



A community that grows together

Report To: Warden Horner and Members of County Council

Meeting Date: May 8, 2025

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**Subject: Museum of Dufferin Digital Strategy**

**From: Rajbir Sian, Director of Community Development and Tourism**

### **Recommendation**

**THAT the report from Director of Community Development and Tourism, Report #Planning and Development-2025-034, Museum of Dufferin Digital Strategy, dated May 8, 2025, be received;**

**AND THAT the Museum's Digital Strategy for 2025-2027, be approved.**

### **Executive Summary**

- As a part of its annual Community Museum Operating Grant requirements for 2025, the Museum of Dufferin has created a Digital Strategy to direct its digital efforts in the next two years.
- This Strategy was developed using the Ontario Museum Association's Digital Strategy Tool and the Ontario Ministry's Webinar on Creating a Digital Strategy for museums.
- The Museum is looking to improve efficiency, streamline operations, and reduce redundancies by implementing Customer Relations Management (CRM) software as identified in the Museum's 2023-2027 Strategic Plan.
- By streamlining several software systems together into one CRM, the museum will use money within its existing budget to make the transition to a CRM software that will render the other software products redundant.

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## Background & Discussion

Each year, eligible applicants to the Community Museum Operating Grant (CMOG) program are required to submit materials for evaluation to ensure that they continue to meet the Standards for Community Museums in Ontario. For the 2025-26 grant submission, the Ministry is requesting that applicants provide a Digital Strategy.

For consideration the Strategy needs to identify and speak to both the current state and future plans of the Museum, assessing how applicants are working toward enhancing their digital areas of focus and incorporating them into their strategic objectives and plans.

Using these requirements and guidelines, the Museum has written a Digital Strategy that addresses the use of digital technologies over the next two years in alignment with its strategic priorities.

The main goals of the strategy are as follows:

1. **Enhance Digital Collections & Accessibility:** Expand digitization of the museum's collections (targeting 30% by 2028), transition to updated platforms (Past Perfect Online, Vita Collections), and improve online accessibility for researchers and the public.
2. **Boost Engagement & Attendance:** Implement a CRM to streamline customer interactions, increase memberships and bookings, and use digital content (videos, virtual tours, blog posts) and targeted marketing to drive in-person visits.
3. **Expand Digital Marketing Efforts:** Strengthen online presence through paid ads, social media campaigns, search engine optimization (SEO), and collaborations with local partners. Emphasize storytelling and content that highlights exhibits and community history.
4. **Improve Visitor Experience & Inclusion:** Integrate interactive digital tech into exhibits (video/audio displays, touchscreen elements), improve accessibility features (audio tours, tactile exhibits), and enhance the website's user experience features and accessibility.
5. **Invest in Infrastructure, Staff & Evaluation:** Using \$35,000 within the current annual budget parameters for CRM, digitization, content creation, and training. Hire videographer to create quality content, use IT support, and regularly review key metrics (attendance, engagement, digitization progress) for continuous improvement.

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## Financial, Staffing, Legal, or IT Considerations

### Financial

The CRM software is expected to cost approximately \$15,000 in 2025 with an ongoing annual subscription fee of \$8,000. It is expected that funding from the museum's existing budget lines can be consolidated to offset the cost of the CRM software. Should additional costs arise staff will report back with a proposal to allocate funds from remaining Museum Trust dollars. All other costs outlined in the Digital Strategy are already within the scope of the museum's existing annual budget considerations.

### Staffing

Staff will need training for new software and budgeted training money can be used for upskilling staff over the course of 1-3 years.

Consultants will be hired for specified projects related to videography for content creation.

A dedicated staff member will be responsible for managing the marketing and outward communication elements of digital media, while the Curator and Archivist will continue to be responsible for digitizing the collections.

### IT Considerations

Museum staff will work with IT to implement new software and migrate data from the existing software.

## In Support of Strategic Plan Priorities and Objectives

**Governance** - identify opportunities to improve governance and service delivery/  
improve the County's internal and external communication

**Equity** – align programs, services and infrastructure with changing community needs/  
ensure the County is an inclusive, equitable, and supportive Employer of Choice

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Respectfully Submitted By:

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Prepared by:

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Manager of Museum Services

Attachment: Museum of Dufferin Digital Strategy

Reviewed by: Sonya Pritchard, Chief Administrative Officer