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Windsor, Ontario July 8, 2015

**REPORT NO. 11**  
of the  
**COMMUNITY PUBLIC ART ADVISORY COMMITTEE (CPAAC)**  
of its meeting held May 1, 2013  
Meeting Room 406, 400 City Hall Square East

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**Present:** Leisha Nazarewich, Chairperson  
Justin Langlois  
Dr. Terry Lawrence Tayler

Your Committee submits the following recommendation:

Moved by J. Langlois, seconded by Dr. T. Lawrence Tayler,  
That the revisions to the Windsor's Community Museum Exhibitions  
Policy **BE APPROVED**.  
Carried.

\_\_\_\_\_  
Chairperson

\_\_\_\_\_  
Committee Coordinator

**Note:** The Windsor's Community Museum Exhibition Policy provided by the Museum Curator outlining the revisions in a "tracking" mode is attached.

<b>NOTIFICATION:</b>	
Community Public Art Advisory Committee	On file



## Windsor's Community Museum Policies Standards

**EXHIBITION POLICY STANDARD****Mission Statement**

Windsor's Community Museum inspires passion, arouses curiosity and promotes learning about the unique history and the natural, social, technological and cultural development of the City of Windsor and area for the benefit and education of current and future generations of our community and our visitors. The museum will acquire, preserve, document, illustrate and promote this history.

**Objectives**

The museum will exhibit the collection to communicate to the visitor the significance of the unique history and the natural, social, technological and cultural development of the City of Windsor and area.

- a) Exhibit themes and objectives will be developed in accordance with the Mission Statement, and will serve to arouse and maintain interest in the heritage of the area.
- b) The exhibit development process will involve the establishment of exhibit objectives, as well as evaluation methods (formative and summative) that measure achievement of these objectives.
- c) Long and short-term exhibitions will be installed to showcase the collection in a meaningful and educational manner. Exhibitions may be on-site or off-site or virtual.
- d) Artifacts on exhibit will receive proper handling, cleaning and care in order to preserve their integrity, in accordance with the Guidelines and Standards for the Community Museums in Ontario, Canadian Conservation Institute Notes (CCI Notes) will be consulted as to proper exhibition practices for artifacts on display.
- e) Artifacts shall be rotated for the purpose of conservation, as is deemed necessary by their composition.
- f) Traveling exhibitions from other institutions are to be encouraged providing that they complement the subject matter of the museum, and that they do not disrupt the normal activities or financial capabilities of the museum.
- g) Exhibitions by private citizens, outside interest groups and school groups, may be displayed, providing that the Curator or designate has full authority governing the terms of the agreement, including time, content, promotion, interpretation, installation and security. Exhibits of private collections These exhibitions must complement the subject matter of the museum, and may not disrupt the normal activities or financial capabilities of the museum.
- h) Time and a portion of the budget shall be allocated to update, maintain and plan new exhibitions, and to ensure staff have access to up-to-date training in exhibitions.
- i) The Museum will ensure that exhibition spaces meet existing Building Code and Fire & Health and Safety regulations.
- j) The museum is encouraged to involve outside interest and school groups to mount exhibitions each year encourages the community to submit ideas for exhibitions.
- k) The Museum ensures that exhibitions are planned with the participation of all relevant museum personnel and community members.

Windsor's Community Museum Policies Standards

j)) The museum does not guarantee to display all the artifacts in the collection in any given year.

k)m) Artifacts on exhibit shall be given labels in the event they are not identifiable, however, the donor's name is not guaranteed to appear on the identifying label.

n) All written text will be approved by the Curator, and will be accurate and simple. Labels must have a professional appearance, whether they are printed or typed, and must be consistent with lettering styles and font sizes chosen by the museum. Text must be clearly visible.

o) Exhibitions will be developed in compliance with AODA (Accessibility for Ontarians with Disabilities Act)

p) Exhibit information can be provided in a variety of formats (e.g. text, photos, maps, music, video, audio recordings, internet, live performance, etc.) to address a variety of learning styles

q)

h)

<u>Approval Date</u>	<u>September 1, 2008 (museum transitioned to governance by City of Windsor - transition plan passed by council as part of CR327/2007)</u>
<u>Amended</u>	<u>January 7, 2013</u>

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## *Exhibit Evaluation Process at Windsor's Community Museum*

*December 8, 2012*

1. Exhibits should have learning objectives, both internal (for the institution) and external (for the visitor). Think about what messages you want the visitor to take home.
2. During the exhibition development process, exhibition evaluation(s) appropriate to the exhibition should be set out. Some suggestions are laid out below. The preferred exhibit evaluation techniques measure the success of the exhibit by measuring the achievement of the learning objectives of the exhibit.
3. Make use of the information you gather. If staff (or a visitor) find a mistake in the text, correct it. If a case-layout is confusing, change it. Make notes about what elements of the exhibit worked best and what could be used for future exhibitions.

### Basic evaluation techniques

- Museum guest register
- track audience origins (e.g. where they come from, age and gender, how they heard of museum)
- Visitor response comment cards/comment books
- attendance figures
- tracking media coverage

### Front-end and formative evaluation

- find out what target audience would prefer to see
  - e.g. ask visitors to choose the most interesting of several possible exhibit topics (note we did this with choosing a title for the dog exhibit – we had visitors vote on it in advance)
- find out what visitors already know about a topic
  - e.g. have them “read” an un-interpreted artefact and see what they already know; ask them what they know about the War of 1812.
- guidance from community representatives
  - one of the ways we do this is through our “Community Advisory Committees” that we have developed with many of our cultural exhibits
  - these community representatives help identify important topics to cover; give guidance on how to develop the exhibit; help identify places/people from whom to borrow artefacts and images/ assist with research; provide diplomatic feedback about exhibit text and labels (how *not* to get into hot water)
  - be aware that just because one member of a community likes a certain interpretation does not imply that it will be approved by all members of the community – you must get to know group dynamics

-have your exhibit text and labels read by a colleague. It's often hard to find the errors in one's own text

-find out if your text makes sense to your visitors

-e.g. have someone read text/labels to make sure they make sense to a non-museum professional. Make sure your message is the one they are getting from your text.

-find out if a case layout makes sense

-do a mock up of a case and ask a visitor to look closely and then ask them some questions (or ask them to answer a written questionnaire). If they are confused, chances are that you need to reorganize your case layout or text or possibly both.

-be open to corrections offered by the public. Sometimes they will approach you directly and sometimes they will leave comments in the comment book. Act on the input. Obviously if it's a correction to the substance of text or a caption, confirm the information before you make the correction.

### Summative Evaluation

-general summative evaluation can include finding out what visitors like/didn't like (can ask front desk staff to become an exhibit evaluator)

-questions like "what exhibit did you enjoy the most? Why?"

-"If you could improve one thing in the museum, what would it be?"

-"Was there anything you were expecting or hoping to see here that was missing?"

-discrete audience tracking

e.g. how long spent in the gallery – watch to see where the visitors spend time in the gallery – listen to their comments – are they having trouble with any part of the exhibit? Are they learning what you hoped they would learn? (In our current space this technique works best in the upstairs gallery as staff offices are directly behind the exhibit space)

-find out if actual case layout/ exhibit layout makes sense; find out if visitors are learning/getting from the exhibit what you intended (your original learning objectives)

-give visitors a written questionnaire to fill out after they've been through the exhibit

-conduct personal interviews with guests

-the questions for the written questionnaire or the personal interviews should link back to your original exhibition objections