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**Conclusion:
How the Parts
Work Together**



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The Nova Scotia Interpretive Master Plan (IMP) is the impetus for clear direction, growth, and revitalization within the Nova Scotia Museum system. With the Interpretive Master Plan in place, the Heritage Division is poised to make crucial steps towards interpretive renewal in the Nova Scotia Museum. This Plan, and its parts, are meant to be used either independently or in unison by the Museum, the IMP team, or any site (at any time).

In summary, the most useful key areas are:

- » Goals, objectives, and strategies
- » The NSM Interpretation Policy
- » Best Practices
- » Interpretive Themes (themes, sub-themes), Content Framework and Content Distribution Matrix
- » Site Mandates
- » Partnerships List

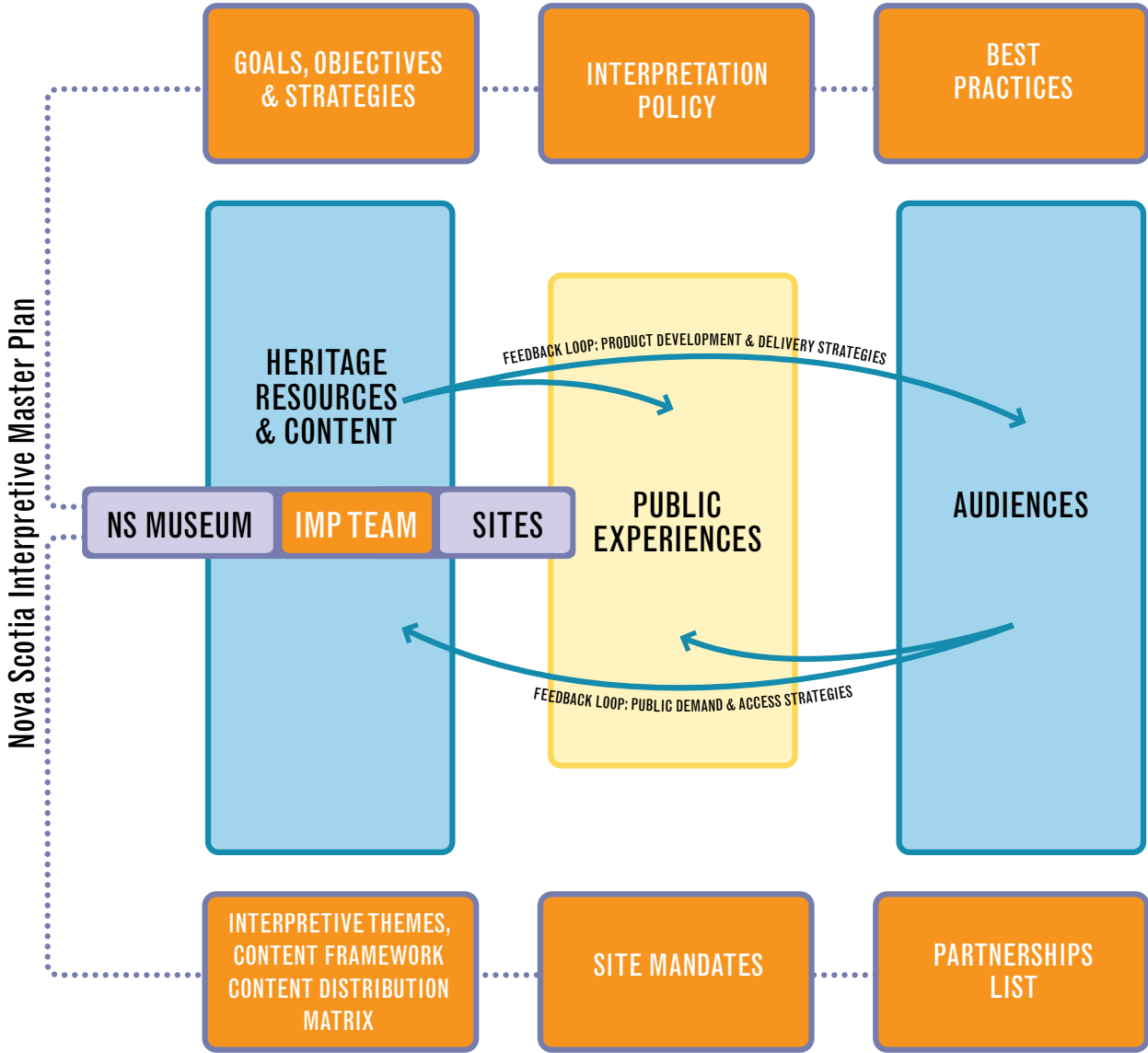
Individually, these key areas address different needs and will be used differently by the Museum and/or staff and management at sites. Together, they provide a larger vision for the Museum – a foundation of information that the Heritage Division can refer to and build on, creating a common understanding across the Division.

The diagram featured in this section is based on the *Attracting and Retaining Audiences* diagram presented in Section 3.4. It describes how visitor engagement and renewal efforts will take place and includes identical headings that form the Museum-Public relationship: **The Museum and Sites, Heritage Resources and Content, Audiences, and Public Experiences**, including their interrelationship through feedback loops (directed at the public as well as the museum).

The new tools and resources provided by the Interpretive Master Plan are shown as overlays (in orange) and are described in detail in this section.

ATTRACTING AND RETAINING AUDIENCES: USING THE MASTER PLAN

The NS Museum (and its partners within the Department) are motivated and excited to adopt and continue the process of renewal, which has already begun in some areas. Several key projects are underway and momentum is building. The NSM and sites remain central but are now empowered by the creation of the **Interpretive Master Plan Team**. In coordination with senior management and sites, the IMP Team will be responsible for maintaining the vision and directing renewal efforts across the system that the Plan supports. They may implement aspects of the Plan centrally or function as a liaison between central Museum and site staff. The sites will also be responsible for implementing parts of the Plan, through site-based efforts, initiatives, and experiences. **All levels of staff and sites should take inspiration from the plan and the parts outlined herein, incorporating the ideas provided with their own to achieve success.**





Conclusion: How the Parts Work Together

The **goals, objectives, and strategies** developed with Museum staff as part of the consultation process (outlined in Section Four) are the foundation of the Plan. These statements inform the direction and tasks that are required to achieve renewal over the long term. The goals and objectives should remain constant where possible, while the strategies (and related actions) should change over time, as tasks are accomplished, priorities adjusted and renewal progresses. This process will be managed by the IMP Team, in coordination with the sites.

As they develop experiences for the public, the Museum (IMP Team and sites) will refer to the **Best Practices** put forward by the plan in Section 3.3, as well as the **Interpretation Policy** put forward in coordination with the Interpretation Working Group. The Interpretation Policy (Appendix E) guides the Museum's approach to interpretive work in the future and functions as the voice of the institution: the Nova Scotia Museum. Best practices represent what is happening in the world of interpretation today (with regard to visitor expectations and experiences). They will require updating as time passes and new trends emerge to attract and engage audiences best suited to become the passionate supporters of heritage in Nova Scotia in the future. Together, these guides retain long-term views toward interpretation needs, and should be adapted accordingly.

The Museum should now be able to draw from the **Interpretive Themes, Content Framework, and Content Distribution Matrix** that define the provincial themes and content distribution for all sites, as presented in Section Six. This defined arrangement of topics and sub-topics is a source from which to draw stories, programs, exhibits, and direction for research and collections. Development of content is key to renewal and thus appears as both a strategy and a significant part of the Plan. This framework will grow as new stories and research emerge, and will be managed by Museum staff along with the IMP Team.

Site Mandates (Appendix C) will be used primarily by the sites to tap into the provincial stories to develop their own public experiences. These are an adjunct to the Interpretive Themes, Content Framework, and Content Distribution Matrix outlined in Section Six, and should help guide content, program, and display development, as well as staff training, at the sites. Sites can now tap back into a much larger context for their stories, communicating a broader vision of Nova Scotia to their public.

Partnerships are one of the key linkages between the public and the Museum. Although they may vary in scope and form, partnerships must be supported by the Plan and sought by the sites. **The lists of partner sites and organizations provided as part of the Content Distribution Matrix in Section Six is important in this regard and should be utilized aggressively.**

As a comprehensive package, the Interpretive Master Plan is a tool for the Museum and the Division to utilize for many years to come. It is the rod with which to leverage funding, the flag to inspire Museum staff, the handbook to develop interpretation, and the voice through which the Museum can speak to all Nova Scotians, reengaging them with their heritage in both new and familiar ways.