

**Alberta Conservation Association
2019/20 Project Summary Report**

Project Name: Currie Museum/Conservation Education Room

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project: Charmaine Brunes, Colin Eyo, Ken Kranrod, Tara Holmwood, Mary McIntyre, Don Myhre, Rhianna Wrubleski, and Todd Zimmerling

Partnerships

Phillip J. Currie Dinosaur Museum

Tourmaline Oil Corp

Royal Alberta Museum

Alberta Hunter Education Instructors' Association

Fish and Wildlife

Alberta Environment and Parks

Key Findings

- New content research and supporting taxidermy were developed for next exhibit on species at risk.
- ACA Staff participated in the Museum Speaker Series.
- Repairs to the static and digital displays were identified and completed.

Abstract

The Currie Museum's Conservation Education Room is an opportunity to provide education outreach within an existing tourist and education programming destination. ACA has signed a five-year Memorandum of Understanding to lease unoccupied space and provide exhibits annually that profile contemporary conservation challenges. In its second year, ACA secured exhibit partnerships and developed free-standing displays and custom digital production on Alberta's species at risk.

Introduction

The Conservation Education Room at the Currie Museum is an opportunity to provide education outreach within an existing tourist and education programming destination. Alberta Conservation Association (ACA) is in year two of a five-year Memorandum of Understanding (MOU) to lease unoccupied space and provide exhibits annually profiling contemporary conservation challenges. Expanding the outreach will be a speaker series generated through ACA Member Groups, board members, and staff.

Methods

The Conservation Education Room at the Currie Museum is an ongoing project within the Information, Education, and Communications Program. The first-year exhibit focussed on the light geese overpopulation issue. A free-standing display and digital production were developed and produced, including voice-overs and photography.

The display framework allows for a reconfiguration of panels to refresh the exhibit from year to year and accommodate design or content needs as required.

Initial development is budgeted at \$50,000 with each year forward budgeted at \$15,000. Day-to-day access, operations, and programming will be the ongoing responsibility of the museum.

Results

Review of the exhibit have been positive.

Student traffic was calculated at approx. +250 per month in spring of 2019

ACA Speaker Series Staff Presenters:

Paul Hvenegaard: Monitoring the bull trout spawning run in Lynx Creek / June 22, 2019

Kris Kendell: Creepy Crawlies: Get to know the amphibians and reptiles of the Grande Prairie area / October 26, 2019

Sarah Bradley: Birds of Prey of Northern Alberta / March 28, 2020 (CANCELLED)

Conclusions

The exhibit provides the museum and ACA with a youth-orientated display of a contemporary conservation issues and makes use of vacant space for the museum.

Communications

- Exhibit design, content production, and promotion

