

Land Acknowledgement and Commitment:

The Association of Nova Scotia Museums (ANSM) is located on the traditional and unceded territory of the Mi'kmaq. We extend our appreciation for the opportunity to live and learn on this territory in mutual respect and gratitude.

ANSM is a members-based organization that supports museums throughout the province. Due to historical and systemic biases, museums do not currently represent the experience of all Nova Scotians. The loss of language and the colonization of cultural identity, including Mi'kmaq, African Nova Scotian, Acadian, and Gaelic communities, has resulted in incomplete and inaccurate representations of cultural groups.

Narratives relating to Indigenous peoples, Nova Scotia as the birthplace of African presence in Canada for over 400 years, including enslavement and abolition, and the role of women, people of colour, LGBTQ2S+ people, and recent refugees and immigrants have not been adequately represented or made accessible.

We—ANSM, museums, and the greater heritage community—are actively addressing these challenges together. ANSM is using our training, resources, tools such as NovaMuse, and programs like TRACK, to work towards the inclusion of these stories in partnership with communities. We are creating spaces and collections in which all Nova Scotians will see their reflection.

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President's Message

Dear ANSM Members,

It has been a pleasure and an honour to serve as your President for the past three years. It has also been an incredible learning experience – one that has been further enriched by being surrounded by this community of life-long learners and innovators.

The museum sector is exceptional in its ability to attract motivated and passionate workers, who dedicate decades to preserving and promoting heritage. For a sector based in the world of history, the museum community is exemplary when it comes to adapting to the present, and looking toward the future. At ANSM, we strive to support your organizations with the learning opportunities needed to stay relevant, and the resources required to realize big ideas with teams and budgets of all sizes. Most of all, we aim to provide you with a network of people and institutions who can share valuable knowledge, relatable challenges, and inspirational triumphs.



Our membership represents more than just museums— our members are a diverse group of organizations, individuals, and businesses who represent the vibrant culture and strong community that thrive in modern-day museum environments. ANSM continues to work to address your diverse needs. The TRACK program, NovaMuse Co-op, Prescribing Museums project, annual conference, and awards program are just some of the ways that ANSM hopes to help you bring awareness, recognition, and engagement to what you do.

The association's own accomplishments are a result of an outstanding staff. A huge thank you to Devin Casario, Karin Kierstead, Alyssa Giles, and the other staff and interns who constantly work to react to your feedback, think outside the box, and keep ANSM's offerings fresh. I would also like to thank the board, and all working groups and committees for their time, expertise, and dedication to excellence. The Department of Communities, Culture, Tourism, and Heritage; Canadian Heritage's Museums Assistance Program; Halifax Regional Municipality; and Support4Culture have all also provided valuable support.

Most importantly, thank you for your membership. Thank you for your willingness to try new things, to collaborate, and to pursue a brighter future for museums together. I am truly grateful to have worked with so many of you on everything from pilot programs, to advocacy, to our latest group fundraising. I hope you continue to find your involvement with ANSM to be a rewarding experience.

Wishing you all a wonderful summer season and year ahead,

Katie Tanner ANSM President

Executive Director's Message

Dear Valued ANSM Members.

The past year was once again filled with challenges and opportunities in the sector. Museums throughout Nova Scotia continue to face substantial financial, operation, and environmental pressures. ANSM continues to advocate for the sector at all levels of government and work with museums in addressing these challenges through training initiatives, workshops, and revenue-generating opportunities, including but not limited to the newly launched Halftime 50-50 initiative in partnership with the Nova Scotia Sport Hall of Fame.



Our dedicated and talented staff consisting of Karin Kierstead (Programs Manager) Alyssa Giles (Museum Services Coordinator), and Emilie Surette

(Programs and Outreach Assistant) continue to serve our membership with passion and skill. We would like to thank Daniel MacDonald and Anastasia Payne for their contributions to the organization over the past year. Both were on short-term contracts with ANSM, and we wish them well in their future endeavours.

The past year saw ANSM at full capacity as we delivered multiple special projects on top of our anchor services including the launch of the TRACK program and the continuation of the Advisory Service (now called NovaMuse Co-operative). The ANSM team was able to conclude Phase I of Prescribing Museums and the 'Père d'Entremont – Introducing Acadia's Historian to the World' project, which was displayed at Le Congrès mondial acadien last summer. We are proud to have delivered a fantastic program at our annual conference in Lunenburg and continue our robust advocacy work for the sector, including our participation in CMA's Hill Day late last May. Further to this, we continued to streamline our operations in a time of organizational transition by updating our membership renewal system; a big thanks to our members for making this transition work so well.

I know many of you have just opened or are in the process of opening your museums for the summer season. I wish everyone a successful year, and on behalf of ANSM, I reiterate our commitment to you in delivering our services and programs at the highest possible standard during the upcoming year and beyond.

Sincerely,

Devin Casario
Executive Director

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Association of Nova Scotia Museums

Our Purpose: To nurture excellence in and champion on behalf of museums in Nova Scotia.

Our Vision: ANSM is a vibrant not-for-profit organization led by our members. We are a national leader in the museum community that collaborates with many and diverse partners to provide relevant and engaging services that strengthen museums. We celebrate that museums in Nova Scotia are everchanging. They reflect and are actively engaged in their communities, are environmentally and financially sustainable, and operate according to professional standards. Our natural and cultural history becomes inspiration for a better tomorrow.

Our Values: The following values underpin what ANSM does and how we work:

- Service meet the needs of member museums so that we can together meet the needs of communities;
- Advocacy act as a champion on behalf of and raise awareness about museums in Nova Scotia;
- Collaboration engage in activities with local, provincial, national, and international partners that benefit our members and the museum sector as a whole;
- Inclusivity recognize historical and systemic practices in museums, decolonize these practices, and work with museums and equity-deserving groups to find appropriate solutions;
- Sustainability operate in environmentally responsible ways and work to ensure that ANSM and member museums have the resources they need to serve their communities.

ANSM Museum Definition: Museums are public institutions in the service of society and its development, with a shared responsibility to collect, preserve and communicate knowledge. They strive to be safe spaces that provide access to information and foster opportunities for critical thinking, learning, dialogue, collaboration and social action.

Members

As of March 31, 2025, the Association has 117 Members. Of this, 92 are Institutional Members, and 56 of whom are Advisory Service members, now called the NovaMuse Co-operative. Members are involved with the Association in a variety of ways, including serving as board and committee members, course participants and instructors, conference planners and presenters, as well as project partners.

Honourary Members

Individuals who have made exceptional contributions to the Association and the Museums of Nova Scotia:

Brian Cuthbertson Gary Selig Eric Ruff Wilma Stewart-White Sylvia Whitehead



Leadership

The Association of Nova Scotia Museums is led by its Board of Directors. This governance body is comprised of members elected by the ANSM membership at the Annual General Meeting. The Board is accountable to the membership and is collectively responsible for the governance of the Association. It is responsible for shaping organizational policy and ensuring its implementation. The Board identified the following priorities for 2024-25:

- Continue implementation of ANSM Strategic Plan 2023-2025
- Support the new Executive Director to lead the organization
- Continue to build TRACK program
- Continue Advisory Service and related activity as a core program, including Unlocking Community Museum Collections Initiative
- Host a successful 2024 ANSM Conference in Lunenburg, NS
- Broaden advocacy work
- Promote financial sustainability, increasing operating reserve





Strategic Plan 2023-2025

A new strategic plan was developed in Fall-Winter 2022-23, and was presented at the June 2023 AGM. The plan will support ANSM's operations until the 2026 AGM. The plan incorporates the following key issues: Transition, Realistic Expectations, and EDIA.

The strategic goals will focus on four key areas:

- 1. Services
- 2. Building Capacity
- 3. Bridging
- 4. Financial

The full plan is located on the ANSM webpage. The ANSM Staff and Board of Directors continues to make extensive progress on the goals set forth in the plan.

Board of Directors 2024/2025

President: Katie Tanner, 2024-2026

Vice-President/Director at Large: Tegan Rowlings, 2024-2026 Treasurer/Director at Large: Joanne Boudreau, 2024-2026 Secretary/Director at Large: Sara England, 2023-2025

Cape Breton Regional Director/Director at Large: Matthew Cook, 2024-2026 Southwest Regional Director/Director at Large: Samantha Crowell, 2023-2025 Northeast Regional Director/Director at Large: Deborah Poole, 2023-2025

Central Regional Director: Barry Rodenhiser, 2024-2025

Director at Large: Andrea Davis, 2024-2026

Staff

<u>Staff</u> implement the Association's mandate to serve its members through evaluation, training, outreach and networking activities. They regularly attend regional meetings, events, exhibitions and programs, meetings, and planning sessions. They provide province-wide programs and services including site visits, consultations, and workshops.

2024-2025 Staff:

Devin Casario, Executive Director Karin Kierstead, Programs Manager Alyssa Giles, Museums Services Coordinator Daniel MacDonald, Communications and Admin Coordinator Anastasia Payne, Projects Assistant

Interns and Practicums:

Ella Poon (Centennial College - January-May 2024)
Hannah Schroeder (Fleming College - May-August 2024)
Erika Rudolph (Saint Mary's University - September-December 2024)
Nicole Lenihan (Mount Saint Vincent University - January-March 2025)
Emilie Surette (Centennial College - March 2025)



Partnerships 2024-2025

Partnerships are an intrinsic part of the operations and success of ANSM programs and initiatives. In turn, the Association offers its support and resources to organizations engaged in related work. The Association partnered with the following companies and organizations in 2024-2025:

Barrington Museum Complex Black Cultural Centre for Nova Scotia

Canadian Conservation Institute

Canadian Heritage Information Network

Canadian Museums Association

Canadian Museums of History/Canadian War Museum Heritage Cape Breton Connection

Centennial College

Council of Nova Scotia Archives

Cultural Federations of Nova Scotia

Department of Canadian Heritage

Department of Communities, Culture, Tourism and

Heritage

Forager International

Halifax Regional Municipality

Heritage Cape Breton Connection

LAMNS (Libraries, Archives & Museums Nova Scotia)

Membertou Heritage Park

Millbrook Cultural and Heritage Centre

Mount Saint Vincent University

Musée des Acadiens des Pubnicos Museum of Immigration at Pier 21

Nova Scotia Museum

Parks Canada

Saint Mary's University

Support4Culture

Les Trois Pignons Centre Culturel

University of Toronto

Whirl-i-gig

Memberships 2024 -2025

ANSM is a member of:

Canadian Museums Association

Council of Nova Scotia Archives

Cultural Federations of Nova Scotia

Impact Organizations of Nova Scotia

Indigenous Curatorial Collective

Tourism Industry Association of Nova Scotia

Discover Halifax

The Cultural Federations of Nova Scotia (CFNS) is the umbrella organization that provides administrative and operational support for eight cultural federations (including ANSM) sharing combined office facilities and related cost share services. CFNS also provides access to a Pension & Health Benefits program for ANSM member organizations. The Executive Director of ANSM serves on the CFNS Management Committee as well as the Board of Directors.



Membership

Types of ANSM Memberships

An ANSM membership is a great way to connect with the museum community in Nova Scotia. ANSM serves as a champion on behalf of museums and educates Nova Scotians about the value of sharing our province's vibrant cultural history. Becoming an ANSM member offers many opportunities for professional development and networking and is a way to become more involved in our museum community. In 2024, ANSM introduced a new invoicing system that streamlined our membership renewal process.

The membership year runs from June 1 to May 31.

Institutional Memberships

Туре	Cost	Benefits
Blue Level: Museums and Societies with budgets of \$100,000 or less	\$100	Learning event discounts for staff and board members (in-person and virtual), including workshops, symposia, conferences and more
Yellow Level: Museums and Societies with budgets of \$100,001-\$250,000	\$175	 Access to the Advisory Service A link to your museum's website on our Members page Eligibility to participate in the Cultural Federations of
Purple Level: Museums and Societies with budgets of \$250,001 - \$500,000	\$275	Nova Scotia Benefits Program very votes at the Annual General Meeting Access to resource library Charing a field agree this at the ANCM Job
Green Level: Museums and Societies with budgets of \$500,000 or more	\$500	Sharing of job competitions through the ANSM <u>Job</u> <u>Board</u> and our bi-weekly e-newsletter, <u>The Beacon</u>
Affiliate Membership For organizations that support the activities of museums in Nova Scotia	\$100	 Learning event discounts for staff and board members (inperson and virtual), including workshops, symposia, conferences and more A link to your organization's website on our Members page Access to ANSM's resource library Sharing of job competitions through the ANSM Job Board and twice a year ability to share information in our bi-weekly e-newsletter, The Beacon

Individual Memberships

Туре	Cost	Benefits
Individual Membership	\$50	Learning event discounts (in-person and virtual),
Student Membership	\$25	 including workshops, symposia, conferences and more 1 vote at the Annual General Meeting Access to ANSM's resource library
Virtual Membership	\$35	Learning event discounts (virtual only), including workshops, symposia, conferences and more.

Corporate Memberships

Туре	Cost	Benefits
Corporate Membership For businesses and organizations that are excited to benefit from visibility in, and engagement with, the museum community, while supporting the activities of museums in Nova Scotia	\$500	 Logo in our bi-weekly e-newsletter, The Beacon Announcement with your logo in our annual report A link to your business or organization's website on our Member Museums page Learning event discounts (in-person and virtual), including workshops, symposia, conferences and more Access to ANSM's resource library Sharing of job competitions through the ANSM Job Board and our
		Sharing of job competitions through









Communications

Communications are a key area of activity for ANSM and we strive to keep information fresh, accurate, relevant, and useful. ANSM regularly communicates with members in a variety of ways, including the Beacon e-newsletter, social media (Facebook and Instagram), blog posts, and more. Our website provides information about the Association, its programs and events, job postings, organizational reports, personnel information, museological resources, lists of museum members by region with links, archives and sign-up capacity for the Beacon e-newsletter, and online registration and payment options utilizing Stripe. The website links users to novamuse.ca, as well as the ANSM and NovaMuse social media pages and our news page.

The Beacon e-newsletter is a dynamic communication tool for ANSM. It provides information about professional development opportunities, new services and resources, as well as changes to the organization. Resources link readers to articles, podcast links, projects, webinars, presentations, grants, advocacy alerts, and job postings, as well as news from ANSM members, government

Website statistics (April 1, 2024 – March 31, 2025)

Visits:

10,810 users (down from 12,629 users in 2023-24) 59,061 page views (down from up 67,137 2023-24)

A small drop in visitation for one year is not of concern. This should be monitored for trends over 3-5 years. A drop in page views can also indicate that changes to navigation have made content easier to find, and users do not need to load extra pages looking for content.

Popular Content:

27% of visits - ANSM Home Page 18% of visits - ANSM Job Board 12% of visits - TRACK content 8% of visits - ANSM Conference

Location:

70% of users were from Canada 13% of users were from the US

17% of users were from the rest of the world

agencies, and heritage-related organizations. Special Beacon are dedicated newsletters that highlight particular ANSM events, news, conferences, or initiatives. Over the past year (April 1, 2024 – March 31, 2025), 33 editions (including 12 Special Beacons) were sent to 708 subscribers.

Over the past year, ANSM has regularly provided information about membership renewals, workshops, conference registration, the ANSM Awards program and AGM notices. Community museums participating in the Advisory Service and the TRACK program also received communication with information about the current year's Advisory Service activities and key training program information. Staff regularly attend seasonal regional meetings in person, and provide reports on ANSM activities. They also participate on committees of related heritage organizations, as well attend meetings, museums' community activities, events, and presentations. ANSM staff provide expertise and support in consultation with museum members, provincial museum associations, government departments, and others. Comprehensive written reports are provided to the Board of Directors by the Executive Director for each board meeting.

ANSM connects with members and the public through Facebook and Instagram. We currently have 2,300 Facebook followers. ANSM continues to grow its Instagram following, currently boasting 207 Instagram followers. ANSM staff made the decision not to continue using X (formerly Twitter), and the account was deactivated.



On Facebook, ANSM reached 10,984 users, up 36% from the previous year. This metric was also up 492% for the ANSM Instagram, reaching 990 users. Content interactions were up on both platforms; with 699 interactions on Facebook (up 38.1%) and 287 interactions on Instagram (up 100%). The Instagram page was visited 250 times (up 89.4%), meanwhile the Facebook page was visited 744 times (down 3.3%).

The NovaMuse Instagram also grew in followers and reach over the past year. The page reached 151 users (up 100%), there were 28 interactions (up 100%) and 156 page visits (also up 100%). The page has 94 followers as of March 31, 2025.

Throughout the year, ANSM primarily shared link and photo content across its platforms. ANSM also grew its YouTube presence, increasing subscribers from 193 to 217.











Advisory Service Program

All Advisory Service activities at ANSM are guided by the Advisory Service Working Group. This group meets every two months, and membership is comprised of Advisory Service members, as well as ex-officio members from HRM and NSM.

There are **58 museums in the Advisory Service.** The Advisory Service is an additional fee-for-service that ANSM offers to museums and includes access to and usage of the CollectiveAccess database system, NovaMuse, and special projects. It also includes an annual site visit (in-person or virtual), training, and remote support. The Advisory Service is supported by user fees and a Museum Assistance Program grant from Canadian Heritage. Out of 57 Advisory Service site visits, 31 sites were visited in person and 26 were contacted virtually.

The CollectiveAccess database continues to serve museums well. Advisory Service members have collectively documented +368,000 objects and linked +339,000 images and media files, demonstrating their commitment to make museum collections accessible online.

NovaMuseEd continues to grow as more museums share their **educational programming** offerings on NovaMuse. NovaMuseEd resources were downloaded +2452 times over the course of the year. Additionally, 35 new educational resources were added, including 23 Learning Activities, 5

Stories, 3 Word Puzzles, 2 Audiovisual resources, 1 Game, and 1 Colouring Page.



Museum Services Coordinator, Alyssa Giles, presented a hands-on workshop on Connecting to Classrooms at ANSM's conference, where participants learned about NovaMuseEd and how to get creative with connecting educational programming to curriculum outcomes. She also presented at the Social Studies Teachers Conference and shared with teachers how museums and NovaMuseEd can offer alternative educational opportunities.

Collections Management of Born Digital Audiovisual Materials

ANSM collected a broad range of born-digital audiovisual file types and sizes and developed a series of training tools on their management (including intellectual property management) and online sharing. The CollectiveAccess database was updated to facilitate time-based annotations, automated transcriptions via Whisper, and gueued processing of large file uploads to mitigate server slowdown via ProjectSend.

ANSM delivered in-person group training on the cataloguing of born-digital materials and resolving intellectual property rights questions, and developed associated database help text, bilingual user manual additions, and YouTube tutorials to ensure that training tools are readily available beyond in-person training.

• Hub Training sessions concluded in October. In total, 59 people from 39 museums participated over the course of 6 in-person sessions and 1 virtual.

- Our virtual session had the highest attendance with 25 participants from 19 museums. Museums were grateful for this opportunity considering the rising cost of travel and lack of human resources to fill in for staff who are attending sessions.
- Participants expressed an increase in knowledge on born-digital audiovisual material management, cataloguing and/or enriching records, and digital preservation.
- After tallying up inventory estimates from our initial survey this spring, last year's AV inventory, videos
 on members' YouTube channels, and born-digital records in CollectiveAccess, we estimate that there are
 about 1500 born-digital audiovisual objects in member museum collections. 20 of the 44 museums that
 participated also reported having recordings that relate to a cultural community. Many of the recordings
 found are oral histories or interviews.
- Whisper was integrated into all member museum databases for automatic caption generation on both audio and video media added to CollectiveAccess. A YouTube tutorial on how to use this tool was released and instructions were added to both French and English CollectiveAccess user manuals, along with additions to help text.

ANSM submitted the 2024 MAP application (for 2025 Program) to Canadian Heritage on November 1st, 2024. The project is titled "Inventory optimization for community museums".

Funded by the Government of Canada Financé par le gouvernement du Canada



Fleming College Database Cleaning Project

Students from Fleming College's Museum Management & Curatorship worked in the databases of 8 Advisory Service members from January - April to review and update 20 - 30 records per museum. Students also completed additional research on one object each. Museums received a report from the students showing changes made to object records, and suggestions for future data cleaning. We are happy to continue to provide access to this partnership through Advisory Service membership as it benefits both our member museums and emerging museum professionals.

After consulting with Advisory Service members through surveys and site visit discussions, the service was reimagined as the "**NovaMuse Co-operative**". ANSM staff and the Advisory Service Working Group spent the year reviewing options and figuring out new initiatives to offer in the upcoming membership year that will help in bringing the membership back to its co-operative roots.

Advisory Service Working Group Members 2024-2025

- 1. Angie MacIsaac (Chair, Cape Breton), Strait Area Museum
- 2. Katie Tanner (ANSM Board, Central), Nova Scotia Sport Hall of Fame
- 3. Kellie McIvor (HRM)
- 4. Darryl MacKenzie (Northeast), Cumberland County Museum & Archives
- 5. Anna Cross (NSM)
- 6. Dayle Crouse (Southwest), Queens County Museum

List of Advisory Service Museums (58) 2024-2025

- 1. Acadian House Museum
- 2. Admiral Digby Museum
- 3. Africville Museum
- 4. Age of Sail Heritage Centre
- 5. Annapolis Heritage Society
- 6. Antigonish Heritage Museum
- 7. Army Museum
- 8. Atlantic Canada Aviation Museum
- 9. Avon River Heritage Museum
- 10. Black Cultural Centre for Nova Scotia
- 11. Cape Breton Miner's Museum
- 12. Cape Sable Historical Society
- 13. Carmichael-Stewart House
- 14. Charles MacDonald Concrete House
- 15. Chestico Museum
- 16. Cole Harbour Heritage Farm Museum
- 17. Colchester Historeum
- 18. Cumberland County Museum & Archives
- 19. Dartmouth Heritage Museum
- 20. DesBrisay Museum
- 21. Fort Point Museum
- 22. Fultz House Museum
- 23. Islands Museum
- 24. Jost House Museum
- 25. Kings County Museum
- 26. LaHave Islands Marine Museum
- 27. LeNoir Forge Museum
- 28. Les Trois Pignons Centre Culturel
- 29. Little White Schoolhouse Museum

- 30. Lordly House Museum
- 31. <u>Lunenburg Academy Heritage Classroom</u>
- 32. Mabou Gaelic & Historical Society
- 33. MacDonald House Museum
- 34. MacDonald Museum (Annapolis Valley)
- 35. MacPhee House Museum
- 36. Malagash Heritage Museum
- 37. Margaret Fawcett Norrie Heritage Centre
- 38. Musée des Acadiens des Pubnicos
- 39. McCulloch Genealogy Centre
- 40. North Highlands Community Museum
- 41. Northumberland Fisheries Museum
- 42. Nova Scotia Sport Hall of Fame
- 43. Old Court House Museum
- 44. Old Sydney Society
- 45. Orangedale Railway Station Museum
- 46. Ottawa House by-the-Sea Museum
- 47. Parkdale-Maplewood Community Museum
- 48. Queens County Museum
- 49. Randall House Museum
- 50. Scott Manor House
- 51. Shelburne County Museum
- 52. Strait Area Museum
- 53. Sydney & Louisburg Railway Museum
- 54. Wallace and Area Museum
- 55. Waverley Heritage Museum
- 56. West Hants Historical Society
- 57. Whitney Pier Historical Museum
- 58. Yarmouth County Museum

TRACK Program

119 museums are registered for TRACK, with most actively participating. The 2024 focus was on the Governance and Community pillars. Museums submitted needs assessments, completed standards questionnaires, and took part in peer review and coaching.

Training

ANSM hosted six online group training sessions between January and August, including a "Preparing for TRACK 2024" webinar and a presentation at Spring Regional Heritage Group meetings by Lynette de Montreuil on relationship-building and resilience. All sessions were recorded and shared with attendees, and remain available upon request.

The Tuesdays on TRACK webinar series continued to be highly valued. 2024 sessions included:

- May 14 Succession Planning in Practice with Angie MacIsaac
- June 11 Evolving Governance Structures with **Grant MacDonald**
- July 16 Community Building & Partnerships with
- Meg Cuming
- August 13 Building Relationships with Mi'kmaw Communities with Nik Phillips & Semisel Sa'n

Webinar follow-ups included optional one-on-one coaching sessions, offering participants 20–30 minutes with the facilitator or ANSM's Programs Manager. Past TRACK webinars from 2022–2024 continue to be accessed for staff and board training.

In January 2025 a Preparing for TRACK 2025 webinar was delivered, which explored the 2025 pillars: Communications and Interpretation.

Participation statistics at a glance:

- 7 additional museums registered for the program
- 106 Governance Needs Assessments were submitted
- 104 Community Needs Assessments were submitted
- 104 Governance Standards questionnaires were
- 102 Community Standards questionnaires were submitted
- 103 Governance Peer Coaching questionnaires were submitted
- 101 Community Peer Coaching questionnaires were submitted
- 97 museums watched at least one Governance webinar
- 98 museums watched at least one Community webinar
- 91 museums met the participation requirements for being "On TRACK"



Resources

ANSM continued reviewing and updating its resource library, highlighting key tools via blogs and emails. Outdated materials were removed, and new resources were incorporated into museum reports in response to questions and support requests.

Assessment

TRACK's assessment component included three parts: Needs Assessment, Peer Coaching, and Standards Review. All submissions were collected via online forms or PDFs and uploaded securely through ProjectSend.

1. Peer Coaching

- Governance Coaches: Evelyn Fidler, Virginia Stephen, Sandi Stewart
- Community Coaches: Cathy Blackbourn, Amanda Furniss, Anita Price
- Governance coaching focused on evolving mission/purpose statements. Museums were encouraged to shift from descriptive to directional statements that guide operations.
- Community coaching asked museums to reflect on visitor data: who engages, who doesn't, and how this informs programming. Coaches praised strong practices and offered practical suggestions.

2. Standards Review

- Governance: Museums shared board models, policies, and strategic plans. Most operate with working boards and have solid foundational practices, including meeting minutes and ethical guidelines. Areas needing growth include public meetings, board selfassessments, and lead staff evaluations.
- Community: Museums described ways they engage communities. Some aligned with traditional activities like exhibits, while others directly addressed community needs.

3. Needs Assessment

 2025 Communications and Interpretation assessments were due in February, and informed the training plan for this year. A trends report and the training plan will be shared on our website soon.

Coaching

ANSM provided on-demand coaching throughout the year. Common questions were anonymized and shared with all 294 TRACK subscribers. Coaching was also integrated into the webinar series through follow-up Q&A and dedicated coaching days.

Knowledge-Sharing

TRACK supported a panel on Intentional Partnerships & Community Building at ANSM's "All Hands on Deck" conference in October. Museums demonstrating strong Governance and Community practices were invited to share their stories via guest blog posts and YouTube interviews.

Each participating museum received a detailed report in December outlining their participation, coaching feedback, and suggested improvements. Feedback on TRACK has been very positive, with thoughtful suggestions for refinement.

All TRACK activities are guided by a dedicated Working Group made up of representatives from CMAP, NSM, and other participating museums.

Group Members: 2024-25

- Lynette de Montreuil, DesBrisay Museum (Chair, April to June 2024)
- Barry Rodenhiser, Atlantic Canada Aviation Museum (Chair, June 2024 to present)
- Joanne Boudreau, Fultz House
- Amy Coleman, Museum of Natural History
- Alyssa Giles, ANSM
- · Karin Kierstead, ANSM
- Kellie McIvor, Halifax Regional Municipality (exofficio)
- Claire Roach, Old Sydney Society
- Danielle Serratos, Fundy Geological Museum

Acadian Affairs - Pere d'Entremont project

In October of 2023, a funding request was approved by Acadian Affairs (Pere d'Entremont project with Acadian museums) in time for Le Congrès Mondial Acadien (August 10 - 18, 2024). This project was accepted by the University of Toronto Master of Museums Studies as a Capstone project. Capstone Projects are final year projects in which students work with a partnering cultural institution to develop exhibitions from initial concept to final public showing.

- ANSM worked with University of Toronto Master of Museum Studies students to develop 3 pop-up banners that were displayed at community sites during Le Congrès Mondial Acadien, as well as two educational resources for NovaMuseEd.
- Educational resources included one activity titled "Genealogy as a Historical Practice" for Grade 5 and one titled "Acadian Place Names" for Grades 7-8. Resources are available in both English and French, and a QR code on the banners links viewers to the NovaMuseEd site.
- ANSM worked with Whirl-i-Gig to develop a Stories page on NovaMuseEd. This page allows ANSM to tell stories of individuals, organizations, or events and connect them to the many resources already available on NovaMuse. Pere d'Entremont's story was the pilot page. His story features long-form text, slideshows of pictures, a video clip, citations, and links to related objects on NovaMuse.
- Programs Manager, Karin Kierstead, attended Congrès Mondial Acadien and spoke on behalf of ANSM.









Prescribing Museums (Phase I)

ANSM received project funding from the Nova Scotia Museum to explore social prescribing in conjunction with the Nova Scotia Health Authority. The following scope of work was approved by NSM Director, Laura Bennett, in March 2024:

The first phase explored the capacity of the museum sector by way of an education and awareness campaign, survey(s), consultations, and an asset mapping exercise (Readiness Assessments and data collection). Through this work, we identified potential pilot sites, as well as explore training needs/models for sector staff.

- 36 sites were visited in total and an additional 14 sites self-reported their assessments, for a total of 50 participating museums.
- There are several sites who are potentially ready to take on this work as soon as possible due to their existing programs and partnerships. Most sites expressed that they are willing to learn and accommodate as needed and are excited that a program like this may take place, recognizing the need for this opportunity in their communities. There are gaps in training in mental health and crisis intervention in the sector, and many museum staff are concerned about being able to facilitate an ideal experience with limited human resources and time.
- A final steering committee meeting took place on November 25 to review assessment results and discuss Phase II.
- A final report for Phase I was submitted in December 2024. Phase II planning is currently underway.



2024 ANSM Conference and Awards

- The 2024 ANSM Conference in Lunenburg was a resounding success.
- Panels and workshops were well attended, with approximately 126 registered delegates, including the entire Board of Directors.
- There were five bursary recipients of the Dr. Peter Cullen Award. Bursary recipients were reimbursed their full registration cost to attend the conference.

The 2024 Conference Program can be found on the ANSM website.

2024 Conference Committee Members

- 1. Devin Casario (Chair) ANSM
- 2. Sara England (Canadian Museum of Immigration at Pier 21)
- 3. Katie Tanner (Nova Scotia Sport Hall of Fame)
- 4. Samantha Crowell (Barrington Museum Complex)
- 5. Hilda Russell (Fisheries Museum of the Atlantic)
- 6. Erika Wilson (Museum of Industry)
- 7. Kandace Forward (Lunenburg Board of Trade)





Awards

ANSM continues to celebrate individuals, volunteer and staff, as well as organizations who have made remarkable contributions to our community of museums in Nova Scotia through the Award for Excellence in Museum Practices.

ANSM presented the Awards for Excellence in Museum Practices program for the twelfth consecutive year.

ANSM accepts nominations in two awards categories—Individual Contribution, and Programming by an Organization. The association was pleased to receive nominations for both categories this year, and to be able to announce a winner in each.

ANSM presented the Awards for Excellence in Museum Practices at the 2024 Conference. Awards are presented in two categories: Individual Contribution, and Programming by an Organization.

- The Award of Excellence in Museum Practices, Programming by an Organization was presented to Baile na Gàidheal / Highland Village Museum for its exhibit, "We Are Gaels".
- The Award of Excellence in Museum Practices, Individual Contribution was presented to Janet Maltby, recently retired from the Nova Scotia Museum.

ANSM Awards are guided by the Awards committee. This group meets 2-3 times a year to review applications, and membership comprises ANSM Board of Directors and past-ANSM award recipients.



2024 Awards Committee:

- 1. Matt Cook (Chair)
- 2. Nicole Dalrymple
- 3. Samantha Crowell
- 4. Barry Rodenheiser
- 5. Deborah Poole

Advocacy

Advocacy work on behalf of the sector continues to be a critical component in ANSM's mandate. Last year ANSM was actively engage in advocacy work including but not limited to:

- **Correspondence** with the Minister(s) of the Department of Communities, Culture, Tourism, and Heritage, outlining our shared priorities and financial pressures faced by the sector
- Improved and streamlined communication with senior bureaucrats at CCTH
- Participation in CMA Hill Day in Ottawa with ANSM Executive Director, Devin Casario, and Millbrook Cultural and Heritage Centre Manager & Senior Interpreter Heather Stevens, who met with MPs and senior bureaucrats at the Department of Canadian Heritage to advocate for a renewed an updated National Museum Policy, an Indigenous-led Repatriation Framework, and increased federal funding for the sector
- **Sustained, collaborative efforts** with other Provincial and Territorial Museum Associations to lobby the federal government
- **ANSM response** to 2024-25 Provincial Budget
- **Meeting the Mayor of HRM** to advocate for HRM museums and the need to maintain the Community Museums Grant Program
- ANSM release of the 2024 Advocacy Package for Museums linked <u>here</u>
- **2024 ANSM Conference Programming** including a Keynote on advocacy by CMA Executive Director Janis Monture 'It Takes All of Us'
- **Prescribing Museums** promoting museums to representatives of the Nova Scotia Health Authority as unique spaces that enhance social wellbeing

The sector was also fortunate that two East Coast Regional representatives were appointed to the CMA Board of Directors, including former ANSM ED, Maggie MacIntyre. While we accomplished a lot, there is much more to be done.

I am pleased to announce that we have reconvened the ANSM Advocacy Working Group for 2025-26 with regional representation and expertise from across the province and we will be looking to build upon and broaden our advocacy efforts from the past year. We are in the midst of creating an action plan including strengthening our relationship with Tourism NS and TIANS and identifying areas where we can better promote the sector as a whole. Further to this, ANSM is participating in cross-sectoral advocacy through our membership with the <u>Cultural Federations of Nova Scotia (CFNS)</u>.

2025 Advocacy Working Group Members:

Tegan Rowlings (Chair) - Musquodoboit Harbour Railway Museum

Devin Casario - ANSM

Angie MacIsaac - Strait Area Museum

Sam Crowell - Barrington Museum Complex

Danielle Serratos - Fundy Geological Museum

Janice Kirkbright - Cole Harbour Heritage Farm Museum

Hilda Russell - Fisheries Museum of the Atlantic



Education, Workshops, and Training

In the fall of 2024, Programs Manager, Karin Kierstead, delivered the Museum Fundamentals Course to 32 participants.

Heritage Emergency Response Network Feasibility Study

This Feasibility Study explores the potential for the establishment of an emergency response program for heritage organizations in Nova Scotia (or NS-HERN). The study is a collaboration between the Council of Nova Scotia Archives and the Association of Nova Scotia Museums in recognition of shared interest in the wellbeing, safety and future of the province's important heritage assets. The feasibility study project received funding from the Strategic Development Initiative program of the Department of Communities, Culture, Tourism and Heritage.

Steering Committee Members:

Devin Casario - ANSM (Chair) Sharon Murray - Council of Nova Scotia Archives Ian Loughead - Nova Scotia Museum Samantha Crowell - Barrington Museum Complex Alyssa Gallant - Beaton Institute Ellen Lewis - Kings County Museum Rosemary Barbour - Nova Scotia Archives Thea Wilson-Hammond - Memory Lane Heritage Village Anita Price - Project Consultant

Museum Accreditation Program

The Museum Accreditation Program is currently paused and will be reevaluated as part of the new strategic plan process in early 2026.

A Look Ahead

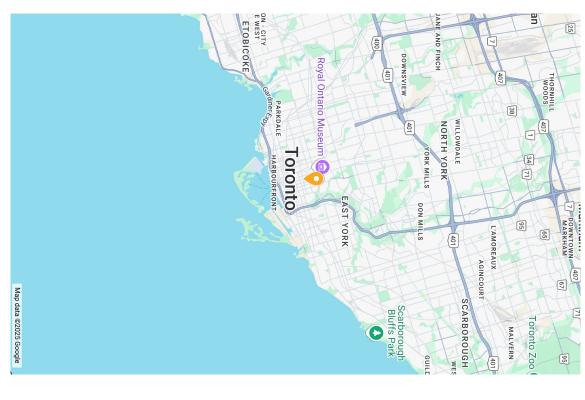
ANSM will continue to deliver all programs as outlined in the 2024-25 Year End Report. We also have number of new initiatives/programs that we are launching including but not limited to:

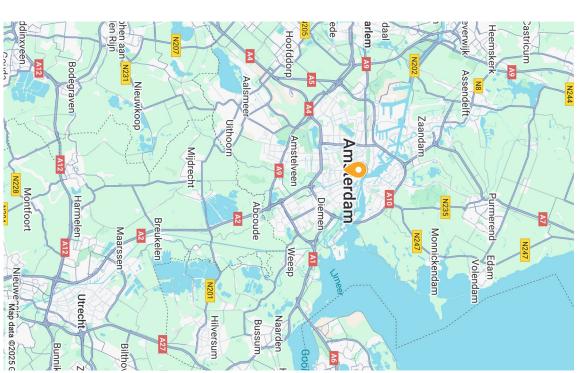
- 1. Prescribing Museums Phase II
- 2. 50-50 Halftime Fundraising initiative (sector-wide)
- 3. 2025 LAMNS Joint-Conference in Halifax, NS

ANSM will continue its advocacy and EDIA awareness and implementation efforts.

Engagement Map 2024-25







ASSOCIATION OF NOVA SCOTIA MUSEUMS Financial Statements Year Ended March 31, 2025



ASSOCIATION OF NOVA SCOTIA MUSEUMS Index to Financial Statements Year Ended March 31, 2025

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INDEPENDENT PRACTITIONER'S REVIEW ENGAGEMENT REPORT

To the Members of Association of Nova Scotia Museums

We have reviewed the accompanying financial statements of Association of Nova Scotia Museums (the Organization) that comprise the statement of financial position as at March 31, 2025, and the statements of revenues and expenditures, surplus and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations (ASNPO), and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Practitioner's Responsibility

Our responsibility is to express a conclusion on the accompanying financial statements based on our review. We conducted our review in accordance with Canadian generally accepted standards for review engagements, which require us to comply with relevant ethical requirements.

A review of financial statements in accordance with Canadian generally accepted standards for review engagements is a limited assurance engagement. The practitioner performs procedures, primarily consisting of making inquiries of management and others within the entity, as appropriate, and applying analytical procedures, and evaluates the evidence obtained.

The procedures performed in a review are substantially less in extent than, and vary in nature from, those performed in an audit conducted in accordance with Canadian generally accepted auditing standards. Accordingly, we do not express an audit opinion on these financial statements.

Conclusion

Based on our review, nothing has come to our attention that causes us to believe that the financial statements do not present fairly, in all material respects, the financial position of Association of Nova Scotia Museums as at March 31, 2025, and the results of its operations and its cash flows for the year then ended in accordance with ASNPO.

(continues)

Strong & Associates Chartered Professional Accountants Inc.
Suite R301, 1597 Bedford Highway, Bedford, Nova Scotia B4A 1E7

902.405.0100 admin@strongconsulting.ca www.strongandassociatescpa.ca

Independent Practitioner's Review Engagement Report to the Members of Association of Nova Scotia Museums (continued)

Other Matter

The financial statements of Association of Nova Scotia Museums for the year ended March 31, 2024 were reviewed by another practitioner who expressed an unmodified conclusion on those financial statements on June 14, 2024.

Bedford, Nova Scotia June 25, 2025 Chartered Professional Accountants Inc.

Strong & Associates

ASSOCIATION OF NOVA SCOTIA MUSEUMS Statement of Revenues and Expenditures Year Ended March 31, 2025

	2025	2024
REVENUE		
Public funding Department of Communities, Culture & Heritage Province of Nova Scotia - TRACK program Projects grants MAP training grant Conference sponsorship Lottery Conference bursaries	\$ 115,000 100,000 69,292 42,000 37,109 6,250	\$ 120,000 100,000 39,000 15,000 6,250 8,297
	369,651	288,547
Earned revenue Workshops Memberships Fee for services Donation and sponsorships Other income Interest income	28,601 17,421 14,930 10,468 1,200 147 72,767	22,895 25,340 7,900 2,050 11,483 255 69,923 358,470
EXPENSES Programs (Schedule of expenses) Leadership (Schedule of expenses) Support services (Schedule of expenses)	184,228 101,329 90,627	150,543 87,617 96,918
	376,184	335,078
EXCESS OF REVENUE OVER EXPENSES	\$ 66,234	\$ 23,392



ASSOCIATION OF NOVA SCOTIA MUSEUMS Statement of Surplus Year Ended March 31, 2025

	Unrestricted surplus		Restricted surplus		2025		2024
NET SURPLUS - BEGINNING OF YEAR	\$	89,775	\$	49,653	\$	139,428	\$ 116,036
Excess of revenue over expenses		66,234		uj		66,234	23,392
NET SURPLUS - END OF YEAR	\$	156,009	\$	49,653	\$	205,662	\$ 139,428



Statement of Financial Position

As at March 31, 2025

		2025	2024
ASSETS			
CURRENT Cash Accounts receivable HST recoverable Prepaid expenses and other current assets	\$	280,686 12,275 4,271 4,443	\$ 277,551 2,380 11,753 1,017
	\$	301,675	\$ 292,701
LIABILITIES AND NET ASSETS CURRENT			
Accounts payable and accrued liabilities Deferred revenue (Note 4)	\$	14,337 81,676	\$ 8,337 144,936
	_	96,013	153,273
SURPLUS			
Unrestricted surplus Restricted surplus (Note 3)	_	156,009 49,653	89,775 49,653
		205,662	139,428
	\$	301,675	\$ 292,701

ECONOMIC DEPENDENCE (Note 6)

ON BEHALF OF THE BOARD



ASSOCIATION OF NOVA SCOTIA MUSEUMS Statement of Cash Flows Year Ended March 31, 2025

		2025	2024
OPERATING ACTIVITIES Excess of revenue over expenses	\$	66,234	\$ 23,392
Changes in non-cash working capital: Accounts receivable Accounts payable and accrued liabilities Deferred revenue Prepaid expenses HST payable/(recoverable)		(9,895) 6,000 (63,260) (3,426) 7,482	(2,380) 2,686 36,620 3,588 (4,289)
	_	(63,099)	36,225
Cash flow from operating activities	_	3,135	59,617
FINANCING ACTIVITY Net withdrawal from restricted surplus		[2]	(1,030)
INCREASE IN CASH FLOW		3,135	58,587
Cash - beginning of year	_	277,551	218,964
CASH - END OF YEAR	\$	280,686	\$ 277,551



Schedule of Expenses

Year Ended March 31, 2025

	2025	2024
Leadership		
Salaries and benefits	\$ 97,644	\$ 84,930
Travel and meals	3,395	1,592
Board meeting & costs	290	1,095
Total leadership	101,329	 87,617
Support services		
Salaries and benefits	65,115	70,384
Professional fees	9,363	10,615
Professional development	6,062	1,327
Telephone, fax and internet	2,802	3,116
Bank charges	1,986	3,728
Office supplies and expenses	1,797	3,236
Membership and fees	1,551	614
Directors and officers insurance	830	827
Other admin expenses	661	2,582
Conference and AGM	268	242
Postage and delivery	192	247
Total support services	90,627	96,918
Program expenditures		
Evaluation program	92,244	85,160
Marketing and fund raising	74,777	27,066
Advisory services	15,469	14,725
Insurance	1,738	1,678
CMA conference	<u>-</u>	15,113
Workshop & symposiums		6,801
Total program expenditures	184,228	150,543
Grand total	\$ 376,184	\$ 335,078



Notes to Financial Statements

Year Ended March 31, 2025

PURPOSE OF THE ORGANIZATION

The Association of Nova Scotia Museums (the "ANSM") was incorporated under the Nova Scotia Societies Act. Its mandate is working in partnership with museums, communities and supporters, to:

- Encourage the development of professional best practices in Nova Scotia's museums
- Educate Nova Scotians about the value of museums and Nova Scotian stories
- Act as a champion on behalf of museums in Nova Scotia

The ANSM is a not for profit organization and is a registered charity under the Income Tax Act.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASPE"). The significant accounting policies are detailed as follows:

Cash and cash equivalents

Cash includes cash and cash equivalents. Cash and cash equivalents consist primarily of term deposits and deposits with a maturity date within one year. Because of the short term nature of these investments, their carrying amount approximated fair market value.

Capital assets

The ANSM has adopted the policy of expensing all capital assets in the year of acquisition. During the current year \$0 (2024 - \$0) of equipment was expensed. The ANSM owns various office furniture, equipment and computer equipment which are not recorded as capital assets.

Revenue recognition

The ANSM follows the deferral method of accounting for grants and contributions from the Province of Nova Scotia, grants from Federal Government, donations, fundraising and sponsorships, membership fees, interest income, conference bursaries and workshop income. Contributions for a specific purpose or having some other restriction attached to them are recognized as revenue in the year in which the related expenses are incurred or other restriction conditions are satisfied. Until recognized as revenue, such amounts are shown as deferred contributions, a liability on the balance sheet.

Unrestricted contributions and other revenues are recognized as revenue when received, or when receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-forprofit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which they become known. Actual results could differ from these estimates. Calculation of deferred revenues is the most significant item that involves the use of estimates.

(continues)



Notes to Financial Statements

Year Ended March 31, 2025

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Financial instruments policy

Measurement of financial instruments

Financial instruments are recorded at fair value when acquired or issued. In subsequent periods, financial instruments are reported at amortized cost and assessed for indicators of impairment.

Financial assets measured at amortized cost include accounts receivable.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

Impairment

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of any write-down is recognized in net earnings. Any previous recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previous. The amount of any reversal is recognized in net income.

3. RESTRICTED SURPLUS

Subject to Board approval, the ANSM allocates unrestricted surplus for future committed projects. As at March 31, 2025, the Board has committed funds to the following:

	 2025	2024
NovaMuse / Collective Access disaster recovery fund Advisory Service Supplementary Fund	\$ 8,834 819	\$ 8,834 819
Reserve for Operational Funding	40,000	40,000
	\$ 49,653	\$ 49,653

2025

2024

The Association has capped the reserve for operational funding at \$40,000, the purpose of which is to allow for an orderly windup of the operations of the Association in the event current ongoing funding is reduced or discontinued.

4. DEFERRED REVENUE

The following contributions were received in the current fiscal year which relate to programs and activities continuing into the next fiscal year;

	2025		2024	
Health benefits study Support for LAMNS conference Colchester East Hants Public Library Training workshop	\$	45,276 14,900 10,000 10,000	\$	75,000 - 10,000
				(continues)



Notes to Financial Statements

Year Ended March 31, 2025

4. DEFERRED REVENUE (continued)

	0	2025	2024
CDN online giving foundation		1,500	-
Acadian Affairs		-	24,000
MuseFund endowment			2,554
Conference bursary		848	1,384
Conference deposit in advance		1.2	2,911
Conference sponsorship		-	17,000
Marketing project		0.40	4,237
Halifax Regional Municipality		10-0	6,000
SDI - Life cycle toolkit	19	5.73	1,850
	\$	81,676	\$ 144,936

5. RELATED PARTY TRANSACTIONS

The Cultural Federations of Nova Scotia ("CFNS") provides premises to the ANSM on a rent free basis, subject to a charge for any operating deficit of the CFNS. In addition, the ANSM purchases certain shared services from the CFNS on a cost recovery basis.

6. ECONOMIC DEPENDENCE

The ANSM is dependent on funds received from the Nova Scotia Department of Communities, Culture and Heritage for continuation of its operations.

7. FINANCIAL INSTRUMENTS

The organization is exposed to various risks through its financial instruments. The following analysis provides a measure of the organization's risk exposure and concentration as of March 31, 2025.

Credit risk

Credit risk is the risk that one party to a financial instrument will cause a financial loss for the other party by failing to discharge an obligation. Financial instruments that potentially subject the organization to concentrations of credit risk consist of cash and accounts receivable. The organization deposits its cash in reputable financial institutions and therefore believes the risk of loss to be remote. The organization's receivables only relate periodically to funding agreements, which are extensively reviewed by management.

Liquidity risk

Liquidity risk is the risk the organization will encounter difficulty in meeting obligations associated with financial liabilities. The organization is exposed to this risk mainly in respect of its accounts payable and accrued liabilities, and the entity's inability to pay these obligations. The organization considers this risk to be nominal given the organization's current financial strength.

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant other price risks arising from these financial instruments.



Association of Nova Scotia Museums

Year End: March 31, 2025 Adjusting Journal Entries Date: 4/1/2024 To 3/31/2025

Prepared by	Reviewed by	Partner		
KV 6/12/2025	DM 6/17/2025	DS 6/19/2025		
6/12/2025	6/17/2025	6/19/2025		

5D

Number	Date	Name	Account No	Reference	Debit	Credit	Recurrence	Misstatemen
1	3/31/2025	Devin - TD Visa	20016	СС		2,098.96		10
1	3/31/2025	Karin - TD Visa	20017	CC		264.98		
1	3/31/2025	53355 Marketing & Fundralsing:Cor	ndralsing:Conference - trai 53355	cc	2,363.94			
		To write off balance of visa						
		accounts						
					2,363.94	2,363.94		- 1

Net Income (Loss) 66,233.71

Tigan Rowlings, President Joanne Boudreau, Treasurer

6/25/2025 10:39 AM

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