



Canadian
Heritage

Patrimoine
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Virtual Museum of Canada (VMC) Investment Program Guidelines

**Deadline for Proposal Submission –
February 23, 2006, 5 p.m. eastern time**

Canadian Heritage Information Network (CHIN)

Attention: VMC Investment Program
15 Eddy Street, 4th Floor (15-4-A)
Gatineau, Québec K1A 0M5

E-mail: service@chin.gc.ca

Telephone: (819) 994-1200 or 1 800 520-2446

Web Site: www.chin.gc.ca

La version française de ce document est également disponible.

Canada

TABLE OF CONTENTS

PROGRAM OVERVIEW	3
ELIGIBILITY	4
EVALUATION PROCESS	5
VMC Editorial Board	5
Evaluation Criteria	6
VMC INVESTMENT SPECIFICATIONS	7
Eligible Costs	7
Non-eligible Costs	8
ANNEX A - INVESTMENT BY MUSEUMS	10
ANNEX B - GUIDELINES FOR CALCULATING COSTS/VALUES	11
Translation	11
Intellectual Property Credit	11
Marketing Credit	12

PROGRAM OVERVIEW

The mission of the Virtual Museum of Canada (VMC) is to engage audiences of all ages in Canada's diverse heritage through a dynamic Internet service freely available to the public in French and English.

The Canadian Heritage Information Network (CHIN) issues two calls a year for the Virtual Museum of Canada (VMC) Investment Program inviting eligible organizations to submit proposals for the production of VMC content, such as virtual exhibitions, interactive games and educational resources. The VMC Investment Program is not a grants and contributions program, but rather a limited-tender competitive contracting process. The proposals are evaluated on a competitive basis and contracts are awarded to those that are successful.

Participants in the VMC Investment Program are committed to producing on-line content in French and in English that engages diverse audiences through the quality of both the research and the presentation. They recognize that the digital environment offers the opportunity to create experiences that are not feasible in physical space or analogue media and that it demands innovative approaches.

All proposals must be submitted using the on-line proposal form, available on the CHIN Web site, by the deadline specified for each call, and are evaluated by an editorial board.

ELIGIBILITY

CHIN considers contracts with:

- public, not-for-profit museums¹ that have demonstrated their commitment to work collaboratively with colleagues across the country by becoming Contributing or Basic Members² of the Canadian Heritage Information Network; and
- organizations that have an ongoing role in representing museums or managing several institutions (e.g., provincial museum associations, Heritage Branches in certain provinces), are associate members of CHIN, and that are making proposals on behalf of multiple museums.

Meeting the eligibility criteria does not guarantee investment.

While institutions may submit more than one proposal for consideration in response to a given call for proposals, the VMC will not invest in more than one production at a time from any institution. As well, if an institution is working on a VMC production, new proposals from that institution are ineligible for consideration by the VMC Editorial Board until the production is completed.

Institutions that are recipients of prior investment from CHIN are eligible only if they are in compliance with and abide by all terms and conditions, including all reporting requirements, in agreements previously signed with CHIN.

1 not-for-profit permanent establishments, exempt from federal and provincial government income taxes, open to the public and administered in the public interest, for the primary purpose of conserving and preserving, studying, interpreting, assembling and exhibiting to the public, for its instruction and enjoyment, objects and specimens of educational and cultural value, including artistic, scientific (whether animate or inanimate), historical, and technological material. Museums thus defined include art galleries, art exhibit centres, botanical gardens, zoological parks, aquaria, planetaria, historical society museums and historical houses, preservation projects, and sites which meet the requirements set forth in the preceding sentence.

2 CHIN members are those who have met their contractual obligations, including regularly updating their Museums & Events information.

EVALUATION PROCESS

The VMC Investment Program receives more proposals than it can invest in each call. All proposals received by the deadline are evaluated in accordance with the procedures outlined below.

CHIN staff, specifically the VMC Secretariat, assess all eligible proposals from a technical and administrative perspective, including the mandatory criteria identified below. Proposals that do not meet the mandatory criteria are immediately eliminated from consideration.

Following this step, the VMC Secretariat prepares summary information of all remaining proposals to assist the VMC Editorial Board in its evaluation process.

Once the above steps are complete, members of the VMC Editorial Board begin the evaluation process, which includes individual assessments and group discussion. Following the group discussion, which occurs at the biannual VMC Editorial Board meeting, a decision is made regarding the proposals that are recommended for VMC investment.

The evaluation process spans approximately four months from beginning to end, including the VMC Editorial Board meeting.

VMC Editorial Board

The role of the VMC Editorial Board includes the evaluation of proposals submitted to the VMC Investment Program, taking into account the desired program outcomes, the Virtual Museum of Canada operating principles and content policy, and the specific criteria that are set out below. The Board provides recommendations to the Director General of CHIN with respect to the proposals in which the VMC should invest.

CHIN executes contracts with museums to carry out the proposed productions as soon as the recommendations have been received from the Editorial Board. For reasons of public accountability, CHIN reserves the right to reject Editorial Board recommendations.

The VMC Editorial Board is composed of:

- A chairperson;
- 10-12 members representing diverse expertise (representatives of the museum community, as well as representatives from other relevant sectors (e.g. education, publishing, broadcasting, new media)).

A full list of members is available on the CHIN Web site at the following URL:
http://www.chin.gc.ca/English/Members/Vmc_Investment_Program/editorial_board.html

Evaluation Criteria

The criteria identified below are considered in the evaluation process. Certain criteria are mandatory; others represent factors that are taken into account as the Editorial Board selects among competing proposals. The Board may refine the criteria as the Program evolves.

Even though content is located on Web sites across the country, the VMC is being presented to the public as a collective entity. Proposals are therefore evaluated not only on their own merits but also within the overall context of other existing and proposed content to ensure balance among disciplines and themes, approaches to the presentation of content, and target audiences. CHIN and the Editorial Board may also proactively seek partners to undertake projects.

Mandatory Criteria

- Clearly identified target audience(s) for the content and specific measures to conduct audience evaluations during the development process.
- A clearly developed production plan, including quality control measures and timeline that defines the period for each activity.
- Contribution to the project by the institution and its partners. Note: this contribution does not need to be financial. See Annex A 'Investment by Museums' for examples.

Specific Criteria

Primary Criterion

- Demonstrate a dynamic exploration of Canada's diverse heritage in ways that encourage enjoyment and learning. - Value 40%

Secondary Criteria

- Exploit the digital medium to create experiences that are not feasible in physical space or analogue media (e.g., through presentation techniques; through assembling collections that do not co-exist in physical space). - Value 20%
- Provide value for money. (N.B. The ceiling for investment is \$400,000 including GST/HST. In addition, all proposals requesting an investment in excess of \$200,000 are subject to an additional risk assessment). - Value 25%
- Involve partnerships with other public and private organizations for content development and/or technical expertise. - Value 10%

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- Involve youth in the creation of content. - Value 5%

The VMC Editorial Board may recommend that a percentage of available resources be set aside for priority themes that have been identified. Should a priority theme(s) be identified, this information will be included in the call letter.

VMC INVESTMENT SPECIFICATIONS

A ceiling of \$400,000 including GST/HST has been identified for investment productions. Productions are evaluated on their merits and in the context of other proposals.

All museums, including the lead institution and its partners, that receive financial benefit through contract must be CHIN members.

Certain specifications have been defined for productions in which the VMC invests. These are included in the contracts for successful proposals. A sample contract is available on the CHIN Web site http://www.chin.gc.ca/English/Members/Vmc_Investment_Program/agreements.html

Eligible Costs

In calculating proposed VMC investment in content development productions, member organizations may include costs related to the following areas:

- ▶ research and preparation to develop and present content;
- ▶ coordination costs;
- ▶ evaluation(s) involving audiences during development phase;
- ▶ digitization expenses including rights clearance and documentation;
- ▶ multi-media development costs to present content in an engaging manner that exploits the potential of the Internet;
- ▶ development costs for compliance with W3C Web Content Accessibility Guidelines;
- ▶ payments to artists or other copyright holders for the use of their works;
- ▶ translation of content into the other official language and/or verification of translations (see Annex B for guidance on estimating translation costs);
- ▶ translation into additional languages may be eligible depending on the project;

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- ▶ software or hardware (e.g., digital scanners) that is directly related to the production of content for the VMC ;
 - ▶ training or skills development that is directly related to the production of content for the VMC and that will provide longer-term benefit to the organization;
 - ▶ salary or contract costs associated with the creation of content for the VMC ;
 - ▶ travel costs where these are shown to be essential to the realization of the project;
 - ▶ costs incurred by other organizations who partner with member museums in content proposals may be eligible where the costs are shown to be directly related to the development of content for the VMC .

Other proposed costs are considered on their merits in the context of specific proposals. The primary criterion is whether costs are directly related and essential to the on-line production.

The VMC also considers investing in minor modifications to content in which it has previously invested, provided that these modifications are to respond to clearly documented audience feedback following implementation (ceiling of 10% of original VMC investment). A minimum of 6 months must have elapsed from the product's launch before any investment for modifications is considered. Investment in modifications is limited to one time per exhibit.

Non-eligible Costs

The VMC does not invest in costs related to the following areas:

- ▶ digitization projects without contextualization of material;
- ▶ establishing Web sites. Note: CHIN will offer hosting services to museums unable to host their own content (Hosting / Internet Service Provider);
- ▶ automating collections management records;
- ▶ computers, external hard drives, memory cards and servers;
- ▶ printers;
- ▶ CD-Burner;
- ▶ ancillary materials (e.g. CDs, DVDs);
- ▶ marketing and promotional expenses (including: Communications personnel);

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- ▶ contingency, unexplained miscellaneous or overhead costs;
 - ▶ Intellectual Property credit;
 - ▶ creation of new artwork (not including Web graphics);
 - ▶ office space rental;
 - ▶ Web site maintenance;
 - ▶ Internet connection (since CHIN provides this to members);
 - ▶ search engine registration;
 - ▶ domain name registration.

ANNEX A - INVESTMENT BY MUSEUMS

Institutions proposing that the *VMC* invest in their proposals are expected to demonstrate other investment. There is no fixed minimum for this investment; nor does it need to be direct financial contribution. Investment by museum is acknowledged as valid includes:

- ▶ the value of staff, volunteer or other partner time dedicated to the realization of the project (provided that these costs have not been included in the proposal for investment by the *VMC*);
- ▶ the value of the intellectual property being made available to the public without charge in the on-line project. (Note: this in no way implies transfer of ownership of intellectual property or exclusive use; the value assigned represents the fees that might have been paid had the information elements included in the resources been licensed to the *VMC*). Guidance concerning the formula to be used in calculating the value of the investment is provided in Annex B;
- ▶ the value of promotion of the project through museum newsletters, brochures or other promotional activities. To be eligible, the promotion must clearly identify the project as part of the *VMC*. Guidance concerning the formula to be used in calculating the value of the investment is provided in Annex B;
- ▶ the value of in-kind contributions (e.g., equipment and services) by external partners;
- ▶ direct financial investment in the project by the museum or other partners/sources;

ANNEX B - GUIDELINES FOR CALCULATING COSTS/VALUES

Translation

Depending on the translator, fees may be established on an hourly or per-word basis. For the verification of a translation, an hourly rate would be more normal. It should be noted that the speed and accuracy of translation is directly affected by the quality of writing in the original language. It may therefore be cost-effective to have the original version reviewed by an editor prior to translation. Similarly, a bad translation will require more time and effort in a verification phase. All estimates, therefore, should be treated as approximations.

Hourly rates: approximately \$75.00 (estimated number of words per hour for translation: 210; estimated number of words per hour for verification: 500).

Per word: approximately thirty cents (\$0.30). (Please note that translation is required for all text including the text incorporated into the interface, alt tags, audio and video transcripts, etc.)

When calculating the translation cost keep in mind that with on-line content there are additional elements to translate such as navigational text, alt tags and audio and video transcripts.

Intellectual Property Credit

As part of their investment in a production, institutions may claim credit for the value of the intellectual property, which they are making freely available to the public. The following formulas for calculating amounts for which credit can be claimed are based on average commercial transactions. ***Please note that these formulas are not intended as guidelines for institutional negotiations with third parties to acquire rights from others.*** In such cases, rates negotiated with collective societies or individual rights holders should prevail.

For images, the formula is based on the average licensing fee paid by multimedia developers for the use of an image in a multimedia product with worldwide distribution. For textual information, the formula is based on an average fee paid to independent writers plus the CanCopy fee for transmission/reproduction rights for the Internet. Formulas for audio and video clips are loosely based on average commercial licensing fees, acknowledging that rates for Internet use are currently in flux.

Images:	\$150 x estimated number of images to be included in the product
Textual material:	\$375.10 per 500 words estimated for product
Audio clips:	\$8.30 per minute
Video clips:	\$30 per second

Marketing Credit

Museums may claim credit for the value of their efforts in promoting VMC content or the VMC through the museum Web site, newsletters or other promotional activities. To be eligible for credit, the VMC must be identified (as well as the specific content, where appropriate). Formulas are loosely based on the *Sponsorship Report* guidelines for calculating the value to sponsors of various activities that could be undertaken by an organization negotiating a sponsorship.

- **Mention in newsletter or annual report:** $\frac{1}{2}$ cent (\$0.005) x number of individuals who receive the publication x number of issues (e.g. spring and fall newsletters).
- **Inclusion of VMC logo on home page of institution's Web site:** Determine the average number of page views or page impressions ("hits" are no longer a useful measure). Therefore, do the following calculation using the number of page views of your Web site. Multiply the number of page views by your CPT (cost per thousand). The CPT of a site can vary depending on the nature of the site, the exclusivity of the information found on it and the type of audience that it reaches (an example of a target audience is youth). Sympatico.ca, the most popular bilingual Internet portal in Canada has a CPT of \$21 to \$60 depending on the targeted section. Use the average of \$30 and multiply this amount by the number of page views then divide it by one thousand. This will give you the promotional value of your site. Ex. 100,000 page views X \$30 / 1,000 = \$3,000.
- **Press release or other publication dedicated to announcement of VMC content:** From 10% to 20% of the value of the media placement. As an example, a press relations company can give you the estimated value of an article that appears on the first page of a newspaper.
- **Signage within institution:** From 5 to 10 cents x average number of visitors per month x 6 months (or estimated number of months signage will be posted).
- **Presentation concerning VMC content to schools, meetings of museum members, visitors or other groups:** \$250 x estimated number of presentations.
- **Mention of institution's participation in VMC in other paid media activities:** 10% to 20% of cost of media activity.

Other marketing efforts may also be credited.