



National Gallery of Canada

Education and Public Programs Policy

Submitted for the Approval of the Board of Trustees, September 2006

Proposed Outline

1. INTRODUCTION

The National Gallery of Canada became a Crown corporation (Schedule III, Part I of the Financial Administration Act) on July 1, 1990, by proclamation of the Museums Act. Under the Museums Act, the Gallery's Board of Trustees serves as its governing body and is accountable to Parliament for all Gallery activities, through the Minister of Canadian Heritage. The Board of Trustees delegates authority for the day-to-day management of the Gallery to the Director of the National Gallery, supported by his/her Senior Management team.

The mandate of the National Gallery of Canada, as set out in the Museums Act, is:

...to develop, maintain and make known, throughout Canada and internationally, a collection of works of art, both historic and contemporary, with special but not exclusive reference to Canada, and to further knowledge, understanding and enjoyment of art in general among all Canadians.

The Gallery achieves this mandate through its collection activities, including curatorial research, acquisitions and preservation, and through its outreach activities, including:

- exhibitions and installations in the National Capital Region;
- an extensive program of travelling exhibitions;
- a wide range of educational and public programs
- publications; and
- marketing and communication activities.



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2. PURPOSE

The purpose of the Education and Public Programs Policy is to

- 2.1. establish the objectives and general principles that will guide the Gallery's educational and public programming activities; and
- 2.2. describe the specific principles to be followed in the development and implementation of these activities.

3. POLICY OBJECTIVE

Through its educational and public Programs, the Gallery's objective is to further knowledge, understanding and enjoyment of the visual arts among Canadians by:

- 3.1. making art in general and the collection and exhibitions of the National Gallery of Canada in particular relevant to Canadians across the country, and abroad;
- 3.2. encouraging lifelong learning about the visual arts among people of all ages and backgrounds, and at all levels of capacity, mastery and interest;
- 3.3. increasing public commitment and support by making the Gallery an invaluable educational resource for communities;
- 3.4. making the Gallery accessible to a wide and diverse audience; and
- 3.5. enriching visitor experience and fostering collection-based learning.

It is also the Gallery's intent that public and educational programs contribute to its broader strategies, designed to maintain its existing audience base while expanding its reach to a younger, more diversified audience.

4. APPLICATION

The Gallery is committed to meeting the needs of diverse audiences. Accordingly, it will provide a broad range of educational activities designed to reflect multiple learning styles and levels of interest. These activities include, but are not limited to, school-visit programs; children's programs; lectures, classes, and seminars for adults, tours, virtual programs and activities, audio programs; internship program; outreach programs, studio programs and guides and interpreters in galleries. This policy applies to the full range of educational programs offered at the National Gallery of Canada, at the Canadian Museum of Contemporary Photography and on the web.



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5. GUIDING PRINCIPLES

The Gallery's educational activities will:

- 5.1. be an integral part of the visitor experience;
- 5.2. use the Gallery's collection in a stimulating and imaginative manner;
- 5.3. be audience-centred, with multiple points of access and support community involvement in development and delivery;
- 5.4. incorporate relevant pedagogical practices, knowledge, attitudes, and skills;
- 5.5. be based on cutting-edge knowledge of pedagogical and art historical practice in order to foster critical thinking;
- 5.6. reflect the Gallery's national mandate, when appropriate;
- 5.7. foster e-learning;
- 5.8. reflect an appropriate and creative use of Gallery resources;
- 5.9. employ a combination of instructive/didactic and open-ended enquiry learning;
- 4.1. 5.10. be developed based on sound management, financial and educational practices;
- 5.10. utilize the knowledge and experience of other departments, as appropriate.

6. CRITERIA FOR PROGRAM DEVELOPMENT

Programs will be developed based on their ability to address one or more of the following criteria:

6.1. Consistent with overall policy objectives:

Proposed programs will

- a. address the institutional mandate;
- b. contribute to a body of knowledge;
- c. deliver relevant and timely experiences; and
- d. stimulate social interaction/debate/discussion.

6.2. Connect with audiences:

Proposed programs will

- a. relate to an increasingly diverse audience;
- b. be perceived within the community as relevant;
- c. meet objectives within the formal education system;
- d. expand the knowledge of both informed and wider audiences;
- e. reach Canadians across the country and internationally through a strong and dynamic virtual presence;
- f. be intellectually, creatively and physically accessible.



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6.3. Demonstrate feasibility:

Proposed programs will

- a. have defined and well-articulated goals;
- b. be achievable;
- c. appeal to a defined audience;
- d. contribute to revenue targets;
- e. consider cost while creating access;
- f. be supportable by marketing and fundraising activities;
- g. fit within departmental budget.

6.4. Be culturally, creatively and financially sustainable:

Proposed programs will

- a. be identified as short- or long-term;
- b. build audiences in an ongoing way;
- c. excite and motivate the public and Gallery staff beyond the in-gallery experience;
- d. contribute to an ongoing vision of the Gallery and the visual arts in Canada;
- e. affect audiences in profound and personal ways;
- f. promote life-long learning;
- g. identify opportunities to work with increasingly diverse audiences in both traditional and non-traditional ways.

References

1. Museums Act
2. Financial Administration Act
3. NGC Education and Public Program Framework, 2005
4. EPP Guides, April 2006
5. Official Languages Act



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National Gallery of Canada Education and Public Programs Framework

School and Teachers Program

Audience	NGC	CMCP	Outreach
Schools (grades K to 6)	School programs (20 different programs) including guided visits, discovery visits and studio programs	School programs (4 different programs) including guided visits, discovery visits and studio programs	Strong collaboration with the volunteer program: Looking at Pictures <ul style="list-style-type: none"> Artissimo
Schools (grades 7 to 12)	School programs (21 different programs) including guided visits, discovery visits and studio programs	School programs (9 different programs) including guided visits, discovery visits and studio programs	CyberMuse <ul style="list-style-type: none"> Youth/Careers Sections
Universities and Colleges	Conferences Symposiums TD Internship Summer interns		CyberMuse: <ul style="list-style-type: none"> Art Enthusiast Section General liaison, answering questions regarding programs and collections.
Teachers and Professors	Pre-service Teacher Workshops Teacher Workshops Teacher Advisory Committee Teacher Evenings	Pre-service Teacher Workshops Teacher Workshops Teacher Advisory Committee Teacher Evenings	CyberMuse: <ul style="list-style-type: none"> Teachers' section Promotional efforts at conferences (OCET, Photo Ed, etc.) General liaison, answering questions regarding programs and collections.
People with Disabilities	Special Needs Program Special Needs Studio Advisory Committee	Special Needs Program Special Needs Studio Advisory Committee	CyberMuse complies with standards undertaken by WC3 Level 2 for accessibility for the visually impaired and hard of hearing. New accessibility feature: the Tactile Mouse
Multicultural Groups	Multi-lingual audioguides ESL and FSL programs Celebration workshop, Special thematic events		



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Adult Programs

Audience	NGC	CMCP	Outreach
Adults	<p>Extended labels, panel text, special exhibitions</p> <p>Self-guided tours (gallery guides)</p> <p>Exhibition Videos</p> <p>Special exhibitions studio</p> <p>Audioguides, cell and PDA interactives: to come</p> <p>Meet the Curator</p> <p>Meet the Artist</p> <p>Docent Program</p> <p>Sunday Painters</p> <p>Adult Workshops</p> <p>Mini-talks</p> <p>After Hours</p> <p>Guided Public Tours</p> <p>CyberMuse</p>	<p>Audioguides</p> <p>Discovery Area</p> <p>Let's Talk</p> <p>Meet the Artist</p> <p>Guided tours</p> <p>CyberMuse Station</p>	<p>NGC and CMCP websites</p> <p>CyberMuse Website:</p> <ul style="list-style-type: none"> Showcases Section Search Engine <p>Interviews with media</p> <p>Films</p> <p><i>Vernissage</i> articles</p>
Seniors	<p>The Enquiring Eye Program</p> <p>Salt and Pepper Workshop</p>		
Museum Members	<p>Strong collaboration with Members' programs</p> <p>Docent Program</p>	<p>Strong collaboration with the Members' programs</p>	
Colleagues	<p>Museum Professionals - Orientation Program</p> <p>Conferences & Symposia</p>	<p>Museum Professionals - Orientation Program</p> <p>Conferences & Symposia</p>	<p>Professional liaison: Canadian Heritage Information Network (CHIN), National Capital Interpretation Network (NCIN), Universities Art Association of Canada (UAAC) and collaboration on programs.</p> <p>General liaison, answering questions regarding programs and collections.</p>
Multicultural Groups	<p>Multi-lingual audioguides</p> <p>Special thematic events</p>		
Staff	<p>Orientation - new staff</p> <p>Training for docents/on-call</p> <p>Info sessions for security guards</p>		



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Family and Youth Programs

Audience	NGC	CMCP	Outreach
Preschoolers (ages 3 to 5)	Tiny Tots		
Children	Audioguides for children. Summer day camps Holiday program March Break Saturday Morning Art Club Guides, Brownies, Scouts, Beavers, etc. Studio programs Birthday program	March Break Holiday program Saturday Morning Photo Club Summer day camps Birthday program	CyberMuse: <ul style="list-style-type: none"> Artissimo Section
Teens	Teen Council Studio programs PQR Program (youth at risk) March Break day camps Summer day camps* Annual Teen Event	Summer day camps Youth At Risk Program	CyberMuse: <ul style="list-style-type: none"> Youth Section Encounters with Canada
Families	Artissimo Program: <ul style="list-style-type: none"> Gallery Didactic panels Self-guided tours, gallery guides Family Fundays Halloween Celebration Seasonal events PD Day programs	Family Fundays Family Workshops Photissimo to come	
Multicultural Groups	Multi-lingual audioguides Celebration workshop, Special thematic events		

Special Needs Program

Audience	NGC	CMCP	Outreach
People with Disabilities	Special Needs Program Special Needs Studio Advisory Committee	Special Needs Program Special Needs Studio Advisory Committee	CyberMuse complies to standards undertaken by WC3 Level 2 for accessibility for the visually impaired and hard of hearing. New accessibility feature: the Tactile Mouse