



<dc.audience>

GoC Audience Scheme



***Presentation to the
Content Management Committee
January 30, 2003
by Marie-Claude Côté, Chair,
<dc.audience> Sub-group***



Introduction

- Mandate from the GOL Metadata Working Group to develop guidance for the DC element Audience
- Clear need expressed by cluster managers (survey: summer 2001)

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- The Dublin Core Metadata Initiative (DCMI) gives the following definition:
“A class of entity for whom the resource is intended or useful. A class of entity may be determined by the creator or the publisher or by a third party.”
- Optional element for both departments and clusters / gateways
- Recommended GoC scheme: broad and high level for cross-government interoperability
- Timeline: mid-February



Selection Criteria

- **Representative:** terms represent audiences that are of importance for the Government of Canada. Suggestion: include audiences identified in the Speech from the Throne or other government priority documents.
- **High level:** terms represent broad audience types than can be further expanded into detailed schemes.
- **Applicable:** terms represent audiences targeted by a significant number of Government of Canada Web sites, and/or are of substantial significance to Government of Canada programs/services. Suggestion: include audiences targeted by at least one cluster and two departments.
- **Recognizable:** terms are understandable by implementers / indexers.
- **Unique:** no terms will be a synonym of an existing term.



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- **Aboriginal peoples:** Persons who identify themselves as Status Indians, Non-Status Indians, Métis or Inuit.
- **Business:** Persons or corporations engaged in commercial activities.
- **Children:** Persons 14 years of age and under.
- **Educators:** Members of the teaching community.
- **Employers:** Persons or businesses who employ others for wages.



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- General public: General audience.
- Government: Persons or organisations working on behalf of government using governmental information to perform duties.
- Immigrants: Persons coming to settle permanently in Canada from another country.
- Job seekers: Persons looking for a job.
- Non-Canadians: Persons who are not Canadian citizens.



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- Non-governmental organizations: Organizations that are neither affiliated with nor under the direction of a government (usually not-for-profit organizations).
- Persons with disabilities: Persons having a physical, mental, psychiatric, sensory or learning impairment that is persistent, i.e. long-term and ongoing or recurring.
- Rural community: Persons or organizations living or working in regional, country or isolated areas of Canada.
- Seniors: Persons 55 years of age and older.



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- **Students:** Persons studying or planning to study at an educational institution.
- **Travelers:** Canadians who travel to, within or outside Canada.
- **Veterans:** Persons who served in the Canadian Forces.
- **Visitors:** Non-Canadians visiting Canada for a specific purpose (work, study, holidays).
- **Women:** Adult female persons.
- **Youth:** Persons aged 15 to 24 years.



Contact

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- Sheila Carey, Canadian Heritage
- Kate Carter, Business Gateway
- Marie-Claude Côté, Treasury Board Secretariat
- Diana Dale, Canadian Heritage
- Neil Gerster, Canadians Gateway
- Mary McKay, Non-Canadians Gateway
- Sylvie Régimbal, Seniors Canada Online Cluster
- Nancy Scott, Finance Canada
- James Steele, Treasury Board Secretariat
- Chris Stevenson, Youth Cluster