

RECOGNIZED MUSEUM PROGRAM

APPLICATION



The Application is the second step in your Recognized Museum Program (RMP) journey. Your first step is completing the Institutional Profile. If you have not already completed the Institutional Profile, please visit the [AMA's website](#) for more information, or contact the Program Lead at recognized@museums.ab.ca or 780.424.2626 x. 222.

If your institution is already a Recognized Museum, you need to complete the condensed Reapplication. Please [click here](#) to learn about the Reapplication process.

The Application consists of ten pieces of Core Evidence and five pieces of supporting Evidence:

- Plan - Strategic **or** Operational **or** Business **(Core Evidence)**
- Financial Planning - Financial Statements **or** Operating Budget **(Core Evidence)**
- Staff and Volunteer Commitments
- Summary of Community Engagement **(Core Evidence)**
- Evaluations and Feedback - Visitor Survey **or** Program Evaluation
- Open to the Public - Accessibility **(Core Evidence)**
- Collections Management Policy **(Core Evidence)**
- Collections Management Documents
- Page from Accession Register
- Preventive Conservation - Agents of Deterioration **(Core Evidence)**
- Emergency Plan **(Core Evidence)**
- Three Catalogue Records
- Example of Research - two examples from the past three years **(Core Evidence)**
- Example of Interpretation - one example from the past three years **(Core Evidence)**
- Example of Exhibits - two examples from the past three years **(Core Evidence)**

All applicants must also affirm that senior staff or representatives from your institution's governing authority (e.g., Board of Directors) have reviewed the completed application. They must also confirm that they reviewed and unconditionally support the Required Readings in Section 1.

All fifteen pieces of Evidence must be submitted and meet the Minimum Requirements and Standards as assessed by the Review Panel in order to attain Recognized Museum designation. Institutions that do not currently have all the required Evidence are still encouraged to participate in the Program. Candidates in RMP have up to three years and access to additional AMA resources such as the AMA Grants Program to support them in attaining Recognized Museum designation.

Learn more about the various stages of RMP participation [here](#).

RECOGNIZED MUSEUM PROGRAM APPLICATION



The following resources are available to assist you in completing your Application:

- **Application PDF:** This document is the Application questions for new applicants. Please note that the PDF is a reference tool and is not the official application.
- **Application Workbook:** This Workbook includes all questions in the application, along with supporting information such as Definitions, Standards, and Minimum Requirements. It is a fillable tool to help your institution prepare the Evidence required for submission.
- **Draft Review:** Between June 1 and September 15, you can access [this link](#) to complete your Application for Draft Review. For more information on how to use Formstack, please [click here](#).
- **Formstack Application Form:** You can complete your institution's Application online for official submission at [this link](#). The application deadline is November 30. You can start filling in the online form up to 30 days prior to making your final submission. We recommend compiling all your answers and Evidence in the Workbook ahead of time for a smoother submission process.

Please visit the [RMP Frequently Asked Questions](#) on the AMA's website for more information. If you have any further questions, please contact the Program Lead at recognized@museums.ab.ca or 780.424.2626 x. 222.



CONTENTS

Section 1: Foundational Documents	4
Required Readings and Declaration of Signing Officers	4
Section 2: Permanent Institution	5
Section 2.1 Plan	5
2.1A Strategic Plan	5
2.1B Operational / Institutional Plan	5
2.1C Business Plan	5
Section 2.2 Financial Planning	5
2.2A Financial Statements	5
2.2B Operating Budget	5
Section 3: In the Service of Society	6
Section 3.1 Community Engagement	6
Section 3.2 Evaluations and Feedback	6
3.2A Visitor Survey, Questionnaire, or Teacher / Student Evaluation Form	6
3.2B Program Evaluation	6
Section 4: Open to the Public	8
Section 4.1 Accessibility	8
Section 5: Acquire	9
Section 5.1 Collections Management Policy	9
Section 5.2 Page from Accession Register	9
Section 5.3 Collections Documents	9
Section 6: Conserve	10
Section 6.1 Preventive Conservation	10
Section 6.2 Emergency Plan	10
Section 7: Research	11
Section 7.1 Example of Research	11
Section 7.2 Three Catalogue Records	11
Section 8: Communicate	12
Section 8.1 Example of Interpretation	12
Section 9: Exhibit	13
Section 9.1 Example of Exhibits	13

1

RECOGNIZED MUSEUM PROGRAM APPLICATION

FOUNDATIONAL DOCUMENTS



Are you familiar with museum ethics and best practice guidelines? This section of the Application is meant to ensure that your senior staff and governing authority are familiar with the ethical obligations of public trust institutions.

Required Readings and Declaration of Signing Officers

Please check the boxes below to confirm that senior staff or senior representatives from your institution's governing authority (e.g., Board of Directors) have reviewed and unconditionally support the following foundational documents:

- Objects of the Alberta Museums Association**
- Alberta Museums Association's Member-Approved Definition of a Museum**
- Alberta Museums Association Bylaws**
- Alberta Museums Association Strategic Framework**
- Alberta Museums Association Principles and Guidelines for Alberta's Museum Community**
- Alberta Museums Association Deaccessioning and Disposal of Collections Overview**
- Canadian Museums Association Ethics Guidelines**
- Alberta Museums Association Sustainability Working Group Recommendations Report**

DECLARATION OF SIGNING OFFICERS

- Two senior staff or senior representatives from your institution's governing authority affirm they have reviewed the application and declare the information is true and representative of current practice in your institution.
- Two senior staff or senior representatives from your institution's governing authority affirm that they understand the Recognized Museum designation is the property of the Alberta Museums Association and that if any part of this application misrepresents your institution, the Alberta Museums Association has the right to revoke the Recognized Museum designation.

Please provide the names and titles of two senior staff or senior representatives from your institution's governing authority who have reviewed and unconditionally support all of the foundational documents listed above, and affirm the declaration statements.

2

RECOGNIZED MUSEUM PROGRAM APPLICATION

PERMANENT INSTITUTION



Is your institution on firm footing? This section of the Application ensures that your institution is organizationally and financially sustainable and engages in long-term planning. The Review Panel will evaluate both a planning document and a financial document from your institution. Additionally, the Review Panel needs to see how your institution supports the professional development of its staff or volunteers and acknowledges the contributions of its team members. These actions can help ensure a healthy future for your institution.

SECTION 2.1 Plan

Please choose **one** of the following three planning documents from your institution to submit as Evidence:

2.1A STRATEGIC PLAN

Please label the file using the format *InstitutionName_Section2.1A_YEAR*.

2.1B OPERATIONAL / INSTITUTIONAL PLAN

Please label the file using the format *InstitutionName_Section2.1B_YEAR*.

2.1C BUSINESS PLAN

Please label the file using the format *InstitutionName_Section2.1C_YEAR*.

SECTION 2.2 Financial Planning

Please select **one** of the following two items to submit as Evidence:

2.2A FINANCIAL STATEMENTS

Please label the file using the format *InstitutionName_Section2.2A_YEAR*.

The financial statements must be from the most recently completed fiscal year.

2.2B OPERATING BUDGET

Please label the file using the format *InstitutionName_Section2.2B_YEAR*.

The operating budget must be for the current fiscal year at the time of application.

SECTION 2.3 Staff and Volunteer Commitments

How does your institution support professional development opportunities for staff and volunteers? Using current examples, please answer the following questions:

- A. Please list **two** ways that your institution supports the professional development of its staff or volunteers.
- B. Please list **three** ways that your institution recognizes the contributions of its staff and volunteers.

3

RECOGNIZED MUSEUM PROGRAM APPLICATION

IN THE SERVICE OF SOCIETY



How does your institution serve society? This section of the Application ensures that your institution is in touch with its community and continuously strives to serve it better. The Review Panel is looking for evidence that your institution understands the needs of its community and responds to them.

SECTION 3.1 Community Engagement

How does your institution respond to and meet needs in its community? Using an example from the past **three** years, please briefly answer the following questions.

- A. What important community issue did your institution want to address?
- B. How did your institution determine that this issue was important to the community?
- C. How did your institution help the community address this important issue?
- D. Who in the community benefitted from your institution's actions? This can be groups, organizations, or individuals.
- E. How did you determine that the community benefited from your institution's actions?
- F. How did these actions support your institution's Mission Statement?
- G. When did this community engagement activity take place, including the year?

SECTION 3.2 Evaluations and Feedback

Please select **one** of the following two items to submit as Evidence:

3.2A VISITOR SURVEY, QUESTIONNAIRE, OR TEACHER / STUDENT EVALUATION FORM

Please upload one of the following documents from your institution. Please label the file using the format *InstitutionName_Section3.2A_YEAR*.

- Visitor Survey, Questionnaire, or Teacher / Student Evaluation Form

3.2B PROGRAM EVALUATION

Program evaluation is the process of gathering information that helps determine the feasibility, effectiveness, and quality of your institution's public programs. Program evaluation also helps your institution achieve its goals and determine if it is meeting the needs of visitors and the community more generally.

Using an example of a program from your institution from the past **three** years, please answer the following questions.

- A. What was the program?
- B. Please indicate when the program was developed and launched.

3

RECOGNIZED MUSEUM PROGRAM APPLICATION

IN THE SERVICE OF SOCIETY



FRONT-END ANALYSIS

- A. What need was the program meant to respond to?
- B. What proof did you find that suggested a need for this program?
- C. What was / were the intended outcome(s) of the program (i.e., what did you hope to accomplish with this program)?

FORMATIVE EVALUATION

- A. Describe one form of evaluation that was used during the development and launch of the program:

SUMMATIVE EVALUATION

- A. How did you determine if the program achieved its desired outcomes?

4

RECOGNIZED MUSEUM PROGRAM APPLICATION

OPEN TO THE PUBLIC



How do you ensure that your institution is accessible to the public? This section of the Application ensures that your institution can be enjoyed by as many members of the community as possible. The Review Panel will be looking for evidence that your institution has taken steps to remove common barriers to access.

SECTION 4.1 Accessibility

Below is a list of actions museums can take to ensure accessibility. Please indicate which of the following your institution does and briefly describe your actions. Please check all that apply.

- Advertise and promote accessible services
- Provide materials in Braille and other support for visitors with visual impairments
- Provide materials in languages other than English
- Provide sign language and other support for visitors with hearing impairments
- Provide ramps, elevators, accessible washrooms, and other physical designs to increase accessibility
- Provide training for staff in working with persons with disabilities (physical and intellectual)
- Provide programs, services, and access designed for people with disabilities (physical and intellectual)
- Provide gender neutral washrooms
- Provide sensitivity training for staff (e.g., KAIROS Blanket Exercise™, LGBTQ2+ sensitivity training)
- Other

5

RECOGNIZED MUSEUM PROGRAM APPLICATION AQUIRE



How do you manage your institution's collections? This section of the Application ensures that your institution has a coherent Collections Management Policy, including proper documentation to ensure the legal and ethical acquisition and lending of objects. The Review Panel will be looking for evidence of gift and custody agreements, incoming and outgoing loan agreements, and evidence that your institution maintains a consistent and permanent ledger of the objects in its collections.

SECTION 5.1 Collections Management Policy

Please upload a copy of your institution's Collections Management Policy. Please label the file using the format *InstitutionName_Section5.1_YEAR*.

SECTION 5.2 Page from Accession Register

Please upload a copy of a page from the most recent year of your institution's accession register. It should show consistent numbering and a unique number for each object. Please label the file using the format *InstitutionName_Section5.2_YEAR*.

If the most recent year of accessions is not the current year, please explain why.

SECTION 5.3 Collections Documents

Please upload copies of each of the following agreements from your institution:

Gift Agreement

Please label the file using the format *InstitutionName_Section5.3A_YEAR*.

Temporary Custody Agreement*

Please label the file using the format *InstitutionName_Section5.3B_YEAR*.

*If your institution does not use Temporary Custody Agreements, you must affirm this in the Application and it must align with your Collections Management Policy.

6

RECOGNIZED MUSEUM PROGRAM APPLICATION CONSERVE



How do you care for the objects in your institution's collections? How will you ensure the safety of staff, volunteers, and visitors, as well as your collections and facility, in the event of an emergency? This section of the Application ensures that your institution reduces potential harm and damage to its collections, and plans for worst-case scenarios. The Review Panel will be looking for evidence of preventive conservation and emergency and disaster planning.

SECTION 6.1 Preventive Conservation

From the following list, please select **three** agents of deterioration that currently threaten your institution's collections. For each agent that you select, please answer the questions below.

- | | |
|---|--|
| <input type="checkbox"/> Physical forces | <input type="checkbox"/> Pests |
| <input type="checkbox"/> Thieves and vandals | <input type="checkbox"/> Pollutants |
| <input type="checkbox"/> Dissociation or misplacement | <input type="checkbox"/> Ultraviolet, infrared, or visible light |
| <input type="checkbox"/> Fire | <input type="checkbox"/> Incorrect temperature |
| <input type="checkbox"/> Water | <input type="checkbox"/> Incorrect relative humidity |

AGENT ONE:

- Please explain why this agent of deterioration threatens your collections.
- Please provide **two** examples of how your institution protects its institution's collections from this agent of deterioration.
- How do you determine that the measures you are taking are effective?

AGENT TWO:

- Please explain why this agent of deterioration threatens your collections.
- Please provide **two** examples of how your institution protects its institution's collections from this agent of deterioration.
- How do you determine that the measures you are taking are effective?

AGENT THREE:

- Please explain why this agent of deterioration threatens your collections.
- Please provide **two** examples of how your institution protects its institution's collections from this agent of deterioration.
- How do you determine that the measures you are taking are effective?

SECTION 6.2 Emergency Plan

Please upload a copy of your institution's Emergency Plan. Please label the file using the format *InstitutionName_Section6.2_YEAR*.



How does your institution document its collections and continue to learn? This section of the Application ensures that your institution knows as much as possible about its collections, and continues to acquire, share, and disseminate knowledge. The Review Panel will be looking for an effective system of cataloguing that records essential object information, as well as an active research program at your institution.

SECTION 7.1 Example of Research

Please answer the following questions using **two** examples of research conducted by your institution in the past **three** years. Examples may include research that contributes to your institution's programming, interpretation, or exhibits. Please note that research about collections management and research done on behalf of a visitor are not admissible examples.

EXAMPLE ONE:

- Please briefly tell us about your research project.
- Why did your institution undertake this research project?
- Please list **three** sources that your institution consulted during the research process.
- What conclusions emerged from your research project?
- How did this research support your institution's Mission Statement?
- When did this research take place? Please indicate the dates, including the year.

EXAMPLE TWO:

- Please briefly tell us about your research project.
- Why did your institution undertake this research project?
- Please list **three** sources that your institution consulted during the research process.
- What conclusions emerged from your research project?
- How did this research support your institution's Mission Statement?
- When did this research take place? Please indicate the dates, including the year.

SECTION 7.2 Three Catalogue Records

Please upload **three** examples of completed catalogue records from your institution.

- Catalogue Record Example One
Please label the file using the format *InstitutionName_Section7.2_Ex1_YEAR*.
- Catalogue Record Example Two
Please label the file using the format *InstitutionName_Section7.2_Ex2_YEAR*.
- Catalogue Record Example Three
Please label the file using the format *InstitutionName_Section7.2_Ex3_YEAR*.

8

RECOGNIZED MUSEUM PROGRAM APPLICATION COMMUNICATE



How does your institution share information with visitors? This section of the Application ensures that your institution presents its collections in meaningful ways. The Review Panel will be looking for evidence that your institution strives to teach or reveal new insights about a subject, place, person, or object to targeted audiences. Your institution might use staff members as interpreters, for example, or provide brochures, digital materials, or other aids to help visitors make sense of what is on display.

SECTION 8.1 Example of Interpretation

Please answer the following questions using **one** example of an interpretive program that your institution currently presents, or that your institution presented during the past **three** years.

- A. Please describe the program and provide its title.
- B. How does the program support your institution's Mission Statement?
- C. Who is this program's target audience?
- D. How does your program's target audience benefit from this interpretation?
- E. How did you promote this program to the target audience? Please provide **two** examples.
- F. When did the program take place? Please indicate the dates, including the year.
- G. Please upload a copy of a document that shows an example of this interpretation. Possible documents may include a tour or program outline, interpreter instructions, self-directed tour materials, a brochure, a link to online, or a program participant handout. Please label the file using the format *InstitutionName_Section8.1_YEAR*.



How does your institution choose to display collections and information? This section of the Application ensures that your institution develops unique ways of helping visitors experience and learn about your collections. The Review Panel will be looking for evidence of recent and relevant exhibits that include at least two forms of interpretation.

SECTION 9.1 Example of Exhibits

Please answer the following questions using **two** examples of exhibits developed by your institution that are currently on display or were on display during the past **three** years.

EXAMPLE ONE:

- A. What is the title of the exhibit?
- B. Please briefly explain the exhibit's storyline or theme. What is the idea behind it?
- C. How does the exhibit support your institution's Mission Statement?
- D. Please describe a type of interpretation used in this exhibit (e.g., text panels, self-guided tours, interpreters, audio-visual components).
- E. Please upload a file (e.g., photograph, text panel content, programming document) that demonstrates this type of interpretation. Please label the file using the format *InstitutionName_Section9.1A_EX1_YEAR*.
- F. Please describe a second type of interpretation used in the exhibit. (e.g., text panels, self-guided tours, interpreters, audio-visual components).
- G. Please upload a file (e.g., photograph, text panel content, programming document) that demonstrates this type of interpretation. Please label the file using the format *InstitutionName_Section9.1A_EX2_YEAR*.
- H. When was the exhibit on display? Please indicate the dates, including the year.

EXAMPLE TWO:

- A. What is the title of the exhibit?
- B. Please briefly explain the exhibit's storyline or theme. What is the idea behind it?
- C. How does the exhibit support your institution's Mission Statement?
- D. Please describe a type of interpretation used in this exhibit (e.g., text panels, self-guided tours, interpreters, audio-visual components).
- E. Please upload a file (e.g., photograph, text panel content, programming document) that demonstrates this type of interpretation. Please label the file using the format *InstitutionName_Section9.1B_EX1_YEAR*.
- F. Please describe a second type of interpretation used in the exhibit. (e.g., text panels, self-guided tours, interpreters, audio-visual components).
- G. Please upload a file (e.g., photograph, text panel content, programming document) that demonstrates this type of interpretation. Please label the file using the format *InstitutionName_Section9.1B_EX2_YEAR*.
- H. When was the exhibit on display? Please indicate the dates, including the year.