



DIEFENBAKER
CANADA CENTRE
Exhibits • Education • Outreach

2020-21 REPORT TO OUR COMMUNITY





It is likely that every year in review for 2020 will begin with the same sentiment: *it was a year like no other!*

Since the opening of the Diefenbaker Canada Centre (DCC) 40 years ago, thousands of visitors and school children have walked through the front doors to tour new exhibits in the galleries and experience education programs. Over the past four decades, DCC staff have also had the opportunity to engage with the community at outreach events across the province. However, this year was one like no other.

From May 1, 2020, to April 30, 2021, the DCC was closed to the public following the World Health Organization's declaration of the COVID-19 outbreak as a global pandemic and the Canadian and Saskatchewan governments' resulting implementation of restrictions to help prevent the spread of the virus. The DCC quickly adapted to pandemic restrictions by using its creativity, ingenuity and a willingness to try new things in order to strengthen its online presence and maintain its engagement with the community. In addition to redesigning its website, the DCC celebrated its 40th anniversary through a 40-day social media campaign, transitioned its in-person summer and February breaks camps to an online format, and launched a series of new online education resources.

These efforts provided the DCC with an opportunity to expand the reach for its programs, exhibits, and activities beyond Saskatoon and to communities throughout Saskatchewan and across Canada.

The Diefenbaker Canada Centre proudly acknowledges that it resides on Treaty Six Territory and the Homeland of the Métis. While we celebrate citizenship, leadership, and Canada's role in the international community, we also pay our respect to the First Nation and Métis ancestors of this place and reaffirm our relationship with one another.

During his service to this country and its people, The Right Honourable John G. Diefenbaker dreamed of a creating a united Canada, one which would find strength in diversity and where people in every region would share in prosperity.

MANDATE

Uniquely located on the University of Saskatchewan campus, the DCC appeals to diverse audience of all ages, identities and backgrounds. Drawing on inspirations from Prime Minister Diefenbaker's words, writings and accomplishments, the DCC strives to help people make meaningful and personal connections to ideas of citizenship, leadership, and Canada's role in the international community. Functionally, these ideals are achieved through a response to society's challenges with practical solutions. At the DCC, we:

1. Create and co-create exhibitions, programs, and special events.
2. Generate dialogues and conversations on citizenship, leadership and Canada's role in the international community.
3. Are financially viable.
4. Are environmentally conscious.
5. Steward the permanent collection.
6. Create an environment where people are empowered and supported.

In addition to preserving and interpreting the core collection of personal artefacts bequeathed by Mr. Diefenbaker, the DCC proudly hosts a wide variety of exhibits within our themes that are designed to appeal to audiences of all ages. With free admission, affordable programming and guided tours, the DCC creates a welcoming and accessible environment that helps create a bridge between the University of Saskatchewan and the greater Saskatoon community.

Education, learning and discovery are foremost in all activities and exhibits, encouraging visitors to explore and engage with all that the Diefenbaker Canada Centre has to offer.

EXPERIENTIAL

The DCC advocates for experiential learning through hands-on discovery.

RELEVANT

The DCC fosters creativity, co-creation, integrity and credibility through diversity and sustainability.

ACCESSIBLE

The DCC encourages accessibility through collaboration, community service and relationship building. Our team is committed to upholding our mandate and key attributes through exhibits, outreach and programming.



FUNDING

The DCC relies on two primary funding sources:

- Annually renewed trusts, and
- Federal, provincial, and private grants.

In addition to this, the DCC generates a modest revenue from donations and educational programming. The most prominent renewable funds include the **Parker-Dewdney Memorial Trust**, **Diefenbaker Society Trust**, and **Diefenbaker Centre Trust**. Investment income from each is made available for spending on an annual basis to support the DCC's operations and covers a majority of its annual salaries and basic operating expenses.

The DCC also applies for a series of museum, social and cultural grants used to fund exhibits, student staff and other initiatives. The DCC regularly receives grants from SaskCulture, City of Saskatoon's Culture Grant Program, Young Canada Works, Canada Summer Jobs, and Canadian Heritage's Museums Assistance Program.

During COVID-19, the DCC was fortunate to receive two one-time payments from the Saskatchewan Tourism Sector Service Program in order to maintain programs. Finally, private donations and educational programming provide a modest income throughout the year. These amounts are generally used to bolster new exhibit and programming initiatives that will benefit the wider Saskatoon community.

Building on the legacy of the Right Honourable John G. Diefenbaker, the DCC is pleased to partner with Elections Saskatchewan to continue delivering the **Your Voice Matters: Building a Better Saskatchewan** (YVM) educational program. YVM encourages, educates and empowers youth to use their voices to become active citizens in our province and country. First implemented in 2015, this program was developed into an online program throughout 2020-21 to make it more accessible to students throughout the province, including remote regions.

The DCC is pleased to acknowledge and thank our funders for their ongoing investment.

Canada 

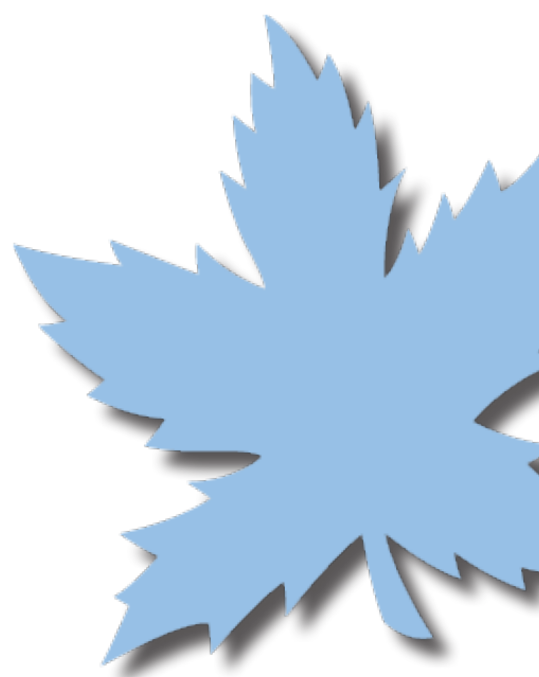
Sask  Culture

Funding provided by
Saskatchewan Lotteries

 City of
Saskatoon

 UNIVERSITY OF
SASKATCHEWAN

 Elections SK



As a response to the global pandemic, and in accordance with the provincial and institutional restrictions put in place to protect residents in Saskatchewan, the Diefenbaker Building was closed to the public for much of 2020-21. Therefore, the DCC did not host any travelling exhibits or attend an in-person outreach events between May 1, 2020 through April 30, 2021. Instead, the centre looked for opportunities to connect virtually with the community.

ENHANCED ONLINE PRESENCE

In July 2020, the DCC undertook a significant website redesign project to enhance the online experience for users visiting <https://diefenbaker.usask.ca/>. The scope of the project ranged from external reviews of museum sites across Canada and internationally, to a thorough analysis of the centre's existing site (in terms of design, content, and functionality), to defining new goals and objectives for the DCC's refreshed online presence. As part of the project, all of the virtual exhibits were restructured to consolidate the content and number of pages per online exhibit to streamline and improve the user experience for both desktop and mobile viewing. After months of work, the DCC launched its refreshed site on January 26, 2021.

Website Traffic

From May 1, 2020 to January 25, 2021 (before the launch of the new site), the DCC website reported:

- a 2.64% increase in unique page views (29,927 unique page views)
- a 25.92% increase in the average time spent on a page (00:01:48 average).
- A combined 11,240 page views / 9,422 unique page views for all virtual exhibit pages. This represents an increase of 136.83% in pageviews and 147.43% in unique page views compared to May 1, 2019 to January 25, 2020.

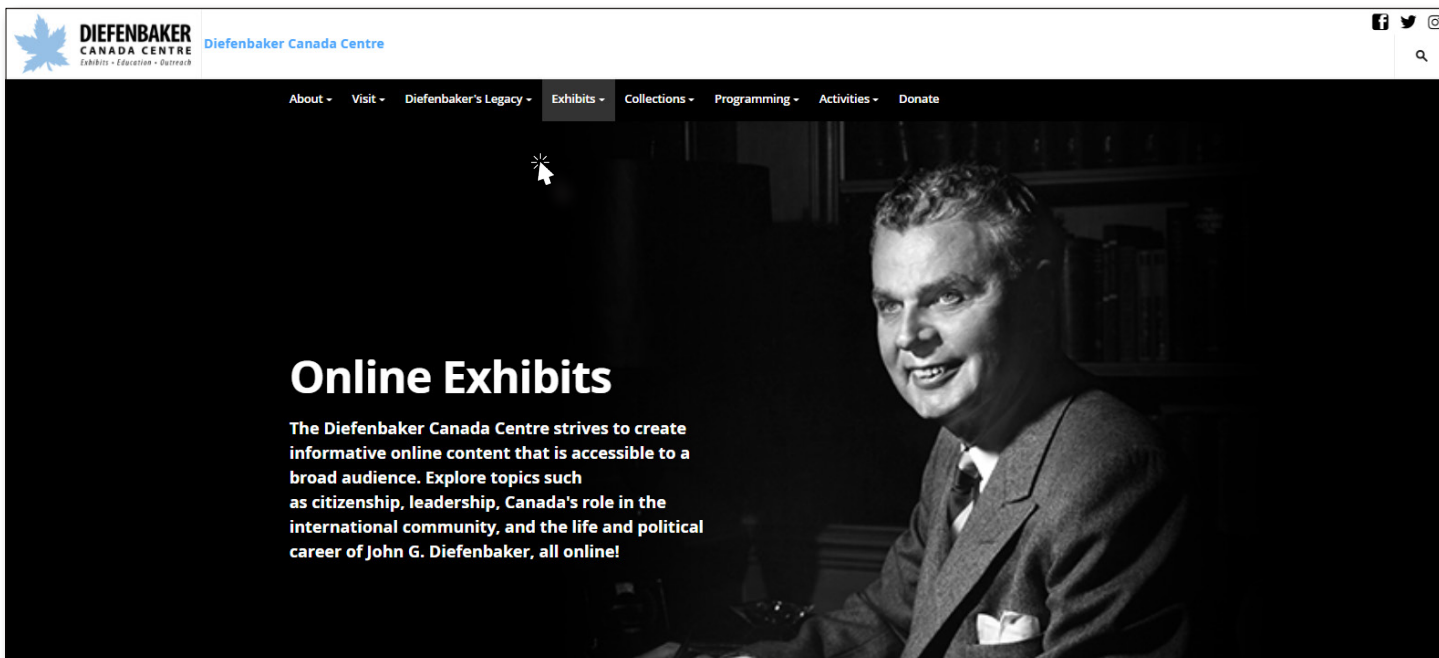
Besides the homepage which saw 4,523 page views / 3,562 unique page views, the second most visited page was the virtual exhibit for *The Enfranchisement of the Aboriginal Peoples of Canada* (2,289 page views, increase of 207.15% from previous period). This was followed by the main virtual exhibit pages for the *Cuban Missile Crisis* (2,161 page views, increase of 257.19% page views from previous period) and the *Bill of Rights* (1,205 page views, increase of 271.91% from previous period).

The DCC saw a drastic decline in page views (-77.37%) and unique pageviews (-73.88%) to its current in-person gallery exhibits page, which under the circumstances, is understandable.

Due to a technical error, from January 26, 2021 to March 30, 2021 (following the launch of the new site), the DCC website did not register user traffic within Google Analytics. Once detected, the DCC took the appropriate measures to correct the error.

From April 1, 2021 through April 30, 2021, the DCC website reported:

- 2,697 page views* / 2,222 unique page views
- 00:02:39 average time users spent viewing a specific page or screen, or set of pages or screens.
- A combined 1,002 page views / 826 unique page views for all virtual exhibit pages (including individual pages developed to list the exhibits by theme or as a whole collection). The average time spent on the DCC virtual exhibit pages was 00:05:45.



NEW VIRTUAL EXHIBITS

Pride on the Prairies (1970s-2020)

Pride on the Prairies: Queer History in Saskatchewan takes a look at the history of activism and Pride in the province. It includes information on the history of human rights in Saskatchewan and the community organizations, protests and activism that made Pride possible.

Curated by Megan Gorsalitz, Exhibits and Collections Assistant



Touch the Sky: The Story of Avro Canada (1959)

A pioneer in aircraft manufacturing, Avro Canada Ltd. was most recognized for its Avro Arrow aircraft—a model intended to serve the Royal Canadian Air Forces. Highly debated in government for its cost and national defence implications, Prime Minister Diefenbaker cancelled the production of the Avro Arrow in 1959. Adapted from the 2019-2020 exhibition at the Diefenbaker Canada Centre, this online exhibit tells the story of Avro Canada's creation and its impact on the world of aeronautics and technology.

Curated by Kaylee Hoko, Heritage Interpreter



Little Stone Schoolhouse on the Prairie (1887-present)

View this online exhibit to explore what school was like during the late 1800s and early 1900s in Saskatchewan, view historical photographs, learn about the construction and relocation of the original Victoria School and learn about how the Little Stone Schoolhouse is used today.

Curated by Megan Ripplinger, Heritage Interpreter



Victorian Christmas: In the Classroom and in the Home (1837-1901)

In this exhibit, you will learn how Victorian children celebrated Christmas at school and at home with their families. You will also see many historic photos, fun family-friendly information and links to games, crafts and printables. A supplemental learning section following the exhibit provides a more detailed look at the history of Victorian Christmas, including the origins of famous Christmas figures throughout the world.

Curated by Kaylee Hoko, Heritage Interpreter



REFRESHED VIRTUAL EXHIBITS

As part of the website redesign project, the DCC undertook a detailed review and refresh of all existing online exhibits. Many exhibit photos were updated with source information, while text and graphics were reformatted to improve readability and facilitate easier navigation.

Online exhibits were also organized into the DCC mandate themes of *leadership*, *citizenship* and *Canada's role in the international community*, allowing users to quickly select a particular theme of interest.

A blue Canadian leaf symbol was used to highlight those exhibits that relate specifically to the life and legacy of John Diefenbaker. A variety of printable at-home activities were also developed, providing engaging hands-on learning opportunities to accompany many of the exhibits.

Theme 1: Leadership

Wa Pa Ha Ska: Whitecap Dakota First Nation (1763-2012)

Curated in partnership by the DCC and Whitecap Dakota First Nation, this exhibit explores the history of the Dakota people and their allegiance to the Crown and their relationship with Diefenbaker.



One Canada: Diefenbaker's Vision (1903-1979)

This exhibit produced by the DCC, sparks conversations with visitors about nationalism, identity, human rights and how we as Canadians view our country as a unified nation.



The Appointment of Ellen Fairclough as Canada's First Female Cabinet Minister (1950-1963)

Fairclough triumphed in the face of difficulty; she endured the discrimination she faced as a woman in the workplace. Learn more about Ellen Fairclough's life and political achievements in this online exhibit.



The Federal Elections of 1957-1958

The Liberals had been in power since 1935, and the Progressive Conservative Party of Canada, with newly elected leader John G. Diefenbaker, was confident that they could make electoral inroads. View this online exhibit to learn more about the campaigning and elections that took place in 1957 and 1958.



Theme #2: Citizenship

Unity, Diversity and Justice (1867-present)

Canada's approaches to human rights have developed from a long history of precedent-setting legislation and acts, but with these successes have come disappointments. View this online exhibit to learn more about how these experiences have shaped and informed Canadians' attitudes toward unity, diversity and justice — at home and internationally.



A Leaf of Their Own: Searching for a National Flag (1871-1965)

The Maple Leaf flag has served as a distinctively Canadian symbol since February 15, 1965, when it was first raised on Parliament Hill. However, the search for a new national flag was marred in controversy. This online exhibit explores the social and political context of what became known as the Great Flag Debate.



Sisters United: Women's Suffrage in Saskatchewan (1876-1985)

In-class-materials

Sisters United: Women's Suffrage in Saskatchewan tells the stories of women who led the movement that resulted in the achievement of the provincial franchise in 1916. Within a rapidly changing society, these suffragists were agents of change whose efforts were the first steps toward women's equity rights, greater social reform and political justice in Saskatchewan.



Fostering a Vision for Canada (1895-1979)

This online exhibit explores the life of John G. Diefenbaker starting from his birth in Neustadt, Ontario, until his death on August 16, 1979. The exhibit moves through his life as a visionary, a lawyer and a Prime Minister and delves into his One Canada dream, his relations with the USA, his devotion to the monarchy, his bond with the “average Canadian” and the love he had for his family. View this online exhibit to learn about the impact that John G. Diefenbaker’s had on Canada in his own time and today.



Flight and Resilience: Mennonites of Saskatchewan (1895-present)

Flight and Resilience: Mennonites of Saskatchewan tells the story of those who immigrated to Saskatchewan from Europe to escape political and economic conditions that threatened their lives, conscience and community cohesion. Visit this online exhibit to learn about the flight of a people in search of a new home.



The Canadian Bill of Rights (1947-1982)

On August 10, 1960, Her Royal Highness Queen Elizabeth II granted Royal Assent to the Canadian Bill of Rights. This exhibit focuses on the Canadian Bill of Rights and Diefenbaker’s role in shaping what it means to be Canadian.



The Enfranchisement of Aboriginal Peoples of Canada (1960)

A dedication to fairness and equality was a driving force of John Diefenbaker’s career. Diefenbaker felt that all citizens were entitled to certain essential rights, despite cultural differences. Throughout his political career he attempted to correct certain aspects of Canada’s past injustices, and his government took steps to create harmony between the Federal Government and First Nations peoples.



Theme #3: Canada’s Role in the International Community

Deo et Patriae - For God and Country: The University of Saskatchewan and The Great War (1907-1933)

The Great War profoundly altered the University of Saskatchewan and irrevocably transformed its sense of identity as an institution. This exhibit highlights the achievements and sacrifices of individuals from the University, examines the University community’s role in the War effort, the War’s impact on campus life and education and the legacy of the War that is indelibly evident in the memorials throughout campus.



The Nuclear Question in Canada (1950-1963)

Throughout his term as Prime Minister, John Diefenbaker struggled to determine whether Canada should acquire nuclear weapons. View this online exhibit to learn more about NORAD, the Avro Arrow, the Bomarc Missile and the Nuclear Non-Proliferation Treaty.



The Crown in Canada (1957)

John Diefenbaker held a deep respect for the monarchy and was a passionate defender of the British Parliamentary system throughout his political career. View this online exhibit to learn more about British-Canada relations and Queen Elizabeth II’s visit to Canada in 1957.



Canada’s Role in the Cuban Missile Crisis (1962)

Prime Minister Diefenbaker hesitated when President Kennedy told him to raise Canada’s military status to DEFCON 3, drawing a variety of responses from the public. View this exhibit to learn more about the relationship between John F. Kennedy and John G. Diefenbaker and Canada’s response to the Cuban Missile Crisis.



EDUCATIONAL PROGRAMMING

In-person educational programming and outreach activity was cancelled in March 2020, as a result of the COVID-19 pandemic. Instead, the DCC staff focused their efforts on developing some of its programs and outreach activity for online delivery to ensure ongoing accessibility.

Your Voice Matters (YVM) ONLINE

The effects of COVID-19 created a unique opportunity to re-think how the DCC could deliver and expand the reach of **Your Voice Matters** (YVM), a popular educational program developed in partnership with Elections Saskatchewan and offered to students in grades 4 through 8 throughout the province.

Over the summer, DCC staff converted YVM program into a new interactive online resource for teachers. Given that fall 2020 was a provincial election year for Saskatchewan and in-person programming continued to be suspended due to the pandemic, it was a timely opportunity to introduce the online YVM program to help educate students about Canada's political structure and generate interest in civic engagement. The ultimate goal of the program is to increase civic literacy while creating future generations of active voters.

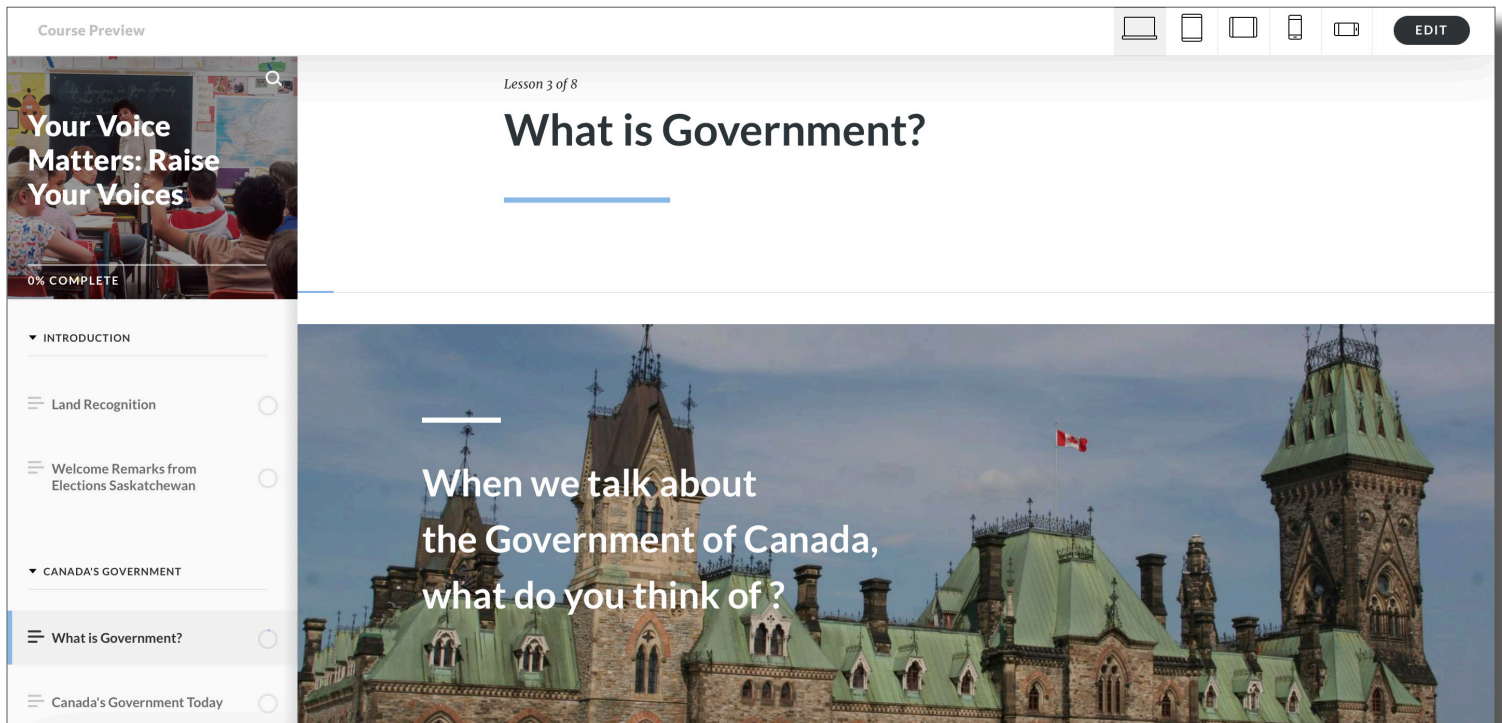
YVM Online Participation:

September 2020 through April 2021

- Students: 1,473
- Classrooms: 60
- Schools: 42
- Remote learning families: 12

The online YVM program was offered to communities throughout the province, including:

- Asquith
- Broadview
- Creighton
- Delisle
- Indian Head
- Martensville
- Moose Jaw
- Perdue
- Regina
- Saskatoon
- Swift Current
- Vanscoy
- White City
- Wolsley



YOUTH CAMPS

With the cancellation of in-person programming, the DCC staff saw this as an opportunity to try something completely new: virtual camps!

Given that the feasibility of hosting a group of children over an online platform was relatively uncertain, camps were restructured to run as week-long, half-day camps, with a combination of online learning discussions and games, in addition to offline activities and overnight missions. Registration was limited to eight participants in order to have a group sized well for high engagement, where everyone would have an opportunity to contribute to discussions and share their work.

Virtual Diefenbaker Spy Academy (June/July 2020)

The chosen theme for the first virtual camp was the Virtual Diefenbaker Spy Academy (VDSA), where new recruits developed skills like creating a cover identity, analyzing evidence, decoding and creating secret messages and designing special spy gear.



The VDSA was a tremendous success! Overwhelming interest in the Junior Recruit Camp (ages 7-9) resulted in a long waitlist, prompting staff to increase capacity to include two additional participants and offer an additional week of camp in August. The online format also made it possible to expand beyond the greater Saskatoon area, to include participants from more distant locations in Saskatchewan, as well as Ontario and Alberta.

Participant feedback indicated that the spy theme and online format were well received. Given the overall success of the virtual camp program, additional camps were planned for November, February and April, as the continued uncertainty of the pandemic made it difficult to predict the resumption of in-person activities.

VDSA Camp Participants

- Junior Recruits (7-9): 37
- Agents in Training (10-12): 23

Operation Time Travel: Remembering Canadian War Spies (November 9, 2020)

This half-day virtual camp focused on learning about prominent Canadian war spies, memorial sites in Saskatchewan and the history of Canadian military espionage. Campers participated in age-appropriate online learning discussions and activities, including creating a disguise, code making and breaking and building their own spy hideout.

OTT Camp Participants

- Ages 10-12 am: Seven participants
- Ages 10-12 pm: Six participants

Mission Impossible: Spies Through the Ages, February Break Virtual Camp (February 16-19, 2021)

Over February school break, the newest Diefenbaker Spy Academy recruits embarked on an adventure into the ancient history of spying, which included the covert techniques of Ancient Rome and Medieval Europe, the hidden lives of Renaissance spies and the inventions of the Industrial era that helped to advance intelligence and counter-intelligence operations.

MI Camp Participants

- Ages 8-12: 12 participants

Three-Day Summer Camp Sampler, April Break Virtual Camp (April 6-8, 2021)

Over the April school break, SCI-FI Science Camps, the DCC, and the Museum of Antiquities joined forces to provide children with an opportunity to experience some of the interactive online activities, games and crafts that would be offered by each educational group during the summer. The DCC offered a one-day sample of the Virtual Diefenbaker Spy Academy, showcasing some of the most popular spy missions and learning discussions.

Summer Camp Sampler Participants

- Ages 8-10: 10 participants
- Ages 11-14: Seven participants



OUTREACH & ACCESSIBILITY

Museum Week

#MuseumWeek2020

Museum Week is an annual world-wide celebration of arts and culture. Each year, a specialized theme and a series of hashtags unite people from across the globe for a week of activities and events designed to strengthen the community and provide a deeper understanding of the arts and culture sector and where it is going as a global society. Together, with over 60,000 participants from 100+ countries, the Diefenbaker Canada Centre participated in #MuseumWeek2020 from May 11-17, 2020. Perhaps during that time more than ever, it was necessary to find creative ways to stay connected to the global community, invoking feelings of happiness and unity. For DCC staff, one of the highlights of Museum Week 2020 was #CultureinQuarantineMW, where participants were asked to replicate works of art in their own homes. The DCC version of this activity encouraged the community to replicate some candid John Diefenbaker photographs, which were posted on the website.



40th Anniversary of the DCC

June 12, 2020, officially marked the 40th Anniversary of the Diefenbaker Canada Centre. The original grand opening took place on June 12, 1980, including a ribbon-cutting ceremony with Carolyn Weir, John Diefenbaker's stepdaughter. The Centre was a dream of Diefenbaker's to preserve his legacy and his wishes for a united Canada that found strength in diversity.



While there were plans in place for a large-scale in-person 40th anniversary celebration, the continued closure of the building prompted staff to get creative on social media. The virtual celebration, #DCCturns40, included 40 days of posts on the DCC Facebook, Instagram and Twitter accounts. Throughout the event, DCC staff shared their favourite memories, including fun facts, past exhibits and historic information about John Diefenbaker.

Canada Historic Places Day

Held as an online event through the month of July, visitors were encouraged to create digital selfies in front of historic sites across Canada. A few visitors shared photos of themselves digitized at the Prime Minister's Office Replica room and in front of the Little Stone Schoolhouse.

Culture Days

Culture Days 2020 ran as a month-long virtual event, from September 24 through October 24. DCC staff developed two virtual at-home activities, including a make-your-own exhibit and postcards from the internet.

The DCC Curatorial, Collections and Exhibits Manager also hosted the 'Unofficial Guide to Taking Care of Heritage at Home', a Facebook Live event where viewers could learn all about the best ways to display and care for different family heirlooms in their homes. Finally, DCC staff created two virtual guided tours with detailed information about the Prime Minister's Office and Privy Council Chamber replica rooms. In total, 15 participants joined the various events organized.



Heritage Festival of Saskatoon

The Heritage Festival was held online on February 2, 2020. The DCC participated with a virtual exhibitors page that included links to featured online exhibits and the DCC website. The online exhibits, *Sisters United: Women's Suffrage in Saskatchewan* and *Pride on the Prairies*, were featured with direct links on the DCC exhibitors page.

Regina Teachers' Association Convention

The convention was held virtually as a one-day event. The DCC participated with a virtual booth, featuring education program information through online resources and interactions with booth visitors in real time through an online chat. In total, the virtual booth welcomed 174 visits from participants.

DCC Printable Activities

The DCC published over 40 free, printable activities to explore the themes of Canadian democracy and important historical events as they relate to the themes of leadership, citizenship, and Canada's role in the international community! Made for kids (*and adults*) of all ages these activities can be downloaded from diefenbaker.usask.ca and completed while exploring the DCC's online exhibits.

Types of printable activities sheets include: colouring sheets, connect the dots, crossword puzzles, I Spy puzzles, mazes, quizzes, spot the differences, trivia, word search puzzles, and more.

SOCIAL NETWORKS BY THE NUMBERS

(May 1, 2020 through April 30, 2021)

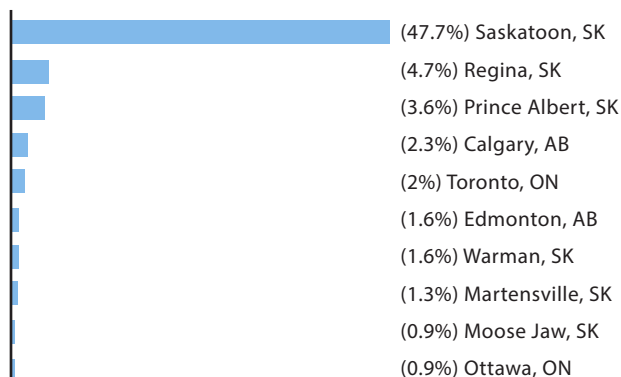
Facebook

- **320** total Facebook posts
- Total reach **43,419**
- **6.86%** engagement rate (daily proportion of people who engaged with the DCC's posts as a percentage of the total number of people who saw the centre's posts)
- Total engagements: **3,000** reactions, **319** post shares, **457** comments, **193** link clicks
- Increased total followers by **17.4%** (from **534** to **627**)
- Increased total likes by **15.6%** (from **518** to **599**)

Instagram

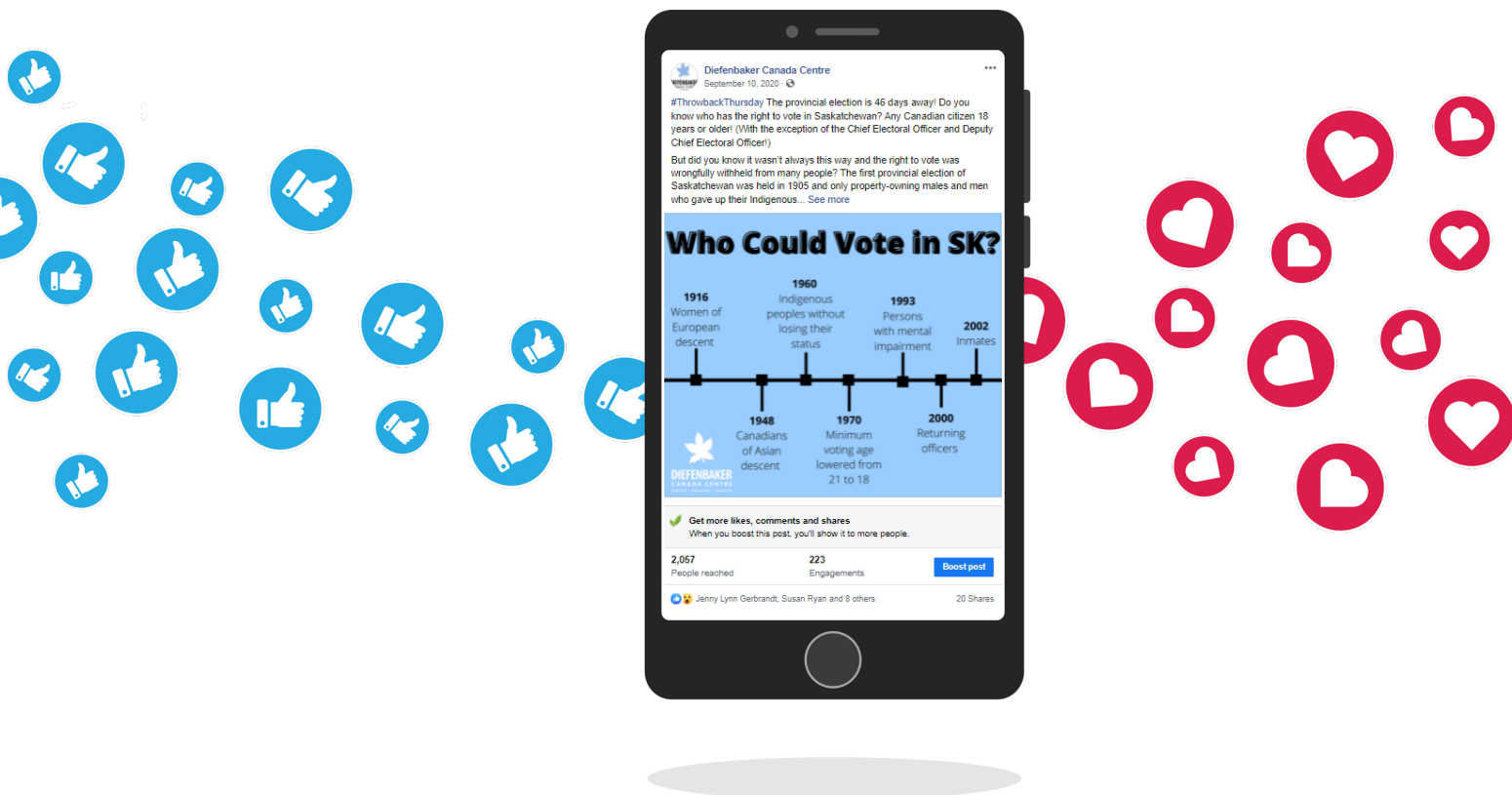
- **307** total Instagram posts
- **2.4k** unique post likes
- **6.72%** engagement rate
- **63** comments
- **484** total Instagram followers (**163** new followers)
- **177** video views

Top 10 Canadian Communities Visiting the DCC on Facebook and Instagram



Twitter

- **577** Total followers
- **61,185** Total impressions
- **272** Total tweets
- **564** engagements: **459** likes and **72** retweet



THANK YOU!

The Diefenbaker Canada Centre would like to thank all employees for contributing to our growth and success throughout this year. The foundations laid by those staff members who have moved on to new opportunities have enabled our current staff to successfully navigate the challenges posed by 2019-20.

Current Employees:

- Aaron Ducker, Administrative Coordinator
- Kirsten Falzarano, Programs and Outreach Coordinator
- Murray Fulton, Director
- Helanna Gessner, Curatorial, Collections, and Exhibits Manager
- Amber McCuaig, Executive Officer (Johnson Shoyama Graduate School of Public Policy)

Students/Interns/Part-Time Staff in 2020-21:

- Madison Bridal, Exhibits and Collections Assistant
- Megan Gorsalitz, Exhibits and Collections Assistant
- Kaylee Hoko, Heritage Interpreter
- Emilie Neudorf, Communications and Marketing Assistant
- Megan Ripplinger, Heritage Interpreter
- Caitlin Woloschuk, Exhibits and Collections Assistant

The Diefenbaker Canada Centre extends thanks to our partner organizations for their continued support:



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GRADUATE SCHOOL OF PUBLIC POLICY

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