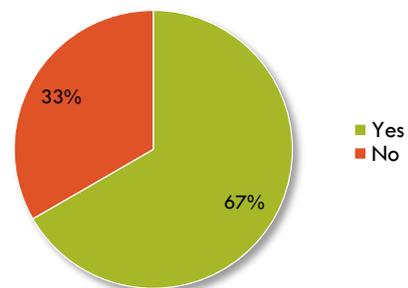
Intercept

67% of face-to-face respondents shared they did know about the Archives and 33% shared they did not. 21 respondents shared that they have not been to an archive in the area and 7 shared they have.

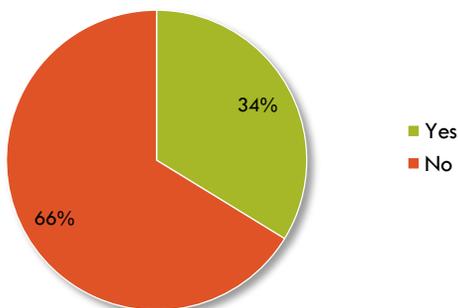
**Figure 3.33 - Online Survey, 2018
Awareness of the Museum's Archives**



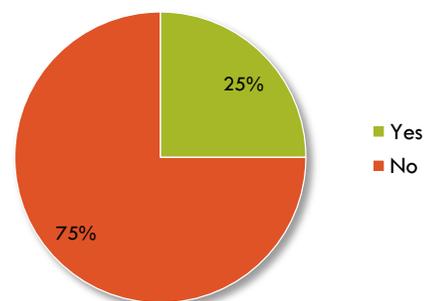
**Figure 3.35 - Intercept Survey, 2018
Awareness of the Museum's Archives**



**Figure 3.34 - Online Survey, 2018
Visits to Other Archives in the Area**



**Figure 3.36 - Intercept Survey, 2018
Visited Other Archives in the Area**



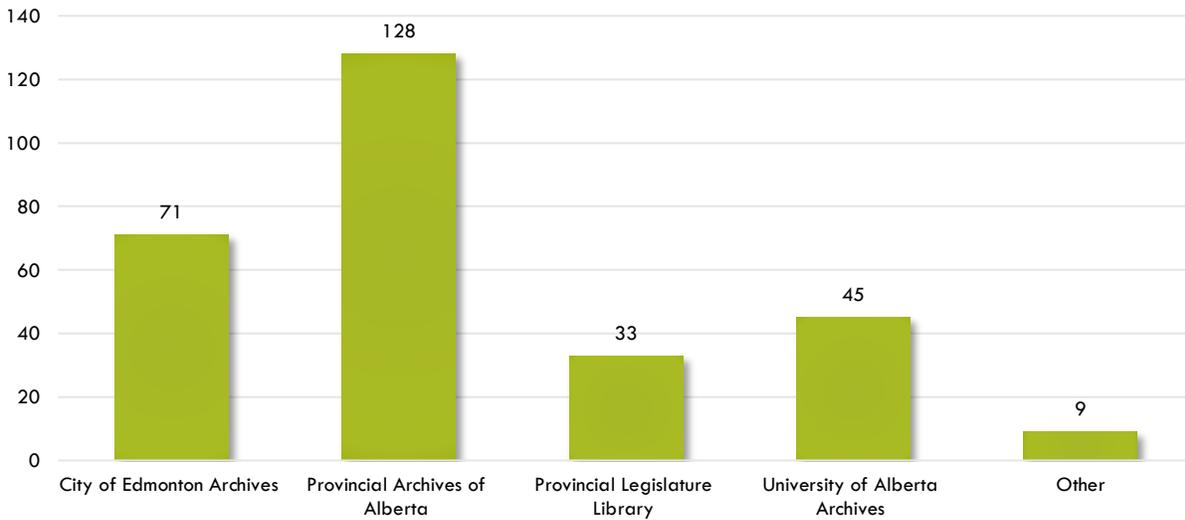
Online

The archives in the area that the respondents visited includes the Provincial Archives of Alberta, City of Edmonton Archives, University of Alberta, and the Provincial Legislature Library. See Figure 3.37 below.

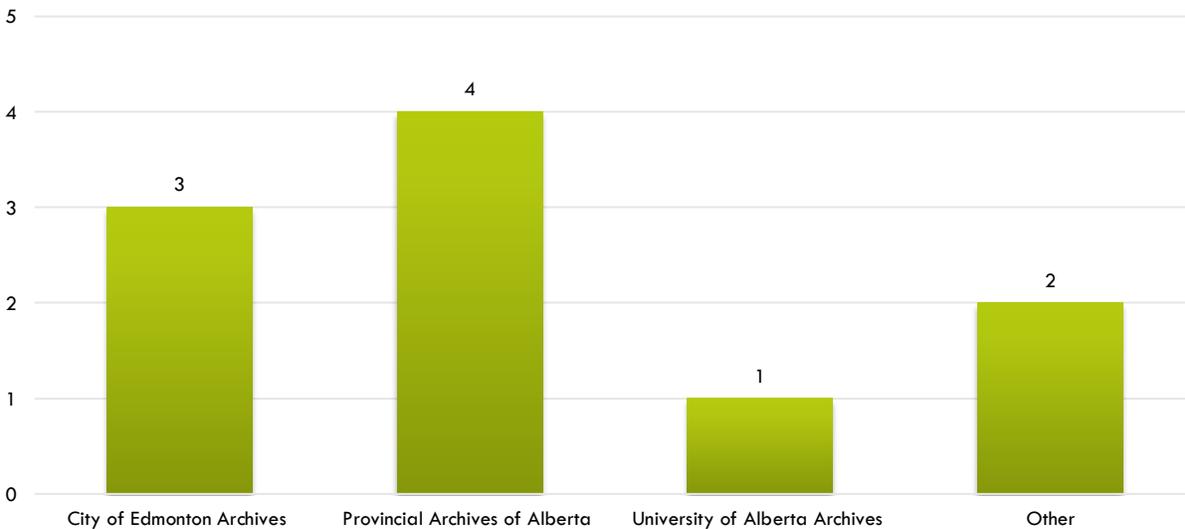
Intercept

Figure 3.38 summarizes the intercept responses. The Provincial Archives of Alberta was most commonly visited in the area.

**Figure 3.37 - Online Survey, 2018
Archives Visited in the Area**



**Figure 3.38 - Intercept Survey, 2018
Archives Visited in the Area**



Strathcona County Archives

Online

Specific questions were asked in relation to the Strathcona County Archives (Archives). 84 people or 26% shared that they have been to the Archives. This is compared to 234 people or 74% that have not (see Figure 3.39). Figures 3.41 and 3.42 summarize how many times respondents have visited the Archives and how long ago.

Intercept

There were 12 respondents or 26% who shared they have visited the Archives. Due to the limited number of responses to specific Archive questions, they have not been included.

Figure 3.39 - Online Survey, 2018
Number of Respondents who Visited the Strathcona County Archives

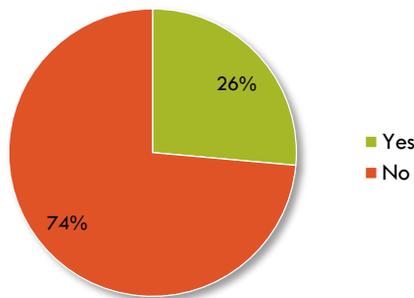


Figure 3.40 - Intercept Survey, 2018
Number of Respondents who Visited the Strathcona County Archives

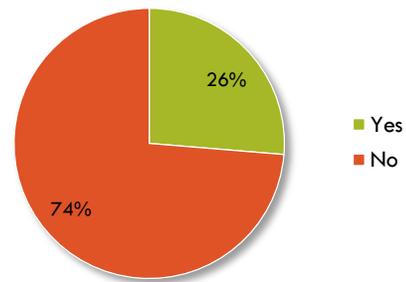


Figure 3.41 - Online Survey, 2018
Number of Visits to Strathcona County Archives

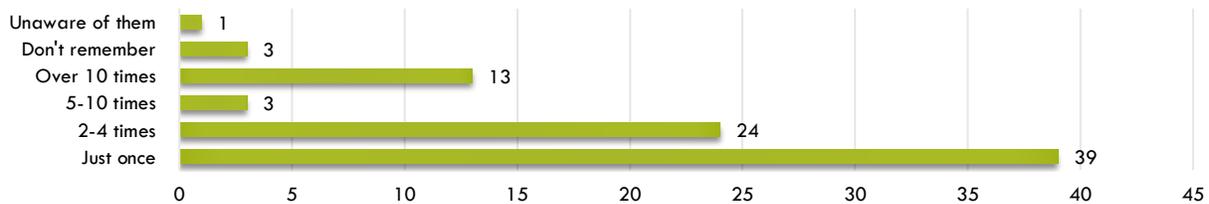
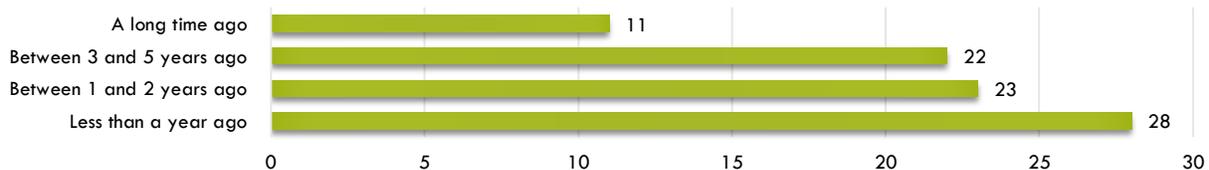


Figure 3.42 - Online Survey, 2018
Last Time You Visited Strathcona County Archives



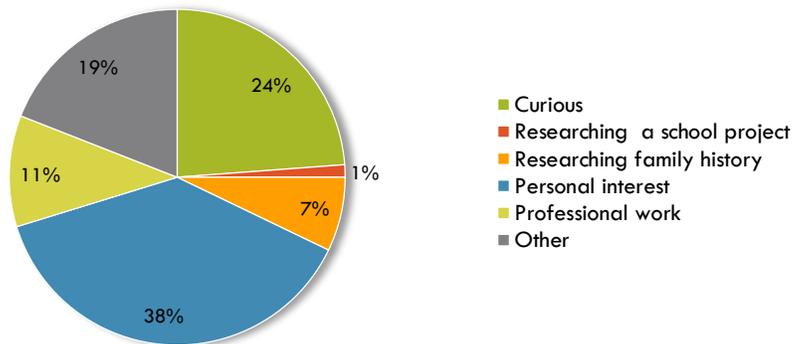
Online

Similar to the Museum specific questions, respondents were asked to share the main reason for their last visit. The most common response was personal interest (38%). This was followed by curious (24%), other (19%), professional work (11%), researching family history (7%), and researching a school project (1%). The responses are summarized in Figure 3.43 below.

Intercept

Due to the limited number of responses to specific Archive questions, they have not been included.

Figure 3.43 - Online Survey, 2018
Main Reason for Last Visit to Strathcona County Archives



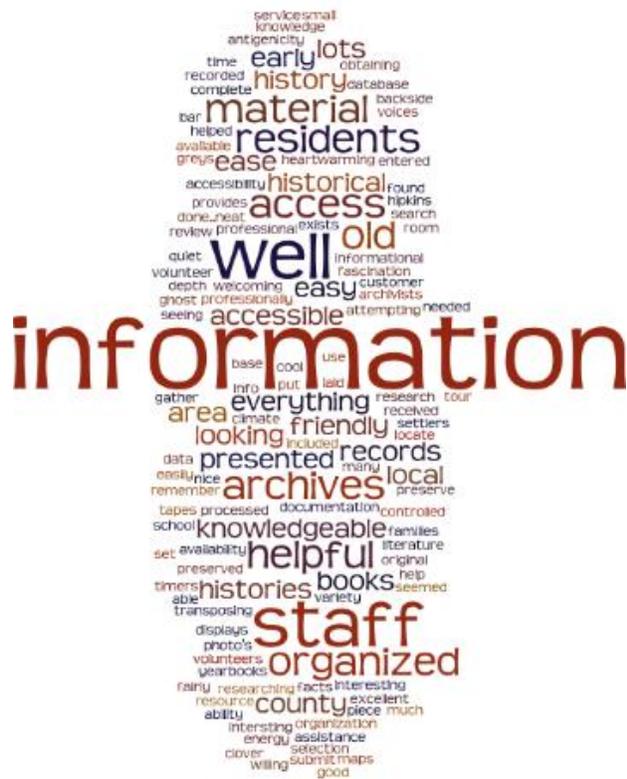
Online

Respondents were also asked to comment about what they liked the most and the least about their experience to the Archives. The responses are summarized in the following Wordle Figures 3.44 and 3.45 below.

Intercept

Due to the limited number of responses to specific Archive questions, they have not been included.

**Figure 3.44 - Online Survey, 2018
Most Liked about Strathcona County Archives**



**Figure 3.45 - Online Survey, 2018
Least Liked about Strathcona County Archives**



Online

The final question in this section of the survey asked people to share how important they think a local archives is to the community. Of the 479 respondents, 261 thought it was very important, 68 shared it was somewhat important, and 10 shared it is not at all important. See Figure 3.47 below.

Intercept

A number of the respondents did share how important they think a local archives is to the future of the community. Of the 38 respondents, 32 thought it was very important. See Figure 3.48 below.

Figure 3.47 - Online Survey, 2018
Importance of Archives to the Future of the Community

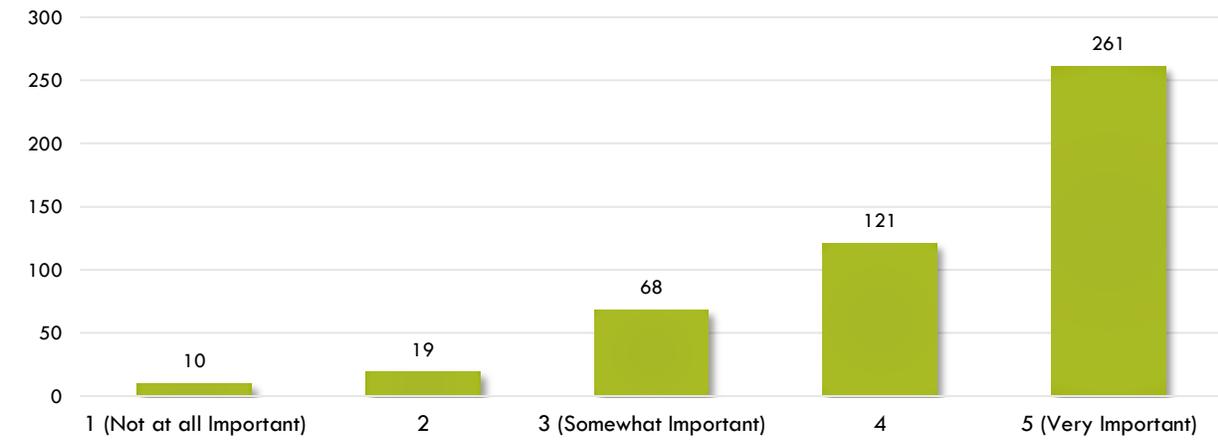
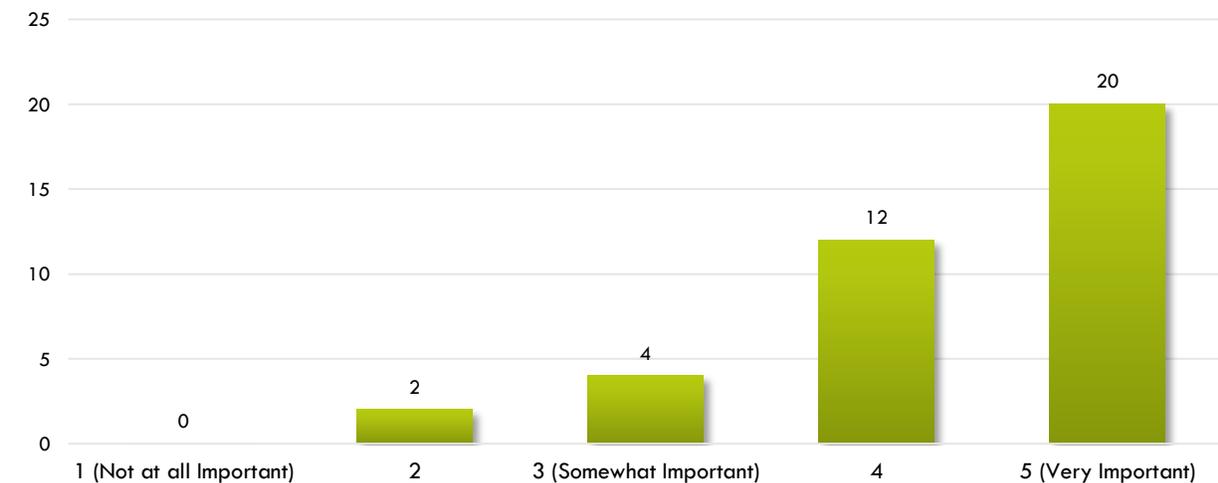


Figure 3.48 - Intercept Survey, 2018
Importance of Archives to the Future of the Community



The Future of the Strathcona County Museum and Archives

Both the online and intercept surveys asked participants to envision the Museum and Archives 10-15 years in the future. More specifically, they were asked to share what is happening in the Museum and Archives, and where they are located.

Online

For the Museum, many of the responses included a space that focuses on the local county history, a number of exhibits, programs, activities and events, it has an interactive component, and the schools are engaged. See Figure 3.49 below.

Intercept

Many face-to-face respondents shared they see history of the county happening in the museum. They also shared it will be bigger, interactive, a place to learn, have more school programming, and host events. See Figure 3.50 below.

Figure 3.49 - Online Survey, 2018
What is Happening in the Museum

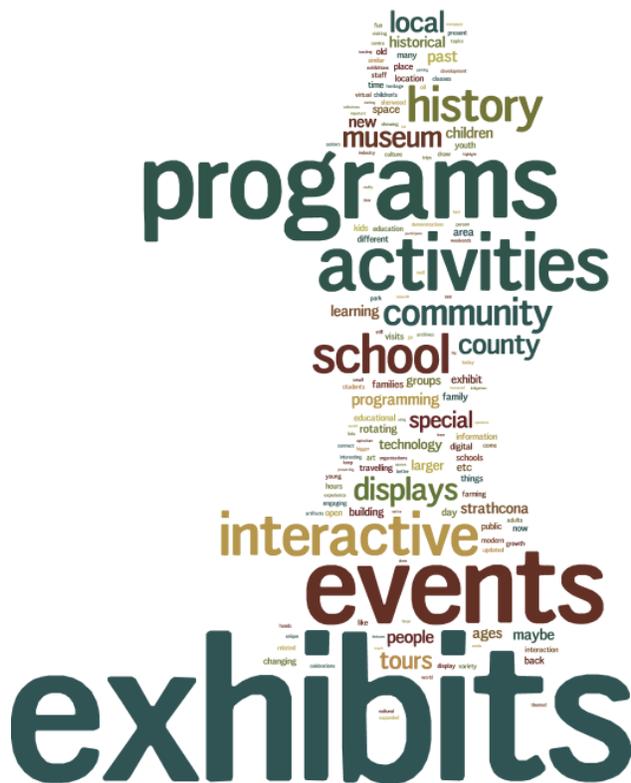
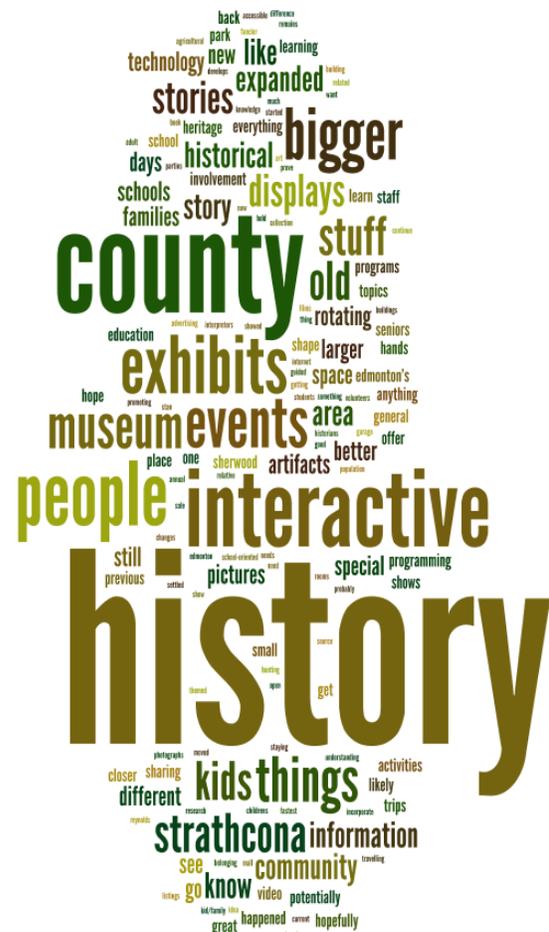


Figure 3.50 - Intercept Survey, 2018
What is Happening in the Museum



Online

Comments related to the Museum location included Centre in the Park, central, by the library, Bremner, keep it where it is, and a new building. See Figure 3.51 below.

Intercept

Similarly to the online responses, many shared the Museum will be centrally located in the Centre in the Park near the library, Festival Place, and the mall. It was important to respondents that the location be accessible. See Figure 3.52 below.

Figure 3.51 - Online Survey, 2018
Where is the Museum Located

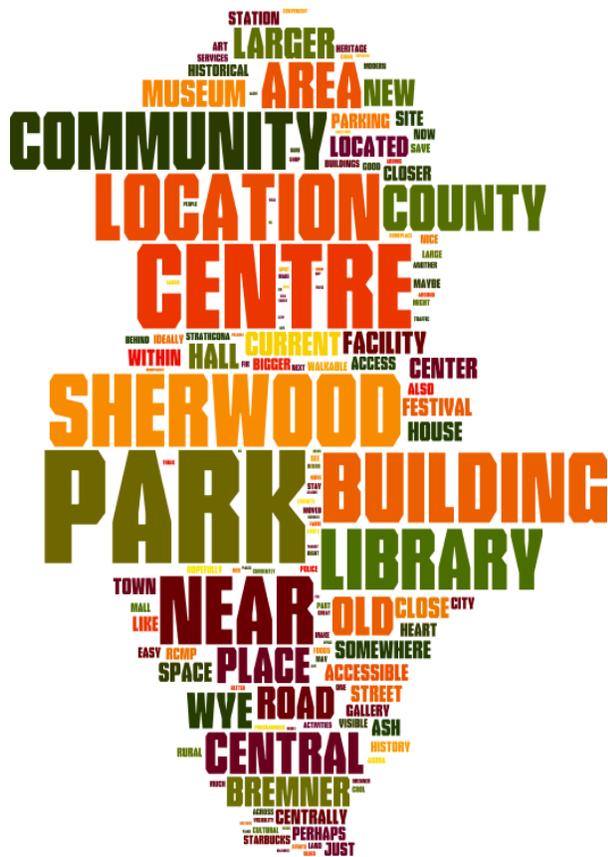
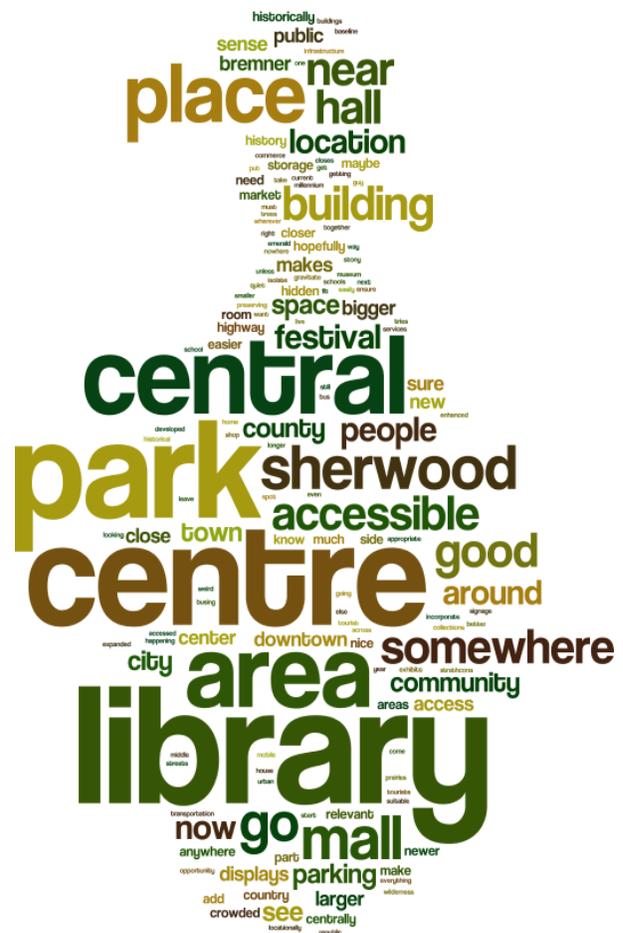


Figure 3.52 - Intercept Survey, 2018
Where is the Museum Located



Online

Responses related to the archives included special collections, research, a new building with updated spaces, accessible, information about people from the County, Indigenous history, digitization, and expanded. A number of responses shared they see the Archives located in the Museum. Other suggestions included the library and County hall. See Figure 3.53 below.

Intercept

When asked about what is happening in the archives, face-to-face respondents shared that it will have the same things and expanded. They also mentioned the archives should be accessible and have a digital component. See Figure 3.54 below.

Figure 3.53 - Online Survey, 2018
What is Happening in the Archives



Figure 3.54 - Intercept Survey, 2018
What is Happening in the Archives



Online

Responses related to the archives included special collections, research, a new building with updated spaces, accessible, information about people from the County, Indigenous history, digitization, and expanded. A number of responses shared they see the Archives located in the Museum. Other suggestions included the library and County hall. See Figure 3.55 below.

Intercept

As illustrated in Figure 3.56 below, the museum was the most common response for the future location of the Archives.

Figure 3.55 - Online Survey, 2018
Where are the archives located



Figure 3.56 - Intercept Survey, 2018
Where are the archives located



3.2 Direct Interviews

A number of stakeholders were engaged through direct interviews. The following is a summary of each stakeholder groups' overall observations, thoughts on the current state of the Museum, and what they would like to see for the future of the Museum and Archives.

3.2.1 Steering Committee

General Observations

- There are natural links to this study and other County initiatives including the Community Hub and the Recreation and Parks Strategy.
- It is important to ensure this process is accessible and inclusive for all members in the community.
- Consideration for the new provincial museum.
- Pleasantly surprised by the number of responses to the survey.

Current State of Museum

- Most visitors today are school children.
- One limitation is the hours. The Museum is not open on weekends. There is limited resources to extend the hours.
- There is very little revenue being generated by the school tours.
- Interpreters can only handle so much.
- Spooky Saturday is a successful event.
- In May and June, the Museum is fully booked.

Looking to the Future

- There is an opportunity for partnerships with other historic and cultural sites such as the Beaver Hills Biosphere Reserve.
- The Museum can focus more on the oil and gas industry. This includes exhibits, displays, tours, and potential sponsorship.
- Opportunity to include Indigenous history.

3.2.2 Museum Heritage Foundation Board and Staff

General Observations

- The Museum, its collection, and the people (staff and volunteers) are important.
- It is a place that has the local stories, history, and artifacts about the county.
- Many personal memories themselves of either attending as a youth, taking family members to the museum, or volunteering.
- If the funds go away, the Museum will go away.
- There was an opportunity presented to write a letter to Council to share concerns and the state of the museum.
- The library was located in the mall and is now in the Community Centre; this was a missed opportunity for the Museum.
- Confusion about how the Museum links to the Community Hub.
- There is confusion that the Museum is part of Strathcona County. It is a not-for-profit.
- There is a larger focus on sports and recreation in Sherwood Park; want heritage and culture to be valued as well.
- Strathcona County is also known for its equine.

Current State of Museum

- The Museum is bursting at the seams for exhibits.
- The Museum is not accessible.
- Storage of collections is a concern.
- The archives are recognized.
- The Museum has been doing well with the resources it has.
- There is challenges with the facility e.g. leaking room, flooding, no working space.
- Schools will not bring smaller groups due to the cost of busing.
- Currently not enough staff to cover all basis; staff is getting tired.
- Comparison of job descriptions to other museums; this museum is the lowest.
- Need to consider succession planning.
- The volunteers are dedicated and amazing.
- It is a classic traditional museum.
- Technology is outdated.
- The Museum Board is volunteer-based; there are many expectations.
- People don't know where the Museum is now; lack of promotion and advertising.
- Provide services and volunteer opportunities for newcomers and people living with disabilities.

Looking to the Future

- A facility with more space, user friendly, and is safe.
- More staff and increased compensation.
- Sustainable funding support for museum overall and related costs e.g. advertising.
- Industry collaboration and science focus.
- Bring in other demographics (all ages).
- A museum that provides conservation and historical understanding for people.
- A place to learn about the history of the community.
- Includes a mix of tangible and interactive elements.
- Rotating exhibits and things for all learning types.
- Keep the Museum in a central location in Sherwood Park.
- Further out into the future may be a potential to go elsewhere e.g. Bremner, along the highway.
- Archives are included with the new Museum.
- More County involvement though Museum to stay as third party.
- Continue to keep history alive.

3.2.3 Strathcona County Executive and Administration

General Observations

- The facility was an existing fire station and then a RCMP station. It is designed for these uses, not a museum.
- The museum has natural synergies with other museums and heritage and cultural sites in the area e.g. Ukrainian Village, Bremner House, Multi-use Agriculture Facility, tourism.
- There is also linkages to the Community Hub, the Centre in the Park Area Redevelopment Plan, and the Heritage Legacy Framework.
- The County needs an overall vision looking 25+ years out to link various specific visions and goals together.
- Bremner is not to be developed for 5+ years into the future.
- It is important to keep schools in the Centre. It provides a mix of youth.
- There are many successes of the County that need to be celebrated.
- The county has changed significantly over the years. It is a wealthy community.
- The Museum is a valuable piece of infrastructure in the community.
- Need to have recognition of history of the community.
- A museum is one piece that makes a community.
- The museum was originally talked about through the original Centre in the Park Area Redevelopment Plan.

Current State of Museum

- The building is 50 years old and is deteriorating.
- Expansion is not feasible on the site.
- There is not enough room for parking.
- The museum tells the history of the county over time.
- Clarification on who owns the materials in the museum.
- Many school groups attend the Museum.
- Impressed with the museum based on the resources it has.
- Volunteers are aging.

Looking to the Future

- A museum that focuses on the local history.
- Promote community pride and sense of place including the story of suburbia.
- Appropriate space for archives.
- More change of exhibits.
- Experiential and interactive learning opportunities.
- A focus on Indigenous.
- Participatory museum where you can come to visit and do research or come in and enjoy it.
- A modern museum with more programs and activities.
- The Museum needs to be in the Centre in the Park as it has multiple draws and things for people to do.
- A museum that is municipal scale e.g. financial contribution and security for staff like the library.
- Old County Hall is a potential location.
- It would be ideal to have the art gallery, library, and museum together.
- Purchase or lease space for consideration.
- Strathcona County Archives to be included and managed with the museum archives.
- Include other draws and things to do in and around the Museum.
- Addition of potential revenue streams e.g. rental space for businesses and services, café, store, artist incubator space.
- A museum for all demographics.
- Integration of all levels - local, regional, provincial, and national.
- Draw on various local organizations to increase volunteer base.

3.2.4 Community Stakeholders

General Observations

- There is a need to educate and promote about other heritage and cultural sites e.g. Biosphere Reserve, Wilderness Centre, library. There are synergies.
- Museums have gone through significant evolutions.
- Museums have intrinsic value to visitors and are instrumental value for people in the county.
- How different ages interact with environment.
- Have direct involvement in the museum and is very supportive.
- The library used to have a small archive collection; passed them onto the Museum.
- Archives are an important part to the community.
- The county has an active genealogy club.
- Some organizations that use the museum for meeting space provide donations.

Current State of Museum

- Some have been following the Museum and its current state.
- Some people are unaware how to use the archives.
- Referral for the archives are done through other institutions.
- Library and museum offer some joint-programming.
- It is incredible what the Museum has done with the resources it has.
- Make it work in a space that was never intended for a museum; there are challenges with the building.
- Have programming for school and kid groups.
- No space to do other interpretations.
- So much to look at; every room is different.
- Activity booklet for kids seen as positive.
- Appreciation of affordability.
- Ability to host meetings and events.

Looking to the Future

- A museum that contributes to life-long, intergenerational learning. Includes spiritual, historical, and cultural base.
- Inclusion of Indigenous history and stories.
- Inspiration to people about their local heritage.
- Outreach with other organizations to share about the museum and discuss potential partnerships.
- Independent governance is important.
- Focus on relationships and processes; make it first person.
- Interactive and experiential learning.
- Conserve artifacts and include in the future.
- The museum is a living, breathing project over time.
- A safe place to have difficult discussions.
- Link to industry history.
- Archives are maintained with specific staff to assist people.
- More staff; extended hours; affordable.
- Enhanced technology and IT systems.
- Functional, beautiful, energy efficient, larger space.
- Be proud of the community's history.
- Located in the Centre of the Park with a potential to repurpose Old County Hall.
- Accessible with transit and ample parking.
- Refreshment related facilities e.g. water fountains, cafeteria, places to eat.
- Meeting rooms.
- More branding and advertising.

3.2.5 Mayor and Council

General Observations

- There is significant value of the Museum.
- Museums are not revenue generators.
- There is an interesting history in Strathcona County; rural and urban and suburbs.
- Museum started by Reg Grey, a historical farmer in the area.
- Strathcona County is the horse capital of Canada.
- The importance of a museum cannot be overemphasized.
- Concerns related to the timing of the request from the museum.
- A Museum needs to be seen as a vital part to a community.
- Links to other County initiatives including Multi-purpose Agriculture Facility, Recreation Strategy.
- Need to understand costs associated with the museum and funding model moving forward.
- Strathcona County has a responsibility to teach people about the community's history.
- Some unaware that the archives exist.
- Some have direct experience of visiting the Museum in elementary school.
- Loss of many records due to flooding.

Current State of Museum

- Recognition it was a fire station and then an RCMP station.
- Capture the local history.
- Physical space cannot accommodate the current and any future historical artifacts.
- Not a large presence in community.
- Museum has good intentions.
- There is risk of losing key artifacts.
- Aging volunteers and burnout.
- Somewhat dated.
- Events are a draw.
- Static exhibits.
- The building size and location is a challenge.
- Schools being turned away due to size and resources.

Looking to the Future

- A museum up to standards.
- Potential locations include: Centre in the Park, Bremner, or somewhere else in Sherwood Park.
- Create a cultural hub in the centre of Sherwood Park.
- Build on the success and stories of the Museum and county overall; e.g. suburbia, specialized municipality, rural and urban.
- Partnership potentials with other cultural and heritage sites e.g. Biosphere Reserve, library, Chamber of Commerce.
- Interactive, instructional space.
- Larger building.
- A place for a coffee shop or similar business.
- Include history about agriculture, equine, business and industry, Indigenous.
- A destination and modern museum.
- Internal and external heritage collections.
- Advertising to attract visitors from elsewhere.
- Educational programming.
- Space for buses.
- Showcase the uniqueness of Strathcona County.

3.3 Community Engagement Session

The Engagement Session held on June 12 started with a round of introductions. Together, participants developed the following **Foundations for Success** to ensure a productive and successful meeting:

- Conversation
- Refreshments
- Good ideas
- A positive environment
- Look into the future
- Consideration for access and space of meetings
- No opinion is wrong
- Imagination

Overview of Survey Findings

The raw findings from the online and intercept surveys were shared with participants. They had an opportunity to share any thoughts and questions on the findings. A summary of the questions that were commented on are shared below:

How might museums benefit a community?

- History and community
- The online and intercept results are so close in comparison
- All very positive

Have you been to any museums in the area?

- A nice variety of museums
- Some museums with themes – like the aviation, railway, other museums – much broader – representative of everything

Have you ever visited the Museum?

- A number of people he has talked over the years, not a lot of people know about the Museum
- According to the surveys, a lot of people do know about it
- This needs to be shared out
- Would it not be true for those that filled out the survey would likely go to the Museum?
- Online, yes
- Intercept, no
- Many people don't know about it because of the location; it is out of the way
- Has been in the county for 40 years, the current museum location was the heart of Sherwood Park; all the other things weren't there
- All the schools, brownies, scouts – go out to the Museum
- It was noted there is another museum owned by the Legion that also resides in the County

What was the main reason for your last visit to the Museum?

- According to the survey, the Museum didn't have a lot of people who went to Spooky Saturday

How did you first hear about the Museum?

- Location and traffic are important – being off in an area where you are isolated
- Want to be in an area that you can see

What would make your next visit to the Museum better?

- Finds it kind of interesting; intercept was a younger demographic; interactive didn't come out as much as the online
- Dusted? Not sure what this means
- Interactive – what does this mean?
 - More interactive components.
- Question in relation to the survey sample:
 - Random?
 - Intercept - yes, walking up to people on the street
 - Online – went out through a network and was advertised in the newspaper for a couple of weeks

In the future...

What's happening in the Museum?

Where is it located?

- Interesting to see that in both ways people were surveyed there is not many mentions of having the Museum outside of Sherwood Park
- Would like to see it stay in the same area if there was an option make it bigger
 - Lives in Centre in the Park – doesn't want more traffic; there is no place for people to come; no parking
 - Where it is located is history
- The Museum needs to be in the hub where people drive by; right now the building is not appealing
 - Have Festival Park here
 - A lot of people come here
- Agrees want to have the Museum in a place where people congregate

Envision the Museum and Archives in the Future

Below summarizes the hopes and goals participants captured for the future of the Museum and Archives under each theme.

Education

- Junior High kids – more school tours!
- Day camps – summer/Christmas holiday
- Include science and history
- Website/social media
- Technology and interactive (Virtual Reality)
- Smart phones – what's around in 50 years?
- Keep up with technology
- Life long learning
- Travelling exhibits
- Outreach education – displays in the community
- Kiosk – City Hall/Library
- Quick look at archives
- First step is research
- Archives education – what it is?/what its used
- Accessibility
- Adult education
- Conserving family history (guest speakers) – p
- Teaching people how to preserve history/photo
- Drop in program
- Linking community groups (galleries/non-profit groups)
- Draw people in with changing displays
- Displays that are mobile

Conservation

- Ensure archives/museum are following appropriate standards
 - Air quality control
 - Disaster recovery (floods, fire, etc.)
 - Humidity
 - Lighting
- Applies to audio-visual, paper, additional formats
- Digital preservation for digital formats i.e. metadata, etc.
- Enough space – new building with displays and storage
- Communication to community on how to preserve their content
 - Courses on preserving history
 - Training sessions
 - Partnerships with library
- Ways of dealing with large quantities and how to identify
- Partnerships with other institutions to share information and (e.g. outsource certain things)
 - Other archives (PAA, private?, municipal)
 - Societies (genealogical, pioneers)
 - Corporate support
- Safety (for visitors and staff)
- Technology!
- Artifact history – provenance
 - Individual display case for delicate items
- Expertise – constant upgrade and education
 - Keep up with standards
- Property and sites (Bremner, etc.) satellite sites
 - Help with conservations

Exhibitions and Displays

- Permanent
 - Narrated stories
 - Physical game
 - Videos
 - Oil and gas display
 - Satellite imagery
 - Interactive displays
 - Continue hands-on aspect especially for children
 - Suburbia (how community started and links with industry)
 - Specialized municipality
 - Rural, Beaver Hills area
 - Indigenous history
 - Virtual reality displays i.e. day in the life

Exhibitions and Displays

- Rotating Displays
 - Themed/ideas
 - Partnering with other museums
 - Glimpse of other museum
 - Archival display to help interface with the
 - Specific stories or themes
- Online Displays
 - Online game(s) featuring artifacts and archives
 - Links to other facilities e.g. Bremner, library
 - Digital apps
 - Honouring past technologies and paper

Community Outreach and Partnerships

- Schools – need to bring rural schools in too
 - Need money for buses
 - Need more space, interpreters, etc. so more kids can
- Indigenous Peoples
 - More artifacts
 - Elders to come out and talk
 - St. Margaret's Church (Métis Church)
- Library – access to digitized archives
 - Temporary displays
- Petrochemical industry
- Festival Place – performances (historical)
- Art Gallery

Research

- Headline
 - Online aspect
 - Public/community vs. museum research
 - Hands-on/sensory
- Research Topics
 - Shared community exhibits
- Collaboration with other groups i.e. library pairing with archives (if located in the same building)
- Stellar database system
- Photos – given high profile
- Fill in gaps in local history
- Forum for finding information requests – connect researchers with those with knowledge
- Community gathering place – meet ups
- Teach research techniques – genealogy, etc.
- Involve writers, sharing information on resources

Stewardship

- Public enterprise – not private
- Combination
 - County involvement – provide funding for advertising
 - Maintain a Board
- The location must be accessible
- Budget includes County participation
 - Donations from the public
 - Charitable organization
- Accountability – Board to manage and report back on the use of funds
- Board policies and procedures – continual review and updates
- Budget for facility maintenance
- A place to grow into
- Expanded membership
- Access to grants
- Corporate sponsorship

Other

- Great location with room to grow
- Other complimentary amenities – gift shop, restaurant, etc.
- Storage space (on or off-site)
- Open more hours – more financial resources, more staff, etc.
- Other revenue generators
- Continue the successful interpretive programming
- Partnerships with corporate sponsors i.e. name recognition
- Marketing
- Financial support
- More paid staff
- Handicap accessibility
- Unique building
- Location – the old/original part of the County building
 - Buses
 - Parkade
 - Staircase an archive itself
- Money

Key Values

Below are the key values participants shared about what they most envisioned for a museum that embodies Strathcona County.

- Sharing of stories
- Family History
- Community
- Relevance and community
- Pay tribute to our pioneers
- Community
- Past informs the future
- Living-history
- Culture (and cultural knowledge)
- Funding
- History of people
- Varying cultures (where we come from)
- Community
- History matters a lot!
- Interactive history “hands-on”
- Diversity
- Collaboration community
- Education
- Community connection
- Future generations
- Keep our history
- Stories of Strathcona County and people

In Summary

Through this engagement phase, community voice was captured as a point in time to gather input on local museums and archives and envision a county museum in the future. Particularly related to this process, documentation is important to help identify potential options forward for the Strathcona County Museum and Archives.

There were a number of common thoughts and opportunities shared by many engagement participants through the surveys, direct interviews, and through the community engagement session. The following diagram highlights the key points.

Local **museums are very important** and **have value to a community**. They **share the stories** and **history of a community and its people**



The Museum and Archives is **accessible** and **used by all**

Strathcona County is unique and has a story to tell.

- Indigenous rich history
- It is a specialized municipality
- A mix of rural and urban; agriculture and industry
- A fast growing suburb
- It is the horse capital of Canada

The **Museum will:**

- Be better and larger
- Be located in the Centre of the Park
- Include the archives
- Be financially supported to properly run the operations (building, staff)
- Have more staff
- Have complimentary services e.g. souvenir store, café, restaurant



The **Museum will tell the story of the county through:**

- Artifacts
- Experiential and interactive learning
- Stationary and rotating exhibits
- Programs and activities

There are **opportunities for synergies and partnerships** with **other historic and cultural sites** and **organizations** in the county and wider area:

- Library
- Art Gallery
- Biosphere Reserve
- Wilderness Centre
- Bremner House and Multi-Purpose Agriculture Facility
- Ukrainian Heritage Village
- Other museums

Map source: Strathcona County - <https://www.strathcona.ca/council-county/facts-stats-and-forecasts/maps/>

4. Next Steps

The engagement learnings contained in this report will help to inform the overall review (Value for Service Audit). The Museum and Archives Review is scheduled to go to Council for consideration on July 17, 2018.

Appendices

Online Survey

STRATHCONA COUNTY MUSEUM & ARCHIVES SURVEY

May-June 2018

Introduction

Strathcona County is leading a review and evaluation of the Strathcona County Museum & Archives. By completing this survey, you will be providing valuable feedback on its role and the role of museums and archives now and into the future.

This survey will take approximately 6-8 minutes. The results will only be used in aggregate format. Please do not include information that can identify you personally.

Personal information is protected under authority of section 33 (c) of the Freedom of Information and Protection of Privacy Act and will be used in the management and administration of Strathcona County's Museum & Archives review project. If you choose to provide us with your contact information, Strathcona County may contact you to provide you with information regarding future engagement opportunities related to this program as well as other public engagement opportunities. If you have any questions regarding the collection or use of your personal information by Strathcona County, please contact Manager, Cultural Services, Recreation, Parks and Culture (780) 464-8489.

Section A – Introduction

A1. In a few words, what comes to mind when you think of a museum?

A2. How might museums benefit [help] communities?

A3. Have you been to any museums in this area?

- Yes (continue to Question A4.) No (**skip to Question A5**)

A4. a. Please share which museums in the area you have visited:

- Alberta Aviation Museum (Edmonton)
 Alberta Railway Museum (Edmonton)
 Basilian Fathers Museum (Mundare)
 Multicultural Heritage Centre (Stony Plain)
 Camrose and District Heritage Museum (Camrose)
 Fort Heritage Precinct (Fort Saskatchewan)
 Musée Heritage Museum (St. Albert)
 Royal Alberta Museum (RAM) (Edmonton)
 Ukrainian Cultural Heritage Village (Lamont County)
 Fort Edmonton Park (Edmonton)
 Wetaskiwin & District Museum (Wetaskiwin)
 Other, please share:
-

A5. Did you know that Strathcona County has a local museum?

- Yes No (**Skip to B**)

A6. Have you visited the Strathcona County Museum?

- Yes No

A7. How many times have you visited the Strathcona County Museum?

- Just once
 2-4 times
 5-10 times
 Over 10 times

Section B – General Thoughts on Museum and Archives

- B1. What would interest you in visiting a local museum?**
- B2. What things might you like to see in a local museum?**
- B3. Please share any other comments you have about local museums.**

Local archives are often a place that has a combination of books, maps, family and civic records, historical documents, photographs, and keepsakes related to the community's history and its makeup of people, places, and operations.

- B4. a. Would you be interested in going to a local archives?**
 Yes No
b. Why or why not [If no, skip to Section C]
- B5. Is there anything specific you would like to see in the local archives?**
- B6. Please share any other comments you have about local archives.**

Section C – The Future

Moving forward, imagine Strathcona County in 10-15 years...

Now, imagine the Strathcona County Museum & Archives in 10-15 years...

- C1. What is happening in the museum? (e.g. exhibits, programs, activities, events)**
- C2. Where is the museum located?**
- C3. What is happening in the archives? (e.g. special collections, research, activities)**
- C4. Where are the archives located?**
- C5. What else do you imagine for the Strathcona County Museum & Archives?**
- C6. Please share any additional comments you have about the future for Strathcona County's Museum & Archives.**

Thank you for completing this survey! Just a few more questions about yourself to help us understand who is filling out this survey.

Section D – Demographic Questions

D1. Where do you live?

- Sherwood Park
- Rural hamlet
- Farm
- Acreage or country residential subdivision
- Elsewhere, but work in Strathcona County
[Skip to D3]
- Elsewhere, please specify:
_____ [Skip to D3]

D2. How long have you lived in the County?

- Less than 5 years
- 6-10 years
- 11-20 years
- 20-35 years
- Over 35 years
- My entire life

D3. How old are you?

- 6-10 years old
- 11-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years old or older

D3. Please share your gender.

- Male
- Female
- Other
- Prefer not to say

If you would like to be part of further discussions on the museum and archives, please provide your contact information on the next page. Your survey responses will not be linked to your name.

Contact Information (by request only)

Name:

Email:
