2021 ANNUAL REPORT

Museum of Ontario Archaeology

01 May 2020 - 30 Apr 2021

THE MUSEUM OF ONTARIO ARCHAEOLOGY IS LOCATED ON THE ANCESTRAL TERRITORY OF INDIGENOUS PEOPLES, WHO TODAY INCLUDE THE HAUDENOSAUNEE, ANISHINAABE, AND MUNSEE-DELEWARE FIRST NATIONS OF THIS REGION, AS WELL AS THE MANY INDIGENOUS PEOPLE WHO MAKE LONDON THEIR HOME. WE RECOGNIZE THAT WE HOLD AND CARE FOR ARCHAEOLOGICAL COLLECTIONS AND MATERIAL HERITAGE FROM ACROSS THE MANY FIRST NATION TERRITORIES NOW CALLED ONTARIO. WE HOLD THESE COLLECTIONS AS A PUBLIC REPOSITORY, AND IN TRUST, AND SEEK TO WORK COLLABORATIVELY IN THE CARE, ACCESS, DECISION MAKING, AND LEARNING FROM THIS VITAL HERITAGE RECORD.

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About Us

Vision

Connecting people to the stories of the human experience through time and place.

Mission

We share, interpret and care for the archaeological record to advance an understanding of Ontario's heritage.

Values

Discovery

We are passionate about the past, curious about exploring how people lived and adapted to changing natural and cultural environments.

Community

We welcome multiple perspectives and recognize that the diversity of the human experience includes more than one voice and one way of looking at things.

Integrity

We are committed to responsible, open, and transparent methods of care and interpretation.

Care

We value and have a duty to continually earn the trust of the communities we serve.

COVID-19

The MOA is typically open for 283 days a year between May 1 and April 30. Due to COVID-19 and provincial emergency measures, operational days were reduced by over 40% in 2020-21. The impact to tourism services was almost 100%. To maintain community engagement, programming and exhibits were pushed towards digital platforms such as social media, websites, and mobile apps resulting in a 9% increase in social media followers. With a 30% decrease in staff and a 40% decrease in volunteers, the MOA wrapped up the fiscal year with 3 regular full-time employees, 1 full-time contract, 1 part-time contract, and 39 volunteers. The Board thanks and sincerely appreciates the dedicated efforts of staff and volunteers to weather the impacts of the COVID-19 pandemic and adapt to unprecedented challenges. The museum is grateful to operating subsidies from Canadian Heritage, the Ontario Ministry of Heritage, Sport, Tourism and Culture Industries and the Ontario Small Business Support Grant.

Impact Snapshot

11,221
Social Media Followers

95,000
Website page views

769
Students Educated

8,129
Boxes of Collections

1,092
On-site Visitors

80%
Educational groups

2,446
Volunteer hours

9
Emerging professionals employed & trained in transferable job skills

President & Executive Director Report

The close of our 2020-2021 fiscal year at the end of April still found the province of Ontario, the country of Canada, and much of the world in the midst of the global COVID-19 pandemic, first declared by the World Health Organization on March 11, 2020. From May 1st, 2020, through April 30th, 2021, the province had been in a State of Emergency restricting the operations of public institutions such as museums for 6 months, reducing the museum's operating days to 119. Generous subsidies from Canadian Heritage and the Ontario Small Business Support Grant provided financing to sustain operations, but the MOA reduced its full-time staff by 33% and restricted the number of summer students that are usually hosted to half the usual complement. In spite of these challenges, our resilient and talented Staff transitioned much of the existing programming to digital or remote options while developing new projects such as the virtual augmented-reality tour guides that will be launched in the fall of 2021. Remote programming options were also developed, such as summer, holiday, and March Break camp kits and the annual Natural Clay Pottery course, hosted in collaboration with the Ontario Clay and Glass Association and the London Potter's Guild, was delivered on Zoom and Youtube.

While public operations were minimal, progress proceeded on the development of a new Master Interpretive Plan with the experienced guidance of Lord Cultural Resources. This Plan sets the foundation for the rejuvenation planning of the galleries and public spaces at the museum. We are grateful for the feedback that we have had from our community and stakeholders so far and welcome their continued guidance and participation as we chart this new and exciting transformative path towards more inclusive and refurbished public spaces.

Our commitment to collections-care has remained diligent during the pandemic. As an institution recognized by the Government of Canada as a Category A, Class 1 and 2 Cultural Property and by the Ontario Minister of Heritage, Sport, Tourism and Culture Industries as a public institution suitable for the long-term care of material-culture heritage, we have continued to accept collections from the commercial archaeology sector, which has remained active as an essential part of the development industry across the province. The Lawson Chair, Dr Neal Ferris, has been initiating the development of an Indigenous Advisory Circle to advise the Board and assist with the development of collections care, interpretation, and repatriation policies. The Canadian Heritage Museums Assistance Program awarded the MOA with matching funds to develop a new Collections Management System, and the database will be developed alongside a website overhaul, funded by a generous private donation. Both should be launched by early 2022.

With the province's vaccine rollout in progress, we begin to plan for our reopening to the public. We are thrilled to be finally planning for in-person events and programming and moving the MOA back toward its full and vital role in archaeological heritage interpretation and education in Ontario.

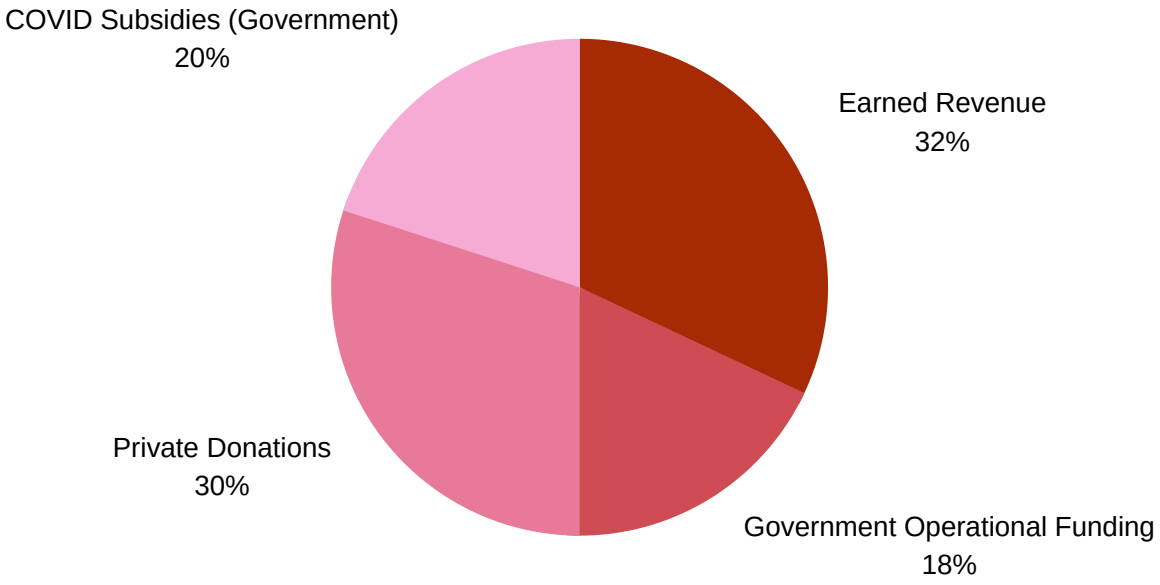
Ron Williamson
Board President

Rhonda Bathurst
Executive Director

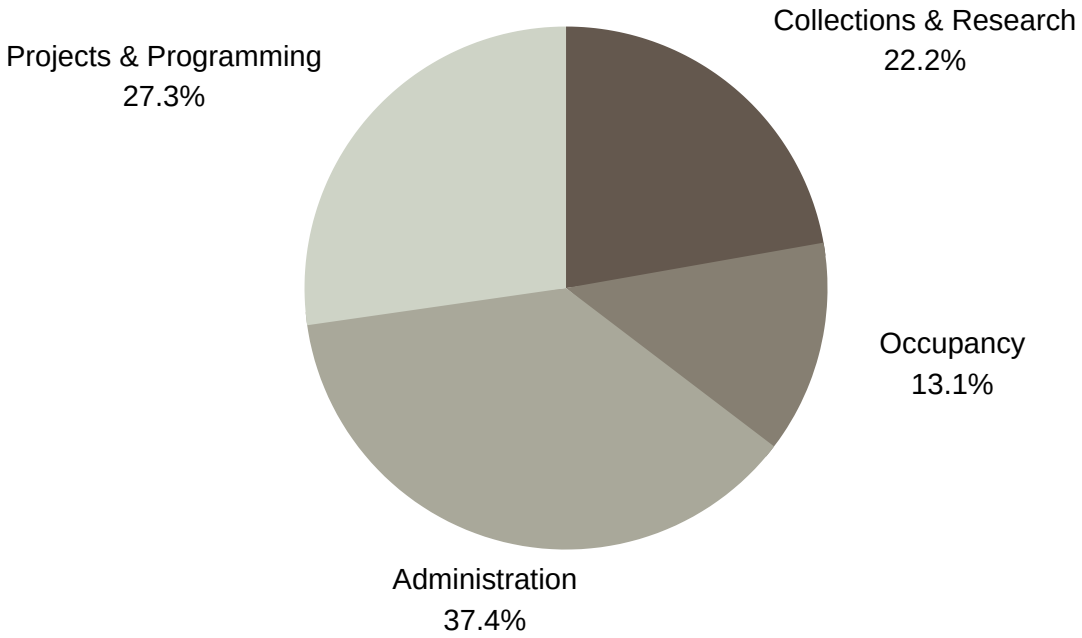
Financial Report

The MOA's financial accounts are divided into three funds: Operating, Capital and Endowment Funds. Combined, these funds provide an overall picture of the financial health of the museum with the total fund balances at the end of the 2020-21 fiscal year being $6.8 million. While operating expenses only slightly exceeded revenue with the benefit of COVID-19 subsidies from both the federal (75%) and provincial (25%) governments, the deficit was covered by support from our endowment funds.

Operating Revenue



Operating Expenses



Lawson Chair Report

My principal role at the Museum this past year was in support of the Museum Board and staff. This ranged from assistance in the development of policies, programs, issue management, financial strategies, and various initiatives ranging from database development to virtual archaeology. I also fielded a range of questions from the public, including object identifications and information about the recent or ancient heritage of this place.

More soberly, I have been assisting a number of individuals and communities who contacted us seeking information or advice regarding the role of archaeology in the Remote Sensing of burials tied to residential schools or other contexts. These are both hard and fraught conversations, and I'm thankful for the resources the Canadian Archaeological Association has developed to help communities in their decision-making that I can point to. I know a number of individuals have commented to me that they didn't know where to turn to, so turned to the Museum. I'm glad we can at least help point them in the number of directions they can begin to explore, as they seek to reconcile this terrible legacy.

This past year I also helped pivot graduate student research projects so they could be done remotely. This meant shifting an MA student away from collections research to conducting a first survey of the archaeological heritage compliance sector in Canada. Sydney Rowinski is working with me to develop two surveys: one for office managers, and another for self-identified consultant archaeologists, to generate data that can offer a sense of who makes up this profession and their attitudes towards current practices. This work is being done as part of my research to establish a baseline for a longer-term, longitudinal study on the profession in Canada that I am doing in partnership with Dr. Chris Dore of Heritage Business International, the Museum, and Insituated Heritage's Archaeologists' Almanac. The Museum's support in this research helps profile our interest beyond just the subject matter of archaeology to the contemporary practice of the discipline in Ontario and Canada.

I have also been working with Sydney to develop elements of a management plan for the Museum's archaeological site. The aim is to ensure a broad consensus of voices, and the multiple Indigenous communities in and around London, shape the decision-making, care objectives and interpretive themes for this important archaeological heritage. Other elements include care, protection and remediation strategies, grappling with past conventional interpretive practices for the site (e.g., attribution as "Attawandaron"), and longer-term disposition of the locale as the outdoor focus of the Museum.

I have also worked to retire the various elements of the Museum's repository as "Sustainable Archaeology." This work will help further the Museum's vision for the future of collections management as something that is shaped by the core recognition that we hold collections on behalf of the Nations and Descendants who identify those materials as their heritage. These measures include establishing a Museum Indigenous Advisory Circle. I aim to facilitate the start of discussions with a full MIAC by the Fall.

Lastly, while conventional research opportunities for myself have been restricted this past year, I was asked to serve on a Wenner-Gren funded International project entitled the "Social Lives of Repositories." This group met several times over the winter through online workshops. We reviewed our individual experiences, identified the key challenges and opportunities that repositories of archaeological heritage face across North America, and reviewed how we each have approached them or not. The aim of the workshop is to create a scholarly output and form an organization designed to promote and develop transformative practices, professionals, and community capacity building for archaeological collections repositories. Preliminary findings were already presented at the Society for American Archaeology meetings this past spring. I am happy to say that the Museum's efforts and unique vision were highlighted several times as exemplars of how practice can be shaped. I look forward to future research opportunities arising from this important connection.

Dr Neal Ferris
Lawson Chair of Archaeology
Western University Anthropology/
Museum of Ontario Archaeology

Research & Collaboration

6

Collaboration refers to Institutions working together on ongoing or one-off projects or to advance the mission and values of the Museum.

Research support refers to providing information, access to collections, data, or otherwise assisting in research initiatives undertaken with the Museum's assistance or through the Museum's collections/data.

3

Western University

Faculty of Social Science
Dept of Anthropology
Dept of Public History

4

Institutional Loans

Aylmer Museum and Archives
Waterloo Region Museum
Huron-Wendat Museum
Canadian Museum of History

15

Researchers Supported

11 Independent Researchers
3 Students
1 Artist

15

Collaborations with Other Institutions

Fanshawe College
Flemming College
Nipissing University
Algonquin College
Ryerson University
London Heritage Council
Fanshawe Pioneer Village
Ontario Archaeological Society
Ontario Clay and Glass Association
London Clay Arts Centre/Potter's Guild
Beyond the Blackboard
Huron, Perth, Middlesex Museum Network
Archaeological Services Inc.
Timmins Martelle Heritage Consultants
D.R. Poulton & Associates

Collections

Archaeological Collections

The Museum of Ontario Archaeology holds archaeological collections in trust for the People of Ontario and facilitates access to the objects and their stories via our programming, exhibits, online galleries and special research and cultural requests. The museum currently holds 8,129 boxes of archaeological materials, the vast majority of which were collected through licensed archaeological excavation. MOA holdings also include collections held in trust for the Ministry of Heritage, Sport, Tourism and Culture Industries.

8,129
Collections Boxes

318
New Boxes

29,000
Digitized Records

New Collections Database Funded!

MOA was awarded a Collections Management grant through the Canadian Heritage Museum Assistance Program for 2021.

This funding will be used to purchase a new Collections Management System, allowing the MOA to track and organize all museum collections. The system will also include a new public platform to make it even easier for the public to browse our collections!

New Collections

Boxes In:

Ongoing Contracts:

ASI: 207 boxes

TMHC: 68 boxes

New Contracts:

Golder Associates Ltd: 42 boxes*

Tomas G. Arnold & Associates: 1 box*

Additionally, we agreed to repackage 1427 boxes for Golder Associates Ltd.

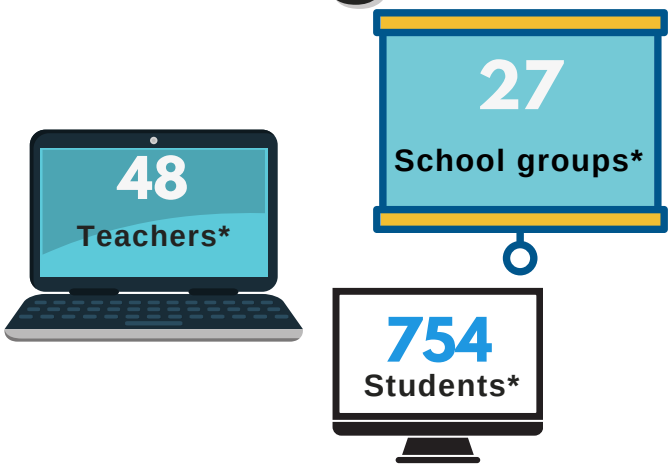
*These collections are governed by agreements with the Canadian Department of National Defense and Kettle And Stony Point First Nation.

265
Repackaged Boxes

Education Programming

8

The 2020/21 fiscal year continued to be a challenging time for educational and public programming with the continuation of restrictions and lockdowns caused by the Covid-19 pandemic and looked quite different to what it has been in recent years. This year focused on three main types of offerings; virtual curriculum-based programs, small group (up to 10) onsite "field trip" tours, and at-home camp kits.



These numbers include 4 homeschool/other groups*

VIRTUAL CURRICULUM BASED EDUCATIONAL PROGRAMMING

These full-size educational programs have been created using current onsite programming as a starting point, developing a set of programs that are made of various interactive pre and post activities to complement an hour-long virtual outreach via videoconferencing.

Available programs:

Grade 1/2 Life Systems and Living Things

Grade-3/4 Soils Rocks and Archaeology

Grade 5/6 Archaeology of a Longhouse

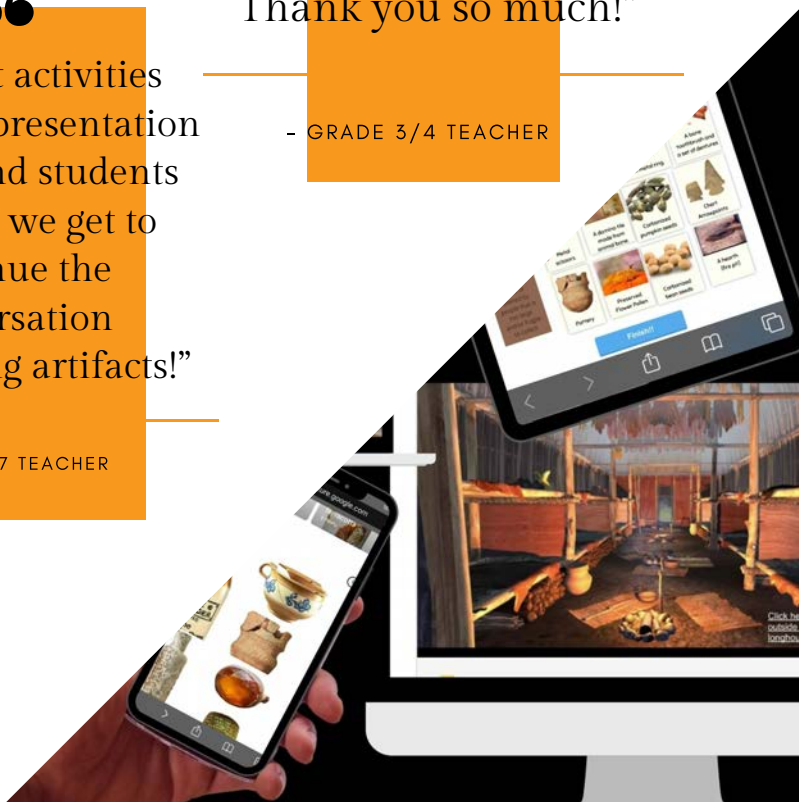
Grades 5-8 Exploring Historical Inquiry

Grade 11 Introduction to Archaeology

> “So much engagement. Thank you so much!”
>
> - GRADE 3/4 TEACHER

> “The post activities follow the presentation so well, and students love that we get to continue the conversation surrounding artifacts!”
>
> - GRADE 7 TEACHER

> “The students were very enthusiastic during the presentation and asked lots of relevant questions. It was great!”
>
> - GRADE 4 TEACHER



Public Programming

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SMALL GROUP ONSITE TOURS

During brief periods of time when museums were able to open we offered small group onsite tours. There were two options: a general tour of an hour for 5 participants or less, or an educational tour of an hour and a half for 10 participants or less. These were popular with homeschooling parents.

AT HOME CAMPS KITS

Camps looked very different in 2020/21. Onsite camp resource requirements were prohibitive and so we launched at-home camp kits for the summer of 2020. These camp kits included 8 activities (crafts, learning, and games) with instructions and prepared materials. MOA offered 6 kits in summer 2020 themes:

WINTER & SPRING BREAK CAMPS KITS

MOA also offered at-home kits over the winter break and for the shifted spring break in April.

Sold

60 SUMMER 6 WEEKS

18 WINTER 1 WEEK

22 SPRING 1 WEEK

Virtual Workshop

Natural Clay Pottery Course

38 Participants

Photo credit: Kara Bunn

The 2020 Natural Clay Pottery Course ran for its 3rd straight year from August 12 through October 7. Pre-recorded instructional videos prepared for the course were broadcast over Zoom and followed by live Q&A sessions with instructors.

The virtual format allowed the program to have a broader reach, with 1 participant joining from Manitoba.

The workshop included the usual pit-firing on museum grounds.

We were also excited to invite Wyandot pottery artist Richard Zane Smith to provide a demonstration of traditional firing from his home in Oklahoma. Richard also joined the Zoom session for a remote Q&A with program participants!

Photo credit: Kelsey Dawson

Exhibits

Feature Exhibit

Who Cares About the Past?
Ontario Archaeology in Practice
February 2020 - current
MOA, Dr Marie Hoffmann

A look at the contemporary practice of archaeology in Ontario, driven by Cultural Resource Management. This exhibit examines the who, where, what, why and when of contemporary archaeology, supported by archaeological finds from CRM work carried out by the museum or deposited into the repository by practicing companies. Maps and photographs give context to the growth of the archaeological industry and illustrate how artifacts travel from field to shelf through all the stages of archaeological documentation. This exhibit is intended to carry the museum forward towards a future revamp of the galleries by providing the public with a more up-to-date understanding of the discipline.

Virtual Exhibits

Artifact Spotlight
October 2021 – Present

The Artifact Spotlight was introduced in 2019 as a weekly micro-exhibit series hosted in person in the gallery and on social media. It was revived later in 2020 as a fully digital feature, intended to highlight the diversity of archaeology in Ontario and provide tie-in potential for exhibits and events. All featured artifacts are added to the MOA's Google Arts and Culture gallery

Who Cares About the Past?
Online Component
Launched April 2020

Google Arts & Culture

This exhibit, hosted through the Museum's Google Arts and Culture gallery, contextualizes several of the artifacts on the Google Arts & Culture page into an exhibit designed to complement our in-house feature exhibit of the same name. It explores where and why archaeology takes place across Ontario, as well as the kinds of artifacts that are uncovered by such practices.

The Story of Ste. Marie II
September 2018 - present
Curated by Nicole Aszalos, with Dr Ron Williamson and Peter Carruthers

virtualmuseum.ca

This online exhibit explores the story of the last months of the Wendat and some of their Indigenous allies, along with the Jesuits on Christian Island, based on Wendat oral history and the documentary and archaeological records.

Marketing

Social Media

Museum of Ontario Archaeology
5,988

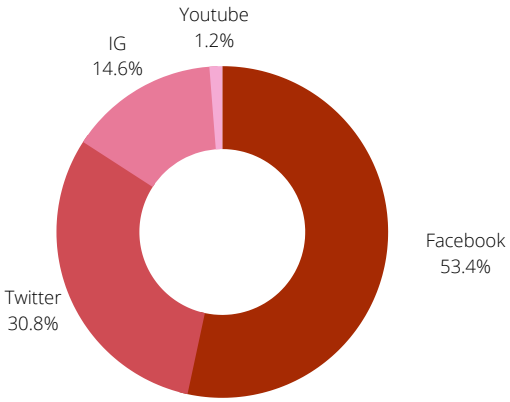
@MuseOntArch
3,453

@MuseOntArch
1,640

Museum of Ontario Archaeology
140

11,221 Fans

8.7% Increase
10,321 (2019/2020)



10K	3.5K	7.8K	2.1K	12%	8,520
Facebook Engagements	Twitter Engagements	Instagram Likes	Constant Contact Subscribers	Constant Contact Open Rate	Youtube Views

Website

48.1 K	87.9%	1.03 Mins	54.71%	20.76%
Website Visitors	New Visitors	Avg. Visit Length	Canadian Visitors	American Visitors
9.3% Growth 44K (2019/2020)	0.22 Decrease 88.1% (2019/2020)	14% Decrease 1.2 Mins (2019/2020)	17.7% Growth 66.48% (2019/2020)	43% Decrease 14.49 (2019/2020)

61.2%	35.7%	3.06%
Desktop Users	Phone Users	Tablet Users
6.25% Growth 57.6% (2019/2020)	3.25% Decrease 36.9% (2019/2020)	44.3% Decrease 5.5% (2019/2020)

Our People

BOARD OF DIRECTORS

2020-21 Board Directors

Ron Williamson, President
Michael Dove, Vice President
Robert Thuot, Treasurer
Peter Carruthers
Matthew McCarthy
Kirsty Robertson
Starr McGahey-Albert
Dana Poulton
Jonathan Rivard
Sharon Rich
Len Collins
Julia Hoare
Lisa Small

15 Directors

Ex-officio Director Appointments
Neal Ferris, Lawson Chair of Archaeology
Rhonda Bathurst, Secretary (ED)

STAFF

4 Core Staff

Core Staff
Rhonda Bathurst, Executive Director
Cindy Barrett, Administrative Officer
Katie Urban, Learning Coordinator
Heather Hatch, Collections Manager

TERM STAFF

Young Canada Works:
Sharon Woods, Visitor Experience

Canada Summer Jobs:
Lauren Donker, Interpreter
Nadine Finlay, Receptionist
Stephen McLachlin, Camp Kits Counsellor
Jenna Brownlow, Education

Summer Experience Program:
Kaitlyn MacDonald, Communications

Western Work-Study:
Kim Heewon (Summer)
Yijun Zhao (Summer)
Brianna Todd (Fall/Winter)

Archaeological Collections Staff:
Sonya Hauri-Thiessen, ASI Project
Steven Naftel, ASI Project
Hillary Kiazyk, ASI Project

Volunteers

MOA volunteers fulfil multiple roles, including Board Membership, photography, facility maintenance, assisting with workshops and events, internships, and co-op placements. This year, one of our core Volunteers, Ellen Lundberg, made hundreds of masks for the MOA's unique "ON Point" line of personal protective equipment.

56 Volunteers

2446 Hours of Service

THANKYOU

MOA Board
Kim Lundberg
Ellen Lundberg
Liam Lucas
Thi Phuong
Mai Thai
Coralia Tudor
Arianna Van Dorst
Ally Vouvaldis
April Wall
Shelby Wall
Stewart Walsh
Shelby Weaver
Fallon Weislein
Harper Wellman

Sarah Bentley
Wendy Cho
Austin King
Hillary Stewart
Steve Naftel
Alana Pasternak
Breanna Peesker
Brad Phillips
Zach Schafe
Panchala Weerasinghe
Pan Yige
Gabrielle Young
Hajer Yusif
Tara Zarie
Noah Wilson

Education Interns & Placements

Hazel Kim, Centennial College
Carina Pagotto, Western Visual Arts
Jessica Chernich, Western Public History
Elisa Gallor, Nippissing, Education
Kristina Richer, Nippissing, Education
Elizabeth MacDonald, Nippissing, Education

Curatorial Interns & Placements

Katie Gaskin, Western Public History
Sharon Woods, Fleming College
Breanna Peesker, Algonquin College
Vienna Mann, Western Anthropology
Lilla Lengyel, Centennial College
Margaret Schultz, Western Public History

Supporters

The MOA benefits significantly from strong and growing community relationships. We are grateful for the financial, resource, and in-kind support from all of our funders, granting agencies, community partners, and local businesses. Our sincere thanks to Canadian Heritage, the Ontario Small Business Support Grant and the Ministry of Heritage, Sport, Tourism and Culture Industries for operational subsidies that helped to sustain MOA operations through the unprecedented challenges of the COVID-19 pandemic.

CORPORATE, FOUNDATIONS, COMMUNITY, AND GOVERNMENT FUNDERS

Western University
Department of Canadian Heritage
Canada Summer Jobs
Young Canada Works
Ontario Ministry of Sport, Heritage, Tourism and Culture Industries
Ontario Trillium Foundation
Southwest Ontario Tourism Corporation
Lawson Foundation
Aqueduct Foundation
London Community Foundation
The City of London
London Heritage Council

IN-KIND DONORS & SPONSORS

London Potter's Guild
Ontario Clay and Glass Association
Canadian Shield