

## COVER PAGE

### PROJECT INFORMATION

Please complete the fields below with information regarding your project.

<b>Project Title</b>	Online Redpath Museum for everyone		
<b>Brief Description</b>	This project addresses the immediate need to completely transfer museum's science and culture public education program, both for the university and the larger community, to the virtual platform.		
<b>Total Estimated Project Budget</b>	\$7680.00	<b>Amount Requested from SPF</b>	\$4,999.00
<b>Campus(es) Impacted</b>	<input checked="" type="checkbox"/> Downtown <input checked="" type="checkbox"/> Macdonald <input checked="" type="checkbox"/> Gault Nature Reserve <input type="checkbox"/> Other		

### CONTACT INFORMATION

#### Project Leader

This person must be a current McGill University student, administrative staff, or academic staff.

Name	Ingrid Birker	Affiliation	Administrative Staff
Phone	514-293-4094	Faculty/Unit/Organization	Redpath Museum
Email	ingrid.birker@mcgill.ca	Campus	Downtown

#### Project Team Members

The SPF encourages you to be inclusive, collaborative (especially between staff and students), diverse, and interdisciplinary when possible. To list more members, please e-mail the list to [SPF Staff](#) to include with your application.

Name	Ginette Dessureault	Affiliation	Administrative Staff
Email	ginette.dessureault@mcgill.ca	Faculty/Unit/Organization	Redpath Museum
Name	Marie-Eve Leclerc	Affiliation	Administrative Staff
Email	Marie-eve.leclerc2@mcgill.ca	Faculty/Unit/Organization	Faculty of Education
Name	Jessica Ford	Affiliation	Postgraduate
Email	jessica.ford2@mail.mcgill.ca	Faculty/Unit/Organization	Redpath Museum
Name	Nicole Robinson Paul	Affiliation	Administrative Staff
Email	nicole.robinsonpaul@mcgill.ca	Faculty/Unit/Organization	Redpath Museum
Name		Affiliation	Choose one.
Email		Faculty/Unit/Organization	

### SUBMISSION INFORMATION

In line with the [SPF Eligibility Criteria](#), our team certifies that this project takes place at [McGill University](#), is [sustainability focused](#), is requesting [seed funding](#), and is [action oriented](#).

☒ Yes ☐ No

Our team has read the [SPF Terms & Conditions](#) and agrees to respect them.

☒ Yes ☐ No

Our team understands that this application is not confidential and consents to have its contents shared with relevant stakeholders during the review process and, if approved, on the SPF website.

☒ Yes ☐ No

Our team agrees to have [their contact information](#) included in the complete and shared application.

☒ Yes ☐ No

## PROJECT OVERVIEW + PLAN

**Instructions:** Please answer the questions as clearly and concisely as possible; then, submit your draft online. SPF Staff will respond with feedback on your application within 2 weeks. Once finalized, the application will be provided to the SPF Governance Council for their review and decision. As a reminder, all SPF applications are assessed using the [SPF Eligibility & Evaluation Criteria](#):

ELIGIBILITY CRITERIA		EVALUATION CRITERIA		
AT MCGILL	SUSTAINABILITY FOCUSED	ANALYSIS	IMPACT	FEASIBILITY
SEED FUNDING	ACTION ORIENTED	COLLABORATION	SUPPORT	CAPACITY BUILDING

Before starting, you may find it helpful to consult the [SPF Sustainability Brief](#) and [Vision 2020 Climate & Sustainability Action Plan](#).

## CONTEXT

Criteria assessed in this section: **SUSTAINABILITY FOCUSED, ANALYSIS**

1. What specific sustainability-related need/issue have you identified at McGill and aim to address through your project? In your response, please describe clearly how the need/issue is related to sustainability and what research you have done on this issue, if any. *Note: Please wait to detail your project idea in Question 2. Limit ~200 Words*

Located on the website of Canada's oldest museum, this project has the potential to serve and engage a large audience of learners for very limited costs. This makes it economically sustainable: instead of 100,000 people visiting the Museum annually (which includes about 6000 school children) this alleviates financial stress. Virtual learning through the world wide web addresses all tenets of sustainability to diminish impact for now and for future generations. In terms of social sustainability this project provides sustainable access to endless open content, educational resources for e-learning, and virtual experiences at almost no cost. This project will upgrade the website so it follows McGill's accessibility and usability standards to make web content available to all users regardless of their age, individual abilities, device, environment or quality of access. It will allow low cost digital interpretation and media, as well as e-learning tools, to connect with the larger museum audience across a wide array of online platforms. According to MCN <https://mcn.edu/about/>, in their manifesto: Ultimate Guide to Virtual Museum Resources: "this is the time for museums to shine with free, accessible, open access and enjoyable e- learning opportunities for everyone. "

## PROJECT IDEA

Criteria assessed in this section: **ALL ELIGIBILITY & EVALUATION CRITERIA**

2. What is your project idea? Please describe the idea thoroughly and concisely. In your response, share how the project is new or how it complements, builds upon, or scales existing initiatives. *Limit ~400 Words*

To viably continue our public program at the Museum we need seed funding to transfer and build up many of the high quality content and experiences from the Museums public programs to the online learning platform. Never before has there been such an urgent need to quickly create and deliver effective and relevant online learning for a wide audience. For the short term, until the end of June 2020, our education team has outlined a 3- phase strategy to deliver a weekly suite of online educational resources, including livestream learning and prerecorded video and photo content. This strategy has been branded as "The Museum @ Home" and a full copy of the Guidelines is attached in Appendix i.

This proposal to SPF scopes out immediate needs for the summer of 2020 which will have impact for the larger McGill learning community in Fall 2020. All the virtual components that are created this summer will grow and be preserved as a necessary aspect of our Museum's educational outreach for many years to come. Since mid-March 2020 I have received many inquiries requesting access to distance learning content such as podcasts, webcasts, activity sheets, ppts, e-resources, craft templates etc. for a diversity of audiences, ranging from stay at home highschool teachers, to Cegep instructors and McGill parents.

We want our McGill students, our McGill families, and our adult audience to continue to visit us digitally and discover new ways of being a learning community together. It seems like McGill now is a virtual community where we are truly at home together: we eat, work, play and learn together.

Examples of what we will build on include Biology courses such as Biology 216 Physical Biology, the STARS monthly series for Science support staff, the monthly Cutting Edge lectures in Science evening series, the monthly Freaky Fridays, the monthly Survival workshops, the 2021 Bicentennial Mini-Science series entitled McGill and the future. For the McGill community and the larger public beyond McGill we will build on virtual tours such as the trees of McGill, Secret science spots and the fossils and buildings stones tour. Check these links for current examples that we can build on:

Backyard Biology

[https://www.youtube.com/watch?v=gwQA8hKFo\\_w](https://www.youtube.com/watch?v=gwQA8hKFo_w)

<https://www.youtube.com/watch?v=V1Fck3Tjx7c&t=20s>

STEMM Diversity @ McGill

<http://stemmdiversityatmcgill.com/jessica-ford-our-childrens-book-author/>

Young Scientist Workshops on Tadpoles with Jessica Ford:

[https://fr-fr.facebook.com/RedpathMuseum/videos/young-scientist-workshops/1958100957627856/?\\_\\_so\\_\\_=permalink&\\_\\_rv\\_\\_=related\\_videos](https://fr-fr.facebook.com/RedpathMuseum/videos/young-scientist-workshops/1958100957627856/?__so__=permalink&__rv__=related_videos)

on Microplastics with Genevieve D'Avignon: <https://www.facebook.com/308943939115>

3. Is your project related to the University's [Vision 2020 Sustainability Strategy](#)? ☐ Yes ☐ No ☒ Not sure

If yes, how does it relate? Please refer to the [strategy category or related action](#) from the [2017-2020 Climate & Sustainability Action Plan](#) in your response. *Limit ~100 Words*

## IMPLEMENTATION

Criteria assessed in this section: **ACTION ORIENTED, FEASIBILITY, IMPACT**

4. List the key **activities** for your project and indicate the timing for these on the right. Please be specific and realistic when formulating your activities, ensuring that they are achievable within the indicated timeframe.

Key Project Activities	Start Date (MM-DD-YY)	End Date (MM-DD-YY)
Prepare and continue to deliver virtual e-learning livestream content (see links in section 2.)	07-02-20	07-17-20
Produce new educational videos and photo tours of museum specimens, trees, archives, history	07-20-20	07-31-20
Update and renew the school group visit programs into e-classroom platforms	08-03-20	08-14-20
Produce new online learning content related to the Museum's research programs	08-17-20	08-31-20


5. Please describe what will happen to your project after the SPF funding ends. Additionally, please share if anything will be produced or installed (e.g. a workshop guide, equipment, a toolkit, a network, website, etc) and indicate how this will be maintained. *Limit ~200 Words*

By the time this project finishes we will have assembled a resource manual or tool kit of best practice and management strategies. This tool kit will be used by all the future personnel involved in the sustainability of the Virtual Museum project to provide remote learning in Fall 2020 and Winter 2021. Starting this summer we will submit proposals to the Virtual Museum of Canada (VMC), a federally funded investment program that helps build digital capacity in Canadian museums and heritage organizations. Funding is available for modest to ambitious bilingual online products with interpreted content and an engaging user experience. We will apply for \$250,000 to create an online product entitled Virtual Redpath Virtuel. We will work with a web developer of our choice, most likely from the Montreal area, and submit our proposal in October. We anticipate a 30- month project time line. In Fall 2020 we will hire new personnel to continue to help us deliver our remote learning programs for the wider community. This will include 2 Work Study McGill student educators/interpreters who can help us deliver the weekend program remotely to our family audience. These McGill students will be fluently bilingual with scholastic backgrounds in environmental science, biology, geology and/ or anthropology and cultural studies.

## TRANSFORMING CAMPUS

Criteria assessed in this section: **AT MCGILL, IMPACT**

6. In the table below, describe the project's 1-3 main impacts on the McGill community or its main goals to accomplish. Please check the McGill stakeholders that will be impacted. Finally, please list at least one key success indicator for each impact (e.g. # people engaged, % waste diverted, # buildings certified, etc.)

Main Impacts/Goals		McGill Stakeholders Impacted (check all that apply)	Key Success Indicator(s)
REQUIRED	1 Increase online engagement for McGill community includes monthly STARS, CE, FF & Survival workshops	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	300 people engaged once / week
	2 Increase online engagement for weekend activities and events for the larger McGill public community	<input checked="" type="checkbox"/> Undergraduate <input type="checkbox"/> Academic Staff <input checked="" type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input checked="" type="checkbox"/> Alumni	500 people engaged every weekend
	3 Increase online engagement for the school audience based on e-classroom best practices	<input type="checkbox"/> Undergraduate <input checked="" type="checkbox"/> Academic Staff <input type="checkbox"/> Postgraduate <input checked="" type="checkbox"/> Admin. Staff <input type="checkbox"/> Alumni	100 / week includes teachers and school groups

## STAKEHOLDER ENGAGEMENT

Criteria assessed in this section: **AT MCGILL, COLLABORATION, SUPPORT, CAPACITY BUILDING**

7. Please list 3-5 key stakeholders involved in your project, indicating their role and support. If the stakeholder has provided a support letter, please indicate so here and attach it as an appendix document. *Note: Projects involving modifying a space on campus, making a permanent installation, hiring a full-time staff, or adding/modifying a garden, etc.,*

must seek permission from the appropriate stakeholder(s) (e.g. building director, Campus Planning and Development office, staff supervisor, etc.). SPF Staff can help you assess if any key stakeholders need to be added to your list.

Stakeholder's Name(s)	Title	Role in the Project	Support/Permission	Support Letter
Ginette Dessureault	Administrative	Deputy Building Director	Confirmed support	N/A
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.
			Choose one.	Choose one.

**8. How will you communicate about your project and share its impacts with the McGill community? Please describe your key tactics (e.g. social media, workshops, tabling, etc.). Limit ~200 Words**

We plan to continue using the Museum's social media sites such as Facebook, Youtube, Zoom Pro and Instagram for the following features on our Virtual Museum site.

- Facebook Live (live streaming) of workshops
- Facebook Live (live streaming) of story time
- Facebook Live (live streaming) for virtual tours from the museum
- Share already created videos on Youtube
- Museum One-picture tours
- One-picture Throwback Thursday #TBT
- Challenges like guess what this object is used for
- Educational videos 1 to 5 minutes long related to the museum exhibitions
- Educational videos 1 to 5 minutes long related to world cultures collections and exhibitions
- Interview videos with the museum's experts
- Behind the scenes videos
- Sharing museum related pictures
- Workshops based on the museum's discovery workshops
- Ask the expert sessions
- Workshops based on the museum's discovery workshops
- Ask the expert sessions

**9. If applicable, are there any training, volunteer opportunities, jobs, or complementary applied student research integrated in your project? Please describe. Limit ~100 Words**

We will actively integrate the student research projects from the Graduate Association of Redpath Museum (GARM) into the Virtual Museum. As well, the volunteer students involved in this project already include at least 4 Redpath Museum graduate students from GARM (Graduate Associates Redpath Museum). The executive President of the GARM is Jessica Ford who has already prepared a few livestream and Skype with a Scientist virtual presentations. Her CV is attached herein listing all her research and outreach projects.

Criteria assessed in this section: **FEASIBILITY**

*Indicate any funding you will receive or may receive to complete your project, including funds from McGill Departments and Units.*

## Expenses

Item Description	Unit Cost	# of Units	Total Cost	Expense paid by SPF?
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
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	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
	\$0.00		\$ 0.00	Choose one.
Expenses Subtotal			\$ 0.00	

*If applicable, please indicate any paid positions needed for your project. Please note: if you complete this Salaries & Wages section, you must also complete the [Staff Position Information Appendix](#).*

EXPENSES GRAND TOTAL (must match Revenues Grand Total)	<b>\$7,680.00</b>
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## APPENDIX

### Relevant Support Documents

List any appendix documents in order in the table, below.

*Please keep the total number of pages as low as possible (recommended maximum is 5). Please include any relevant support letters.*

Doc #	Appendix Document Title	# of Pages
1	Guidelines for Redpath Museum at/from Home	6
2	Staff position information	1
3	Jessica Ford CV	7
4		
5	<a href="#">Staff Position Information Appendix</a> , if applicable	