

The Right Honourable John G. Diefenbaker Centre for the Study of Canada



Report to the Community May 2017 - April 2018



The Year in Numbers



Gallery attendance 13,019

Outreach Saskatoon and area
9,252



50 posts
2 events
4,489 people reached



54 tweets
102 retweets
157 likes



50 posts
596 likes



Total webpage views 61,227

Cuban Missile Crisis 8,175
Diefenbaker homepage 7,363
Aboriginal Enfranchisement 2,723
Current exhibits 2,062
Nuclear Question 2,008

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"I am a Canadian, a free Canadian, free to speak without fear, free to worship God in my own way, free to stand for what I think right, free to oppose what I believe is wrong, or choose those who shall govern my country. This heritage of freedom I pledge to uphold for myself and mankind."

■ John G. Diefenbaker, House of Commons, July 1, 1960

FOSTERING A VISION FOR CANADA

The Right Honourable John G. Diefenbaker dreamed of a united Canada, one which would find strength through diversity. The Diefenbaker Canada Centre's (DCC) mandate is to build on this legacy by celebrating citizenship, leadership, human rights and Canada's role in the international community. In addition to preserving and interpreting the core collection of personal artifacts bequeathed by Mr. Diefenbaker to the University of Saskatchewan (U of S), the DCC proudly hosts exhibits that interpret the Canadian experience, with a particular emphasis on the culture and heritage of the nation's many peoples.

The only Prime Ministerial Centre in Canada, the DCC enriches the community's civic and cultural knowledge through:

- ∞ a gallery featuring in-house researched and produced displays, as well as nationally acclaimed travelling exhibits that bring the university and wider public together to explore topics that speak to the heart of our mandate;
- ∞ quality educational programs that encourage youth to investigate the significance of history, rights, freedoms and Canadian governance, while challenging them to be aware of their vital role as active citizens;
- ∞ creating engagement opportunities with the larger community in a cultural space where discussion and debate are encouraged; and
- ∞ attendance at local cultural and community events, providing increased access to Canadian heritage and history.



Strategic Goals and Objectives

Maintain a Well-Managed Collection

- Adhere to professionally recognized museum collection standards resulting in the protection and preservation of the collection
- Maintain policies, procedures and training that are based on current best practices
- Augment the current physical and digital databases to ensure ease of access for museum purposes

Highlight the Importance of Diefenbaker's Legacy and Canadian History

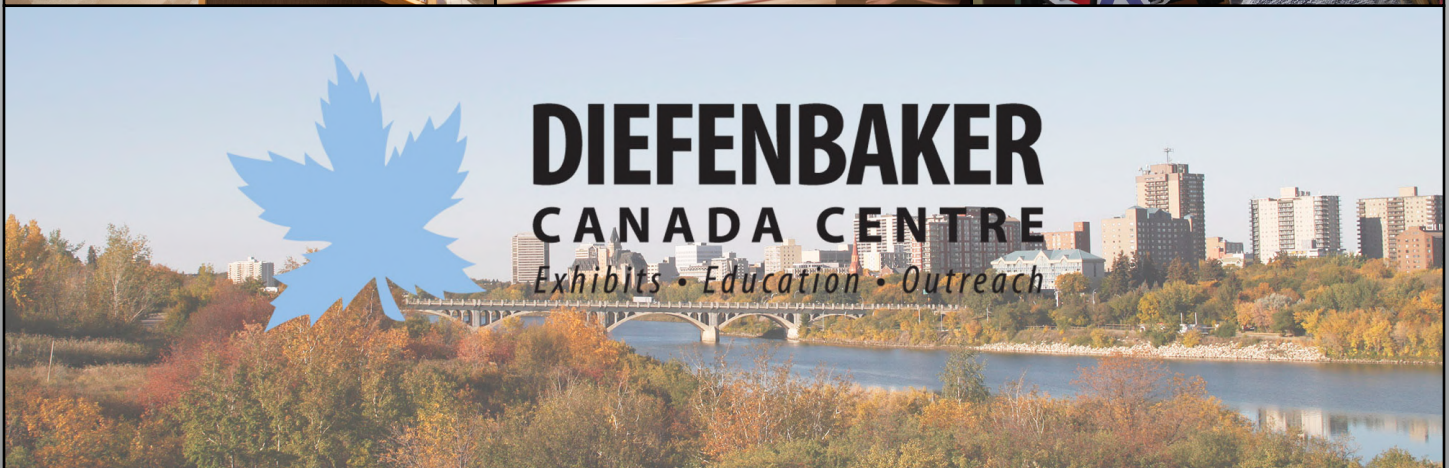
- Manage an exhibit schedule that broadly combines travelling, in-house produced and adjunct exhibitions developed with other cultural facilities and community organizations
- Maintain a dedicated exhibit space that chronicles the life achievements and era of John Diefenbaker
- Create and implement youth programming that inspires active citizenship and engagement with Canadian democracy
- Actively reach out to local, provincial and national organizations to foster partnerships that advance shared goals and values
- Present a rich assortment of artifacts and archival material through permanent and travelling exhibitions
- Provide opportunities for the public to connect with Diefenbaker's political legacy, and broader Canadian history, through outreach events held on campus and within the local community
- Use social media to share historical images, documents and milestones
- Attract new audiences and extend visitor experiences by allowing viewers to immerse themselves in digital exhibits and programs that have been made available online

Provide Inclusive Programs and Events that Engage the Greater Community

- Put learning and discovery at the forefront of all activities, producing high-quality visitor and community engagement
- Offer school and youth programs that are responsive to educator's needs and curriculum outcome requirements
- Deliver customized tours and programming that will appeal to adult and senior audiences, consequently strengthening the connection with diverse community partners
- Develop a stronger relationship with high school and university students
- Be a leading institution that is considered to be a valued cultural asset on the University of Saskatchewan campus, in Saskatoon and in Saskatchewan

Establish a Welcoming and Accessible Environment that Celebrates and Promotes Diversity

- ✧ Work to increase cross-cultural understanding through varied exhibit topics that celebrate diversity and inclusivity
- ✧ Build, strengthen, and uphold partnerships with local, provincial and national stakeholders
- ✧ Attend a variety of community events to promote knowledge of, and engagement with, Canadian history
- ✧ Provide well-trained, culturally aware staff who place an emphasis on visitor services and create an engaging and positive atmosphere
- ✧ Improve communication strategies to reach a wide range of audiences



About us

The Diefenbaker Canada Center (DCC) offers a distinctively Canadian cultural experience. Education, learning and discovery are foremost in all activities and exhibits. With free admission, affordable programming and interpretive tours, the DCC has created a welcoming and accessible environment. This fosters engagement that bridges the gap between the university and the greater Saskatoon community, and between all citizens, irrespective of background. Welcoming well over ten thousand local, national, and international visitors annually, the DCC is a vital part of Saskatoon's cultural landscape.

The Gallery

The gallery space includes a semi-permanent Diefenbaker exhibit, replica rooms of the Prime Minister's Office and the Privy Council Chamber as they were during Diefenbaker's tenure, and the Stone Gallery, in which we feature in-house produced exhibits and host prestigious travelling exhibitions that bring the community together to critically discuss topics that speak to the heart of the DCC's mandate.

Replica Rooms

The DCC features two replica rooms that capture Canadian political life as it was during the latter 1950s and early 1960s. The Prime Minister's Office depicts the East Block Office as it appeared during Diefenbaker's tenure as Prime Minister. It features original and reproduction furniture, as well as personal items belonging to Diefenbaker. The Privy Council Chamber illustrates the cabinet meeting room, featuring replications of Confederation era furniture and original signed photographs of the first twelve Canadian Prime Ministers. The replica rooms contain iPads, with speech excerpts, room descriptions, and a broad selection of historical photographs, adding an interactive component for visitors.

Little Stone Schoolhouse (LSS), Open May - October

The Original Victoria School (circa 1887) is widely recognized as Saskatoon's first public building. As stewards of this Municipal Heritage Site and Provincial Heritage Property, the DCC offers interpretative youth programming, and annual public open houses.

Campus Tour Program

The DCC offers comprehensive historical walking tours of the U of S campus, renowned as one of the most beautiful campuses in Canada. Additionally, we lead customized and themed tours that further engage the public and special interest groups.

Educational Programming

The DCC's curriculum-based programming, which targets middle-year students, fosters an understanding of Canadian history and challenges youth to be aware of their vital role as active citizens in today's society. Full and half-day programs explore the Canadian system of democracy, and the importance of human rights and freedoms.

Fostering a Vision for Canada: The Diefenbaker Legacy (ongoing)

Fostering a Vision for Canada presents the life and legacy of the Right Honourable John G. Diefenbaker from childhood, through his career as a lawyer, his struggle to be elected into public office, through to the end of his tenure. This exhibit illustrates the achievements and challenges Diefenbaker faced as the 13th Prime Minister of Canada and charts his dedication to human rights and equality. Further, the exhibit features a number of notable artefacts, including personal belongings, campaign memorabilia, and gifts received throughout his political career.



Deo et Patriae — For God and Country: The University of Saskatchewan and The Great War (April - December 2017)

This exhibit produced in-house examines how the Great War profoundly altered the University of Saskatchewan and irrevocably transformed its sense of identity as an institution. By highlighting the achievements and sacrifices of individuals, this exhibit explores the U of S community's role in the war effort, the war's impact on campus life and education, and the legacy that is indelibly evident in the memorials throughout campus.

Vimy – Battle. Memorial. Icon. (April - December 2017)

This travelling exhibition produced by the Canadian War Museum commemorates the 100th anniversary of the battle of Vimy Ridge. Through text, maps, and images, this exhibit highlights how the battle was planned, fought, and won; how Canadians have commemorated the victory and loss; and how Vimy has become a powerful national symbol.



Lest We Forget (November 10-December 10, 2018)

Lest We Forget was a project designed to encourage students in U of S' Dr. Ashleigh Androsoff's second-year Canadian history survey course (HIST256) to make a personal connection with soldiers and nurses who served in Canada's war effort a century ago. It was also designed to introduce students to the techniques historians use in evaluating primary source material. Students begin by selecting a soldier or nurse from Saskatchewan who served during the Great War. Drawing from digitized service records and scholarly secondary source research, students produce a written report and a public commemoration of their soldier or nurse's service. Students who completed the course in the winter term of 2017 created websites, slideshows, poems, plays, scrapbooks, sculptures, paintings, and drawings, some of which were exhibited at the DCC.

Hockey (January - April 2018)

This traveling exhibit from the Canadian Museum of History describes how hockey is more than just a sport. Hockey explores the sport's history in Canada and its significance to national identity.

Hockey: A Common Goal (January - April 2018)

Hockey in Canada is more than simply a game - it is part of our identity and a symbol of our nation. From frozen ponds and local rinks to stadium arenas and the NHL, hockey has the power to unite Canadians from coast to coast. *Hockey: A Common Goal*, an in-house produced exhibit explores Saskatchewan's connections to the sport. This exhibit examines the importance and influence of hockey in the daily lives of Canadians, incorporating stories of local heroes, historic moments, one of a kind artefacts, and personal connections to Canada's favourite winter pastime.



EDUCATIONAL PROGRAMMING

The DCC provides high-quality, curriculum-based educational programming that is delivered to thousands of students every year. These programs engage youth in important conversations about civics, history, and human rights. Students are encouraged to think creatively and draw attention to how their learning may be applied in everyday life. Interactive and dynamic, activities aim to inspire students to take ownership of their rights and to enjoy the benefits of citizenship.



Primary Years Programming

The Little Stone Schoolhouse Program

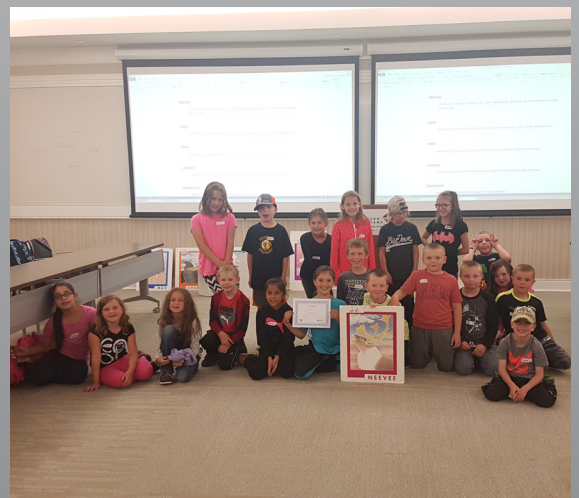
Constructed in 1887, the original Victoria School located on Broadway was moved stone by stone to the University of Saskatchewan campus after it closed in 1904. Each year, the DCC opens this heritage site to the public to provide students with an hour-long immersive, role-playing experience. DCC docents guide visitors through what 'a day in a one-room schoolhouse in the early 20th century' would have been like and highlight differences from a modern school day.

Pioneer Life

Pioneer Life is an interactive, hands-on program for K-3 student offered in the LSS. This program focuses on immigration and adaption by early settlers to their new environment. By handling and considering the purpose of historical artefacts, students explore the experiences of Saskatchewan pioneers in contrast to modern everyday life.

Choose Your Mascot

Utilizing resources from Elections Canada, the *Choose Your Mascot* program educates students about the voting process by taking them through a simulated election in which they choose their class mascot and share their ideas about voting. Laying a foundation for future civic engagement, students earn a certificate that proclaims their classroom's elected mascot following completion of the program.



MIDDLE YEARS PROGRAMMING

Your Voice Matters: Building a Better Saskatchewan (YVM)



Your Voice Matters: Building a Better Saskatchewan (YVM) is a free, curriculum-based educational program for students in grades 4-8, which was developed in partnership with Elections Saskatchewan. Provincially focused, it highlights the historical foundations of our government, the structure of our political system, the election process, and the importance of meaningful political participation. Students have the opportunity to simulate the drafting of a bill, an election, and a case facing the Supreme Court of Canada. The program will be refreshed in 2018-19 to include content on current affairs, enhance our simulation-based activities, utilize new forms of media, and, in consultation with Indigenous leaders and institutions, explore Indigenous models of governance in Saskatchewan.

Democracy to Active Citizenship (D2AC)

Democracy to Active Citizenship is a rights-based program for students in grades 4-8. By completing the program's four modules, students will be introduced to a comprehensive examination of rights and freedoms in Canada, the nuances of freedom of expression, Canada's political institutions, and electoral systems. Throughout the program, students are given ample opportunity to discuss these complex topics with their peers and teachers, allowing them to fully internalize important concepts. Last, students are given the chance to apply their newfound knowledge through engaging and thought-provoking simulations.

Featured Educational Programming:

Do Artefacts Tell Stories?

Students are divided into five different groups and work together to develop historical thinking skills, such as the analysis of evidence and interpretation. Each group participates in a critical analysis of the artefacts in the *Deo et Patriae* exhibit. They consider trench artefacts, trench tools, uniforms, the Vimy Monument, and medals that were given out after the First World War. They compile their findings into an artefact analysis sheet, where students answer a series of questions based on their interpretations.

Why History Matters

Students engage with the powerful stories and concepts presented in *Deo et Patriae* with this curriculum-based educational module. Divided into groups, students conduct research on themes from the exhibits using articles, stories, poems, propaganda, and visuals. They critically analyze topics, including the significant scientific and munitions developments, the role of women in society, the treatment of First Nations and immigrants, and our remembrance of the war. Using their research, students create articles like those published in the University of Saskatchewan student newspaper, *The Sheaf*, during the war.



HISTORY TRAVELS 2017



The Diefenbaker Canada Centre was pleased to invite organizations around Saskatoon to take part in our new summer community outreach initiative: History Travels 2017.

In celebration of Canada's 150th anniversary, this project offered a large variety of historical experiences focused on Canadian history and culture to diverse community organizations and groups. The topics presented created a wide ranging image of Canadian history that enabled participants of all ages and backgrounds to explore the development of our nation's identity, which was of great interest and significance for newcomers, youth, seniors, and all interested in learning more about Canada's diversity and unique history.

The programs, tours, and activities were highly adaptable and customizable to suit any group's interests and abilities and there were program options that could travel to venues around Saskatoon and others that took place at the Diefenbaker Canada Centre .



History Travels 2017 offered:

- Five mobile displays - on women's suffrage, the Great War, Confederation, the Maple Leaf, and Whitecap Dakota First Nation. Each with connected activities.
- Three gallery exhibits – on the First World War, Vimy Ridge, and John G. Diefenbaker. Each had connected activities available
- Exhibit connected programming – on the Great War and women's suffrage
- Campus Tours – both general history and Great War focused
- Little Stone Schoolhouse – programs at the city's first public school
- Civic Educational Programming – on elections, democracy, and government

OUTREACH, ACTIVITIES, AND EVENTS

Literacy for Life – LSS Open House (May 1-2)

Each year, the Saskatoon Public School Board organizes a conference for all elementary students in Saskatoon with the purpose of providing them with models of good literacy and mentors. The DCC was delighted to open up the Little Stone Schoolhouse for hundreds of young students to share with them some of the history of education in Saskatoon.

Heritage Fair (May 4)

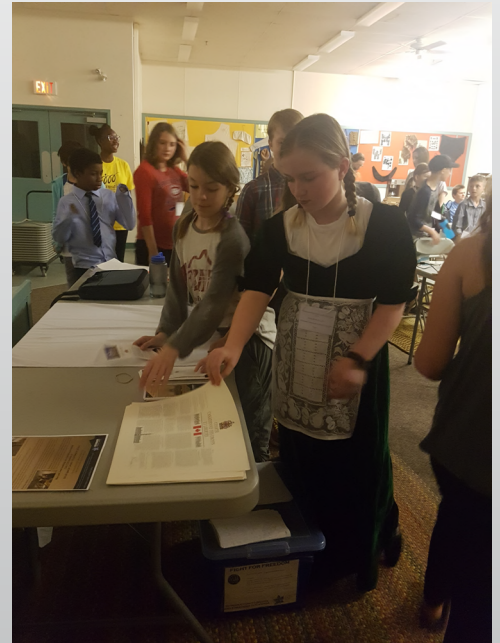
Saskatoon students in grades 4-8 attended the Saskatoon Regional Heritage Fair on May 4 to present prepared heritage projects and to participate in interactive activities. The DCC hosted workshops on Fight for Freedom, which has students examine the origins of and learn about their rights as Canadian citizens and how rights legislation is viewed in a global context.

Alumni Family Carnival – May 20

The Alumni family carnival gave the DCC an opportunity to interact with former U of S students and their families. The children kept coming back to answer more trivia questions as they really enjoyed learning about Canadian History while their parents learned more about women's suffrage in Saskatchewan. This was an excellent event where we had people of all ages interacting with our displays and staff.

Community Campus Tours (June-August 2017)

The DCC offered free weekly interpretive walking tours of the U of S campus. A new Great War campus tour was debuted in the summer of 2017.



PotashCorp Children's Festival (June 3-6)

For the third consecutive year, the DCC attended the Children's Festival as an exhibitor. Families, teachers, and students were able to learn about women's voting rights with our Sisters United display and through trivia. Children of all ages from across Saskatchewan, including home school groups, enjoyed colouring, making crafts, and interacting with DCC staff.

Doors Open Saskatoon (June 4)

The 2017 Doors Open Saskatoon was a great success. The DCC had three exciting options for visitors: a Great War campus tour with a rare look into Convocation Hall, tours of the Little Stone Schoolhouse, and the chance to see artefacts representing Diefenbaker's relationship with Canada's Indigenous peoples that are not normally available to the public. This was an excellent opportunity for Saskatoon residents, both new and native, to learn more about the history and culture of their community.

OUTREACH, ACTIVITIES AND EVENTS

U of S Staff Appreciation Picnic (June 14)

Hundreds of staff, students, faculty and visitors from the University community interacted with DCC exhibits and displays during this event.

Air Show (June 10-11)

The 2017 air show was a great opportunity to reach a diverse audience that was eager to learn more about Canadian history. Visitors of all ages were very engaged and enjoyed reading about women's suffrage in Saskatchewan and the creation of the Maple Leaf flag. Young attendees tested their Canadian knowledge with our trivia wheel and coloured and did crafts. Many newcomers and families who came to see the snowbirds and other flight demonstrations were excited to learn about the opportunities for Canadian-content programming at the DCC.



Optimist Canada Day in the Park (July 1)

This was a special year for Optimist Canada Day in the Park, with expanded celebrations for Canada's 150th anniversary. The DCC's tent was very busy with a wide variety of visitors, all keen to learn more about their nation's culture and history – whether Canada has always been their home or if they were new to our great nation. This was the first time the DCC's new mobile exhibit on the Great War, *Deo et Patriae – For God and Country: The University of Saskatchewan and the Great War* – was on display. Visitors appreciated its local connection and enjoyed testing their knowledge with Great War themed trivia.



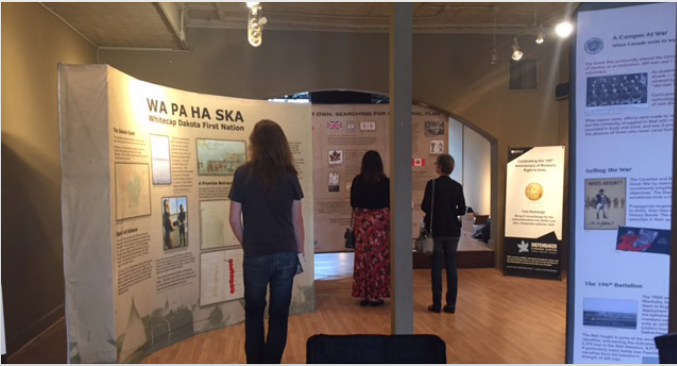
LSS Open House (July and August 2017)

For two weeks in the summer, the doors to Saskatoon's first school and public building were opened to the public to allow exploration of this important part of Saskatoon's built heritage. DCC staff dressed in period costume enhanced guests' visits by providing insight into this important building's history, which celebrated its 130th anniversary in 2017.

Lawson Mall Outreach (July 13-15)

As part of the DCC's History Travels 2017 project, we brought the museum to the community through "pop-up" museums throughout the summer in various parts of Saskatoon. Our first was at Lawson Mall. Thanks to a large and inviting space, visitors were able to see all five of our mobile displays, as well as interactive elements such as crafts, trivia, and "what is your hope for Canada?" ribbons.

OUTREACH, ACTIVITIES AND EVENTS



Diefenbaker Youth History and Governance Camps (July and August 2017)

These week-long camps for grades four to nine focused on Canadian history, governance, and politics. Camp themes included “Shaping the Nation: The Road to Canada at 150 and Indigenous History,” and “Canada on the Battlefield: Patriotism, Sacrifice and Commemoration of the Great War.” Campers participated in debates and activities that aimed to further develop their understanding of past and present social issues in Canada.

Broadway Storefront Outreach (July 20-22)

The DCC was thrilled to partner with the Broadway Improvement District, who welcomed us into a storefront space in July. Many people took a pause on their walk down Broadway to engage with our five mobile displays, as well as participate in activities for all ages. The welcoming space encouraged a high level of engagement, and the pop-up displays featuring The Great War, Wa Pa Ha Ska, and Women’s Suffrage were very well received.

The Fringe Festival (August 4-6)

DCC staff attended the annual Fringe Festival, where we featured four of our mobile exhibits: *Deo et Patriae*, *Creating Confederation*, *A Leaf of our Own*, and *Sisters United*. The diversity of exhibits brought a lot of attention to the DCC and provided a variety of trivia questions to pull from for our ever-popular trivia wheel.

Folk Fest (August 17-19)

The DCC attended Folk Fest for the first time as part of the Canada pavilion. This was a great experience over the three days with a chance to reach a diverse group of people. This inaugural visit allowed our staff to raise awareness of the DCC with a new audience and gain new visitors.

Mall Outreach (August-September)

DCC staff brought our *Deo et Patriae* and *Sisters United* mobile exhibits to the Centre and Confederation malls, which allowed us to connect with a varied audience in an inviting setting that increased access to local history. This “pop-up” museum allowed the docents to connect with a varied audience.

Broadway Street Fair (September 9)

DCC staff attended this annual event and put on display *Wa Pa Ha Ska*, our mobile exhibit about the Whitecap Dakota First Nation. This exhibit drew a lot of interest with visitors commenting that they really appreciated the public display of Indigenous history. Members of the public learned about this indigenous community, and its link to Saskatoon, and its history.

OUTREACH, ACTIVITIES AND EVENTS

33rd Street Fair (September 16)

DCC staff took the *Sister's United* and *Deo et Patriae* exhibits to the annual 33rd Street Fair. Inclement weather inhibited visitors to the fair but those that stopped by were extremely engaged with the exhibits and had several very insightful questions to ask the docents.

Word on the Street (September 24)

The DCC was able to reach many families at the Saskatoon Public Library's annual festival. Visitors enjoyed our mobile *Sisters United* display, trivia, and the suffrage coin exchange.

Woman's World (September 29- October 1)

The DCC was excited to be able to attend this exciting event for another year. Staff interacted with attendees who were predominately women. The featured exhibit, *Sisters United*, was the perfect choice for this audience and drew lots of attention to our booth.

Ghost Tours (October/November 2017)

By request, the DCC offered ghost tours around the U of S campus. This event continues to be very popular and offers a glimpse of the University and the urban legends and ghosts stories about the scenic campus and buildings.

Lest We Forget reception (November 29)

The DCC held a public event featuring commentary by students who contributed projects to the display and faculty who commemorated the service of Canadian soldiers during the First World War.

Heritage Festival (February 4)

The DCC was pleased to attend this event again. DCC staff took the mobile *Deo et Patriae* exhibit and were able to promote the new Hockey exhibits currently on display, as well as advise the public of the forthcoming new Diefenbaker exhibit on Mr. Diefenbaker's life. This generated a lot of buzz. Guests were also excited to interact with the artefacts on display.

Regina Teachers Conference (February 16)

The DCC attended this conference to promote the Your Voice Matters program to teachers in Regina and area.



PLANNED ACTIVITIES

MAY 2018 - APRIL 2019

Educational programming

The DCC will continue to offer high-quality educational programming to students in Saskatoon and area. New programming featuring the latest exhibit, *One Canada: Diefenbaker's Vision*, will be added.

Optimist Canada Day in the Park (July 2018)

The DCC will continue to attend the Canada Day celebration at Saskatoon's Diefenbaker Park on July 1. In addition an outdoor display booth, all-ages activities will be available, and DCC staff attending will answer questions and interact with visitors.

Diefenbaker Youth History and Governance Camps (July-August 2018)

The DCC will hold two week long youth governance camps that focus on Canada's history, governance, and politics.

LSS Open House (July-August 2018)

Public open house dates provide increased access for the general public; on-site interpreters in period costume provide a positive and engaging experience.

Community Campus Tours (June-August 2018)

Free walking tours highlighting the architecture and history of the U of S campus are offered to the public biweekly. Summer 2018 will feature an Indigenous themed tour.

Word on the Street (September 2018)

The DCC will be able to reach many families at this festival.

One Canada: Diefenbaker's Vision (Opening May, 2018)

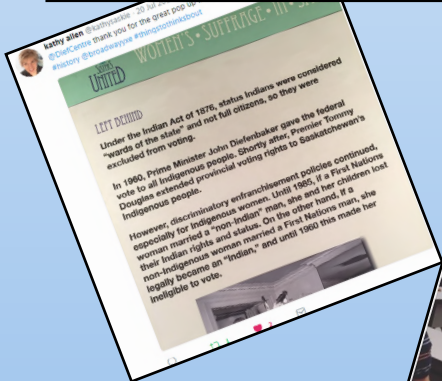
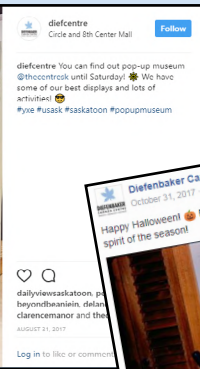
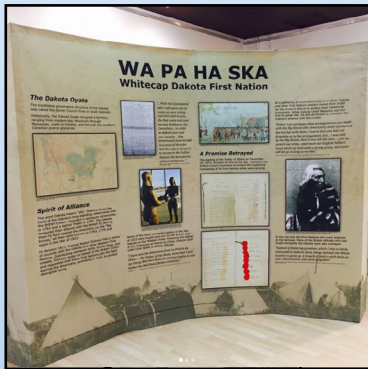
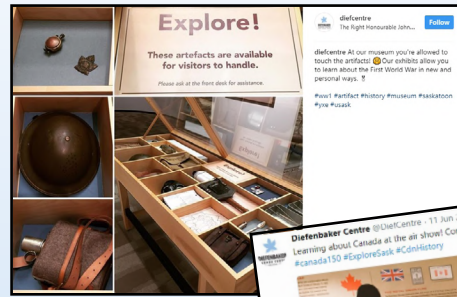
A new in-housed produced exhibit that focuses on Prime Minister Diefenbaker's vision for Canada will be on display.

Grand Theft Terra Firma (Opening January, 2019)

A travelling exhibit created by David Campion and Sandra Shields through the Reach Gallery and Museum in Abbotsford, BC will be on display and will tackle settlers' responsibility head on by re-framing the settlement of Canada from an Indigenous perspective.

SOCIAL MEDIA

reconciliation
skpoli
museum
canhistory
canada150
exploresask
indigenoushistory
JohnDiefenbaker
museumsaremore
Diefenbaker
familyfun
hockey
dief UUR
canhist
artifacts
suffrage
yxe
historicbuildingcanhockeylocalhistory
flagdayhumboldtstrongheritagefestival
museumcollections
usaskbecauseofher
equality
museumsdomore
history
vimyridge
cdnpoli
PrimeMinister
humanity



"I have one love - Canada; one purpose - Canada's greatness; one aim - Canadian unity from the Atlantic to the Pacific."

*From nomination speech at the,
1956 PC leadership convention*

John Diefenderfer



The Diefenbaker Canada Centre gratefully acknowledges the support of our many funding and partner organizations.



With museum exhibits, educational programs, tours, and outreach activities there is a lot more to see and learn at the Diefenbaker Canada Centre than you thought.

Learn more 306.966.8384 usask.ca/diefenbaker