

Archival Community Digitization Program (ACDP)

**Financial Assistance Application Guidelines
2008-2009**

Background

For the fiscal year 2008-2009, Library and Archives Canada (LAC) will administer the granting process of Canadian Memory Fund/Canadian Cultural Online Program (CCO) funds within the archival community with the assistance of the Canadian Council of Archives (CCA). Financial assistance will be provided to archival institutions for digitization projects of archival records. Projects must propose the development of unique online cultural content, available free of charge to the public.

Approximately **1.0 million dollars** is available for the fiscal year 2008-2009 for these projects.

Selection Process: Role of the Steering Committee

Project proposals will be submitted to LAC. A steering committee composed of members of the Canadian Council of Archives (CCA), the Council of Provincial and Territorial Archivists (CPTA), and representatives of the historical and education communities will examine all submissions according to the selection criteria listed below and make funding recommendations to the Librarian and Archivist of Canada. Once approved by the Librarian and Archivist of Canada and Canadian Culture Online (Department of Canadian Heritage), Library and Archives Canada will communicate the results to applicants.

The results of past Canadian Memory Fund/CCO digitization projects (such as successful completion and delivery of past projects) will be considered as part of the evaluation process.

Role of LAC

Applicants are strongly encouraged to contact the LAC project team in advance of submitting an application. The project team is available to review proposals and to offer suggestions for strengthening proposals in advance of the final submission date. Please note, however, that the LAC team will only be able to offer this type of assistance if applicants contact them well in advance of the application deadline.

Please remember that the LAC project team is not part of the steering committee responsible for the selection process. Proposals reviewed by the LAC team prior to the selection process are not guaranteed funding.

LAC assists the CCA in the administration of the program and is responsible for reporting to the Department of Canadian Heritage on all of the selected projects.

Role of the CCA

The CCA communicates with the archival community about ACDP, disburses the funds to successful applicants, provides financial management and administration services for funded projects, monitors the progress and completion of projects, and promotes and markets the program and its products.

Application Deadline

Applications must be received by the LAC project team on or before midnight Eastern Standard Time on **May 20 2008** for projects to be considered for funding in the fiscal year 2008-2009. Applications must be submitted by e-mail to kyle.brownness@lac-bac.gc.ca or on CD-ROM by mail to the following coordinates:

Attention: Kyle Brownness
 Re: Archival Community Digitization Program
 Library and Archives Canada
 395 Wellington Street
 Room B-145
 Ottawa, Ontario
 K1A 0N4

All applications submitted must use the up-to-date 2008-09 application template (Annex A), budget template (Annex B) and salaries & consultant fees template (Annex C) (**new for 2008-09**) provided online.

Contact Information

Questions regarding project eligibility, submission dates, or any other program information on the program should be addressed to either of the following:

Kyle Brownness (Project Manager)
 Telephone: (613) 992-1633
 Fax: (613) 992-1560
 E-mail: kyle.brownness@lac-bac.gc.ca

or

Anna Lehn (Project Manager)
 Telephone: (613) 995-2048
 Fax: (613) 992-1560
 E-mail: anna.lehn@lac-bac.gc.ca

or

Kristina Lillico (Program Manager)
 Telephone: (613) 943-0236
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Program Objectives

The primary objective of the Canadian Memory Fund is to connect all Canadians, particularly youth, with the riches of Canada's heritage by making archival resources held by archival institutions across the country accessible to all Canadians. The Canadian Memory Fund will provide meaningful access to content that helps deepen an understanding of Canada and of our rich diversity, especially for the benefit of Canadian youth and students. Preference will be given to projects that implement accessibility measures for Canadians with disabilities and provide for the digitization and presentation online of original content that reflects Canada's diversity. In an effort to increase the presence of French on the Internet, the program strives to achieve an overall balance between original French and English collections. Proponents are also encouraged

to develop content in other languages, such as Aboriginal languages, in addition to English and French.

The anticipated output is an Internet product or website that presents a digitized collection of existing cultural resources that is well explained, engagingly interpreted, and easy to explore. The program encourages proponents to work with experts from the Canadian new media industry in the development and implementation of their projects. Learning resources facilitating the use of the digitized collection by teachers and students, such as curriculum-based lesson plans or student activities, should be included in the proposed website.

Proponent Eligibility

To be considered eligible for funding, institutions presenting proposals must

- Have a mandate to acquire and preserve archival records and to make these available to the public, according to common archival practices;
- Be a registered member of a provincial archives association; and
- Currently hold the archival materials to be digitized.

Please note that institutions may collaborate in presenting a proposal for the digitization of holdings across institutions for a single project. In the case of collaborative proposals, it is not necessary for the applicant institution to actually hold the items to be digitized.

For more information on how to become a member of your provincial archives association, please contact the Canadian Council of Archives at cca@archivescanada.ca.

As a clarification, the program does not fund the acquisition of additional holdings.

Project Eligibility

To be considered eligible for funding, the project must

- Propose the development of unique digitized online cultural content based on a specific cultural theme;
 - Note: A proposed project that is primarily an additional phase of project funded previously will require a clear demonstration of the added value and of the significance of continuing with a new phase as opposed to presenting some other new content previously unavailable to Canadians. The addition of educational modules and/or original content to sites developed in previous years will not be considered without the addition of new (or the expansion of existing) cultural themes, time periods or subjects covered by the existing website.
- Target the general Canadian public or Canadian youth and teachers as its primary audience;
- Demonstrate that the applicant and/or, if applicable, its collaborative partner(s) i) owns, ii) has cleared copyright for, and/or iii) is in the process of clearing the copyright and electronic reproduction rights to digitize and make accessible all the material in the proposed collection(s) for the life of the website or for a minimum of five (5) years after the launch of the project;
- Demonstrate that the content to be digitized is part of the proponent's existing holdings and/or, if applicable, those of its collaborative partner(s);
- Include detailed information regarding copyright protection measures, restrictions, permissions, or any relevant information that Internet users, including teachers and students, should be aware of;
- Authorize teachers to use, modify, reproduce, and distribute any proposed learning resources relating to the website, including teaching strategies, ideas for the classroom, activities, and games, exclusively for non-commercial purposes; and
- Make the ACDP-funded portion of the website accessible free of any charge.

Any proposal that does not explicitly demonstrate meeting all of the above eligibility criteria will be screened out and will not be eligible for funding.

Institutions submitting multiple proposals must demonstrate that they can effectively administer all projects if funded.

As LAC receives more project proposals than it can fund in each year, meeting the eligibility criteria does not guarantee project funding.

General Terms and Conditions

Project planning:

Projects should take the form of thematic, narrative web exhibitions of digitized archival material. Successful projects will tell a compelling story based on one or more specific themes, time periods, or locations. Digitized content will be portrayed within a well-developed context and in such a way that it will be easily understood by the target audience.

While the project's archival content can include digital image repositories, searchable databases, thematic resource guides, metadata, and other virtual tools, projects must balance the digitization of existing holdings with the contextual thematic content of the resulting web exhibition. For example, searchable databases with links to the interpretive elements can be added to the project if they provide access to archival material relevant or related to the product, which must focus on the interpretation of the digitized material.

Funded projects must be available on the institution's own website (if possible) as well as on the Archives Canada portal. All project content partners must showcase the resulting website in the same way, regardless of the point of entry.

The proposal must include a detailed budget showing planned expenditures by category and sub-category and documenting all sources of revenue, including cash and in-kind contributions from the applicant and any identified partner(s), using the budget template provided (Annex B).

The project must be well-planned and include a realistic project timeline demonstrating efficient use of resources (i.e. human, financial, and technological). The proposal must also provide information regarding other resources dedicated to the project using the salaries and consultant fees template provided (Annex C).

The project plan must address the appropriate technical expertise needed to effectively meet possible technical challenges and to deliver the project in compliance with CCO technical standards and guidelines. Please refer to the Technical standards and guidelines provided (Annex D).

Items to be digitized:

The program's mandate is to fund the digitization of existing archival holdings and their interpretation in a thematic narrative website. As a clarification, the program does not fund the acquisition of additional holdings. Copyright on all digitized content, descriptive records, and metadata remains with the institution of origin. There is no minimum or maximum number of documents to be digitized in a project. The quantity of proposed digitized records will be considered in the context of the significance of the digitized records as well as costs and the amount of funds requested.

A detailed description of the entire collection to be digitized must be included in the proposal. The

type and volume of the content that will be presented in the website should be clearly indicated, along with the estimated volume of content that will be accessible, if applicable, through an accompanying database. Estimated volume for each type of content includes the number of documents, the number of HTML pages, the number of images to be digitized (photos, artwork, etc.), and the number and duration in minutes of video or audio segments.

Partnerships:

Successful applicants will demonstrate that they have explored all potential partnership possibilities, wherever similar archival content exists in the holdings of one or more institutions and/or other organizations. The applicant will submit supporting documentation with its proposal confirming any partnerships and/or formal discussions with other institutions/organizations as well as the agreed-upon roles and responsibilities of each party involved.

Funding:

Applicants must ensure that the request for funds from the ACDP does not exceed 50% of total project costs. There is no maximum to the total amount of funds that can be requested for any one project; however, **project budgets should reflect the scope of the proposed project.**

Provision of funding at the institutional level is contingent on the institution's agreeing to make its digitized content, descriptive records, and metadata accessible through the Archives Canada portal. LAC and the CCA may use the digital products (with the institution's permission) for promotional purposes. Funds received under this program may not be used for any purpose other than that indicated on the approved application. All expenditures may be subject to financial audit.

Successful proponents will receive a letter from LAC indicating that funding has been approved for their project. Recipients are required to sign a **Contribution Agreement**, which is a legal contract outlining the responsibilities of both CCA and the Recipient. **Funding that may have been received in previous years under the Canadian Memory Fund is not to be construed as a guarantee, express or implied, of financial assistance for subsequent requests.**

Financial leverage:

The applicant and its project partners, if applicable, will be responsible for contributing a minimum of 50% of total project costs, with all sources of financial assistance and contributions (i.e. cash and in-kind) clearly indicated in the budget template provided (Annex B). The ACDP will contribute a maximum of 50% of the project's total eligible expenses incurred under all eligible categories. Final determination of expenditure eligibility and actual project funding is at the discretion of the ACDP.

Eligible expenses and calculations:

Please note that there have been several changes to the way project expenses for employees, salaries, and consultant fees are to be recorded. Please use both the budget template provided (Annex B) and the newly developed salaries and consultant fees template provided (Annex C) for a detailed breakdown of function and salary or fees for each employee and consultant.

Indirect expenditures are not eligible and must not be represented in the project budget.

The following are **eligible** expense categories:

- Project management and administration, including salaries, consultant fees, etc.

- Content development/presentation, including salaries, fees, evaluation, testing, translation, etc.
- Digitization/scanning, including copyright clearance, metadata creation, etc.
- Web development, including salaries, fees, design, development, integration, testing, etc.
- Educational materials, including salaries, fees, writing learning objects, etc.
- Infrastructure/hardware/software, including training, equipment, etc. — up to a maximum of 10% of the total project budget
- Promotion and marketing, including salaries, fees, travel, printing, etc. — up to a maximum of 10% of the total project budget

Activities that are **not eligible** for funding from the ACDP include the following:

- Various overhead costs including ongoing operational expenses, staff time not spent directly on project related activities, rent, telephone, and office supplies
- The acquisition of additional archival holdings
- The development of CD-ROMs (unless used for promotional purposes only)
- Traditional photography and film developing
- Physical storage items (acid free boxes, shelving, etc.)
- Ongoing website maintenance or updating
- The creation or printing of learning materials that are not online

Project budget:

Financial assistance is provided on a project basis only, and as such funds are not available for ongoing operational support. **Applicants and their partner(s) are also required to make cash and/or in-kind contributions to their projects and to leverage resources from the public, private, and not-for-profit sector.**

The project budget must include a detailed list of all project costs and clearly identify the total amount of funding requested from the ACDP. Only 50% of total project funding may originate from any of the funding programs of the Department of Canadian Heritage, including these ACDP funds from LAC. The total assistance for a project from all government sources (federal, provincial, territorial, and municipal) cannot exceed 100% of total project budget.

A separate budget is required for each proposal submitted, using the budget template provided (Annex B). In cases where a proposal includes multiple projects, a consolidated budget of all the applicant's individual projects must also be provided using the budget template.

Applicants must also include details regarding the various sources of funding (i.e. cash contributions and in-kind, and whether they originate from the applicant, the federal government, other levels of government, or non-governmental organizations). Each of these sources of funding must be shown as a percentage of the total cost of the project, as per the budget template provided (Annex B). Please note that each partner must be clearly identified with its corresponding cash or in-kind contribution.

Using the appropriate column in the "Total project costs" section of the budget template provided (Annex B), applicants must indicate the number of full-time employees that will be involved in carrying out the tasks itemized for each of the eligible expense categories. The accompanying salary expenses and any consultant fees must also be recorded using the appropriate row for each of the eligible expense categories. Any expenses in addition to salaries and consultant fees must be indicated for each task itemized under each eligible expense category.

In addition to the budget template provided (Annex B), applicants must also complete the salaries and consultant fees template provided (Annex C), in order to show the total cost of salaries and fees relating to the project. In cases in which the applicant proposes multiple projects, the salaries

and consultant fees template must be completed for each individual project and should include salary costs and/or fees relating to the overall project management and administration of all proposed projects.

Only expenditures directly related to the project should be included in your budget. Please also include the following details:

- The various sources of revenues (i.e. cash contributions and in-kind, and whether they are from the proponent, partners, federal government, other levels of government, non-government sources); and
- The percentage of funding sources relating to the project (i.e. leveraging of funding sources)

In-kind contributions:

Part of the applicant or partner contributions towards project costs may be in the form of “in-kind” donations to the project, so long as an actual expense of that value would otherwise have been incurred to complete the project.

Please note that each in-kind contribution must be well described, with detailed explanation of how the value was calculated. Applicants may be asked to provide official cost estimates in support of the project budgets provided. Please be prepared to provide these estimates upon request.

The term “in-kind” means any non-monetary good or service provided by an interested party (without any expectation of reciprocal favorable treatment). To be considered a genuine in-kind contribution, the otherwise incurred expense **must be** essential to the project’s success; eligible under the program’s terms and conditions; and otherwise would be purchased and paid for by the proponent (i.e. volunteer time **does not** constitute an in-kind contribution).

In addition, for in-kind contributions to be deemed eligible by the program, the fair market value must be documented. Fair market value is a realistic expression of value. For example, if the applicant has an arrangement whereby they normally have access to a preferred rate for goods or services, fair market value is that preferred rate if the good or service were to be donated, not any published rate. Or, if an asset theoretically has revenue-generating capacity, but has not been generating revenue, and there is no demonstration of future opportunity lost, the asset cannot be valued at its full original cost; or if the donor is in a position to benefit directly from the resultant project, their contribution would not have the same value as an arm’s length transaction. Acceptable documentation of fair-market value includes independent professional appraisals, a tax receipt issued by the proponent organization to the donor, or fair estimates for similar goods or services based on competitive bidding or solicitation.

Sustainability:

The proposal must demonstrate that the resources required to maintain the project during a minimum of five (5) years after the launch of the project will be covered by the applicant and its partners. The proposal must also demonstrate that there will be a content owner who will ensure that the content is maintained and appropriate changes and updates are incorporated.

Usability:

The resulting website will feature characteristics that will make it intuitive to users, including but not limited to the following:

- A clear title and tagline for the home page
- Clear labels for the navigation scheme
- Links back to the homepage
- A “Contact us” page

Please refer to the Technical standards and guidelines provided (Annex D) for more information.

Evaluation Criteria (TOTAL: 100 points)

Eligible projects will be evaluated based on the following criteria (the numbers in brackets determine the amount of points allocated for each element in the evaluation process):

Content (50 points):

- A compelling story will be told and will be centered on one or more specific themes, time periods and locations. (10 points)
- Digitized content will be portrayed within a well-developed context and in such a way that it will be easily understood by the target audience. (15 points)
- The proposal demonstrates that the content will meet an identified need of the target audience. Please provide evidence of user-expressed need; for example, statistics, survey results, requests from the public, reference-staff feedback, etc. (5 points)
- The cultural significance of the content to be digitized and its relation to Canada’s cultural heritage is clearly demonstrated. (15 points)
- Stakeholders and subject-matter experts should be consulted, as appropriate, in the selection and development of content to be digitized and its accompanying context. Letters endorsing the subject matter from relevant subject-matter experts are welcome, especially in support of the historical significance of the selected holdings or of the value of increased public access to these holdings. (5 points)

Educational resources (25 points):

The project will include the creation of thorough and thoughtful online learning materials, to be used in conjunction with the content, which will meet the needs of students and teachers **OR** could be used as learning tools by the general Canadian public. In your application, please specify the type of educational resource you are creating, either aimed at students and teachers (please specify grade and level) **OR** at life-long learners.

Educational Resources for Students & Teachers

If educational resources are being created for students, linkages will be created with schools and teachers to create the educational products and to conduct user testing and focus groups during website development. Education professionals should be consulted, as appropriate, in the development of the educational resources. Letters endorsing the educational resources from relevant experts are welcome.

Teachers and students will be authorized to use, modify, reproduce and distribute the educational resources found on the proposed site, including teaching strategies, ideas for the classroom, activities, and games, exclusively for non-commercial purposes.

For student and teacher educational resources, please specify

- How the objectives and materials are appropriate to the target group identified (5 points);
- How the product is clear and easy to use and adapt (5 points);
- How the product will be engaging for both student and teachers (5 points);
- How the product is linked to curriculum (5 points); and
- How the product will be tested in classrooms (5 points).

OR

Educational Resources for Life-Long Learners

If educational resources are being created for life-long learners, linkages will be created with organizations representative of the target audience in creating the educational products, and to conduct user testing and focus groups during website development.

For educational resources targeting life-long learners, please specify

- The target audience (5 points);
- The objectives of the educational resources (5 points);
- How the educational resources will be clear for users (5 points);
- How the educational resources will be engaging for users (5 points); and
- How the educational resources will be tested (5 points)

You may wish to preview the following websites which contain examples of comprehensive educational components:

Historica <http://www.histori.ca/default.do?page=.index>

The B.C. Archives Amazing Time Machine
<http://www.bcarchives.gov.bc.ca/exhibits/timemach/index.htm>

Canada in the Making http://www.canadiana.org/citm/index_e.html

Virtual Museum of Canada http://www.virtualmuseum.ca/English/index_flash.html

McCord Museum <http://www.mccord-museum.qc.ca/en/>

The Ontario History Quest <http://ohq.tpl.toronto.on.ca/home2.jsp>

Fur Trade Stories <http://www.FurTradeStories.ca/>

Innovation (10 points):

The project should make use of cutting-edge technologies to create and present content which embraces innovation and new forms of communication, interaction, and expression and will provide an engaging Internet experience for users. The proposal should also specify any plans to partner with one or more new media producers if the project is approved.

It is strongly recommended that the proponent partners or contracts with one or more new-media producers for development and presentation of digital content. Letters of partnership from new-media producers are welcome.

In your application, please clearly demonstrate the following:

- The new technologies that will be used in the project and how they are suitable for the

- material and project (5 points). Please distinguish between hardware and software in your proposal. Examples of “new technologies” include Adobe Flash applications, “Web 2.0” applications that facilitate collaboration and sharing between users (such as wikis or blogs), web content management systems, and databases created using XML; and
- How the project’s use of innovative technologies will make the experience of the user more engaging and rewarding (5 points)

Accessibility (10 points):

The project will promote accessibility through ease of use, clear navigation, and any other element facilitating the access of the user to both the digitized items and narrative content.

The ACDP-funded project will include a strategy to make the resulting website accessible to Canadians with disabilities in compliance with the Technical standards and guidelines provided (Annex D).

The project will include accessibility features for Canadians with disabilities. These features should include but are not limited to the following:

- Written transcripts for audio recordings
- Captions or storyboards for animated, video or audiovisual content
- Alternate text and long descriptions for digitized images
- Design of site navigation and interactive elements with due consideration for the needs of mobility impaired users
- Appropriate technologies, such as magnification software, in order to better view the digitized materials
- Testing of project web pages using browsers specifically designed for visually impaired users (including text-only and screen-reading software)

The resulting website will be accessible to low-speed Internet users. Options may be offered such as but not limited to the following:

- Low resolutions for sites using 3D modelling
- A “Skip Intro” option and an HTML version for Flash sites
- Appropriate web image formats (i.e. JPEG, GIF) when presenting digitized content

The resulting website will be functional through popular web browsers, including but not limited to Internet Explorer (Microsoft) and Firefox (Mozilla).

Marketing (5 points):

The purpose of ACDP funding is to help make Canadian digital cultural content accessible to Canadians. Accordingly, it is recommended that a maximum of 10% of the total project budget be allocated towards effective marketing and promotional activities.

The proposal must include a reasonable marketing plan to promote the project to a general Canadian audience or Canadian youth, including the following:

- A clearly identified target audience and appropriate measures to reach it;
- An appropriate amount of financial resources allocated to marketing given the size and type of project;
- A detailed description of both online and offline marketing activities to be undertaken to make the project known to Canadians and to maintain interest in it over time, clearly

indicating which activities are for the promotion of the project specifically, and which are for the overall promotion of the website for the proponent's organization. Activities can include events, marketing, promotional tools, conferences, etc.;

- A plan to gauge the effectiveness of the marketing plan and of the promotional activities; and
- A demonstration that the proponent has the appropriate expertise and human resources required to develop and implement marketing and promotional strategies for the ACDP-funded website.

Summary of Points (TOTAL: 100 points)

Content (50 points)

Educational Resources (25 points)

Innovation (10 points)

Accessibility (10 points)

Marketing (5 points)

Please use the templates provided to assemble your proposal:

ANNEX A – Application template

ANNEX B – Budget template

ANNEX C – Salaries and consultant fees template

ANNEX D – Technical standards and guidelines