

MONICA ROBERTS

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Heritage leader and administrator who believes social responsibility and community relevance must be the core of Arts and Heritage work. Over 15 years of experience connecting community to meaningful experiences, and brings a blend of inquiry and innovation that fosters interdisciplinary work between dissimilar sectors.

Core Knowledge & Skill Areas:

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|--------------------------|-----------------------------|-------------------------------|
| ♦ Program Administration | ♦ Performance Management | ♦ Human Resource Management |
| ♦ Strategic Planning | ♦ Grant Applications | ♦ Community Co-creation |
| ♦ Volunteer Coordination | ♦ Researching and Reporting | ♦ Stakeholder Consultation |
| ♦ Written Communications | ♦ Team Work and Support | ♦ Web based outreach programs |

EMPLOYMENT EXPERIENCE

Independent Consultant - present

Opioids don't Discriminate – an immersive experience. Nov 5-9, 2018

Strathcona County – Community Services

An empathy driven exhibit combining lived experiences, public policy and current scientific findings.

Responsible for developing the composite characters, weaving narratives and scientific information together and contributed to overall exhibit design.

Edmonton Heritage Council 2014 - 2017

City Museum Strategy Manager

The Edmonton Heritage Council is a not-for-profit organization that seeks to raise the profile and place of heritage in Edmonton and the surrounding region. As the Manager, I oversaw the strategic development and innovative prototyping of the Edmonton City Museum, a new approach to museology. Leadership contributions include:

- Developed and oversaw award winning programming for The Edmonton City as Museum Project (ECAMP).
- Worked with community partners to co-create community driven tours, lectures, and exhibits.
- Management of the online presence of ECAMP including blogs, social media and podcasts.
- Leading third-party heritage consultants in the crafting of the Edmonton City Museum strategic philosophy and implementation plans.

Fort Edmonton Park - City of Edmonton 2006 – 2013

Managing Director, Animation and Site Stewardship (2011 – 2013)

Program Manager, Public Interpretation and Experiences (2007 - 2011)

Program Coordinator, Public Interpretation and Experiences (2006 - 2007)

Fort Edmonton Park is one of Western Canada's largest living history museums. This attraction annually brings over 250,000 visitors and program participants closer to Edmonton's past through summer visitation, special events, rentals and structured programs. As the Managing Director, I oversaw the public interface and facilities management of this unique and important heritage asset:

- Leading all visitor-oriented departments, including Interpretive Services, Special Events, Volunteer Services, and the Capitol Theatre, comprised of over 350 employees.
- Directing the development, maintenance, and preservation of over 80 unique heritage resources and collections, including heritage buildings, historic vehicles, and livestock.
- Managing a \$1 million-dollar budget, budget preparation and profit projections for the Fort Edmonton Park Management Company, reviewing and evaluating business cases for new program ideas, and establishing product pricing to maximize profitability.
- Building significant third-party relationships in the negotiation of service development and operational agreements with special interest and volunteer service groups, and communities of practice to ensure opportunities provided were mutually beneficial.

As the Program Manager of Interpretation, I directed the teams responsible for development and implementation of learning programs that referenced current interpretive trends, best museum practices and educational theory. Selected accomplishments include:

- Developing innovative interpretation programs for the City of Edmonton's museum attractions: Edmonton Valley Zoo, Fort Edmonton Park, John Walter Museum, John Janzen Nature Centre, and Muttart Conservatory.
- Preparing the Interpretation unit's annual budget (\$1.2M) and profit projections.
- Meeting branch objectives of a 10% cost savings through strategic reduction of expenditures, carried out with staff consultation and full support.
- Inventing and implementing an evaluation tool to measure interpretative program elements and outcomes.

Musée Héritage Museum/ Heritage Sites 2004 – 2006

Program Coordinator

Located in St. Albert, the Musée and its companion Grain Elevators and Little White School specialize in local, Francophone and Oblate Missionary history. As the Program Coordinator, I developed educational programming for schools and drop in visitors. Notable contributions include:

- Negotiating a service-level agreement with Alberta Community Development for the Summer Interpretive Program at the Father Lacombe Chapel Provincial Historic Site.
- Coordinating with third-party heritage consultants in the development of the 2005 Heritage Sites Master Plan.

EDUCATION

Masters of Arts – Integrated Study *current University of Athabasca, On-line study*

Cultural Heritage Leadership – Professional Certification 2009 *University of Victoria, Victoria, B.C.*

Bachelor of Fine Arts with Honours 2002 *University of Windsor, Windsor, ON*

Bachelor of Education 1999 *University of Alberta, Edmonton, AB*

Panelist/Presenter

Sustainability Working Group Presentation (2013), Alberta Museums Association^{[L][SEP]}

Instructor:^{[L][SEP]}

Museum Management (2012), Alberta Museums Association^{[L][SEP]}

Affiliations:

Alberta Museums Association, Board Member;