



Report on Inuit Archives Outreach

Prepared by the Response to the Report of the Truth and Reconciliation Commission
Taskforce of the Steering Committee on Canada's Archives

(Feb. 2021)




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I. Introduction

This report summarizes the efforts of the Steering Committee on Canada's Archives Response to the Report of the Truth and Reconciliation Commission Taskforce to connect with Inuit organizations, professionals, and community members involved with Inuit archives, research, and heritage work. The Inuit Archives Outreach project was a distinct component of the taskforce's nation-wide community outreach campaign, which took place from summer 2018 to January 2019 and aimed to discuss how Canadian archives could commit to decolonization of the archives' profession and reconciliation with First Nations, Inuit, and Métis peoples in light of the *Truth and Reconciliation Commission of Canada: Calls to Action*. The Inuit Archives Outreach component of the campaign ran from October 2018 through January 2019. The feedback received contributed to the creation of the *Framework for Reconciliation Action and Awareness for Archives in Canada*, which is intended to guide the Canadian archival community in beginning or continuing to build respectful, reciprocal relationships with First Nations, Inuit, and Métis peoples. This report describes key elements of this outreach project: Inuit representation on the taskforce; the development of the Inuit Archives Outreach project, including protocols and research ethics, communication methods, and the creation of an Inuit archives outreach directory; and the process of conducting the outreach. It also presents key themes from the interviews and feedback received during this outreach.

Inuit Representation on the Taskforce

The taskforce was formed in June 2016, and member recruitment began in January 2017. All Indigenous partners and non-Indigenous members joined the taskforce as volunteers – sometimes in official capacity on behalf of their organizations and sometimes of their own accord. At its peak, the taskforce had 15 non-Indigenous members and 15 First Nations, Inuit, and Métis partners, for a total of 30 representatives. Of these, two Inuit individuals served on the taskforce at different times during its mandate. Three non-Inuit individuals who work for Inuit organizations also served on the taskforce.

The taskforce worked to invite Inuit and Inuit organizations to its membership from 2017 to 2018. In July 2017, the Nunatsiavut Government (NG) was contacted and invited to participate. The NG designated two representatives to act in an official capacity; as a result, these individuals were accorded status as Indigenous partners to the taskforce, although they are not Indigenous themselves. The NG's heritage program coordinator was on the taskforce from late 2017 to January 2020, and its archaeologist was on the taskforce from late 2017 to September 2019. An Inuit heritage researcher and author was also a taskforce Indigenous partner from June 2017 to January 2018.

In January 2018, Avataq Cultural Institute accorded its head archivist and librarian (non-Inuit) permission to participate on the taskforce as a volunteer rather than as an official representative of Avataq. Upon joining the taskforce and seeing little Inuit representation there, she recommended that Inuit Tapiriit Kanatami (ITK), the national organization representing Inuit in Canada, be formally contacted and invited to join. ITK's Inuit librarian-archivist was a taskforce Indigenous partner from April 2018 to September 2019.

Of the four Inuit regions, Nunatsiavut was the most strongly represented on the taskforce, with two Indigenous partners who worked for Nunatsiavut Government and another who was originally from Nunatsiavut. Additional invitations to participate in the taskforce were extended to the Inuit Heritage Trust and the Inuvialuit Cultural Centre; however, no further invitations were accepted.

Development of the Inuit Archives Outreach Project

Inuit-run and Inuit-operated archives, libraries, and research and heritage organizations exist throughout Inuit Nunangat, the Inuit homeland in Canada. Inuit Nunangat encompasses roughly 35 percent of Canada's land mass and 50 percent of its coastline, from the Inuvialuit Settlement Region (northern Northwest Territories and Yukon) in the west to Nunavut, Nunavik (northern Quebec), and Nunatsiavut (northern Labrador) in the east. The 51 communities in Inuit Nunangat are geographically distant from each other as well as from southern Canada, where increasing numbers of urban Inuit also reside. Inuktitut, the collective name for the many dialects of Inuit languages, is the primary language spoken by the majority of Inuit.

In this context, the Inuit Archives Outreach project was conceived to engage with a wide number of Inuit organizations and individuals involved in archives, research, and heritage work. The goal was to share information about the work of the taskforce and to invite interested individuals to share their thoughts on how the Canadian archival community should improve archival practice in order to build respectful, reciprocal relationships with Inuit. In some cases, Inuit were contacted due to their archival research and work experience rather than on account of their current professional positions.

Protocols and Research Ethics

The Inuit Archives Outreach project abided by the official protocols and procedures collectively created by the taskforce to guide its outreach work.¹ Honoraria were offered to Inuit who were interviewed. The taskforce was also required to submit its outreach plan to the Research Ethics Board (REB) of the University of Northern British Columbia, the institution that employs the taskforce chair, which subsequently reviewed and approved the plan. However, the taskforce members employed by Laurentian University and Algoma University were not required to submit REB applications. Additional efforts were made to adhere to Inuit-determined research ethics and procedures, particularly the National Inuit Strategy on Research (NISR), which was published by Inuit Tapiriit Kanatami in 2018.

The NISR instructs researchers to contact the Inuit research advisor designated for each of the four Inuit regions as applicable before beginning any research project concerning Inuit or Inuit Nunangat. Each region of Inuit Nunangat has its own research protocols, managed by the regional Inuit land claims organization (LCO) or regional government that hosts the Inuit research advisor for that region as well as other regional organizations involved in research. Researchers are advised to contact these organizations to connect with the regional Inuit research advisor and submit an application. This ensures that associated regional governance authorities are informed of the research project and that community approval and input is gained before the project begins. The Inuit Archives Outreach Directory (see appendix 15.1) includes links to the following organizations' websites,

¹ See the outreach protocol, guide to the outreach process, and outreach discussion questions template.

which provide more information regarding regional research processes and contact information:

- **Nunatsiavut: Nunatsiavut Government.** The NG (formerly the Labrador Inuit Association) is Nunatsiavut's LCO as well as its regional government. Nunatsiavut currently remains part of the Province of Newfoundland and Labrador.
- **Nunavik: Kativik Regional Government.** KRG is Nunavik's regional government, whereas **Makivik Corporation** is Nunavik's LCO. Nunavik currently remains part of the Province of Quebec.
- **Nunavut: Government of Nunavut.** The Government of Nunavut is the regional/territorial government, whereas **Nunavut Tunngavik Incorporated** is Nunavut's LCO. Nunavut is a self-governing territory, not part of any other Canadian province or territory.
- **Inuvialuit Settlement Region (ISR): Inuvialuit Regional Corporation.** The Inuvialuit Regional Corporation is the ISR's LCO and regional government. The ISR is in the northwest corner of the Northwest Territories and the northern portion of Yukon.

Because the Inuit Archives Outreach project involved research in the form of interviewing Inuit and members of Inuit organizations, the taskforce contacted three of the four Inuit research advisors in late 2018 (at the time, there was no Inuit research advisor for Nunavut). Of the three contacted, only the advisor for Nunatsiavut responded to the taskforce. She and her co-chair on the NG's research advisory committee requested more information about the taskforce's planned outreach activities in Nunatsiavut. They responded positively, but despite the taskforce's outreach work being near completion, they recommended that the taskforce submit an official research application to the NG for review. In the end, the official application was not completed due to technical challenges with the application website and time limitations. There was no follow-up with the NG.

Communications Strategy

The communications strategy for raising awareness about the Inuit Archives Outreach project and inviting participation in the discussions used two methods: (1) social media and publicity and (2) correspondence via email, telephone, and in-person interviews.

- ***Social Media and Publicity***

Because Facebook is widely used by Inuit as a communication platform, the taskforce created an Inuit Archives Outreach Facebook page (<https://www.facebook.com/InuitArchives>) and designed a poster (see appendix 15.2), which was shared through the Facebook page and elsewhere on social media. The poster was also included in emails sent to notify people involved in Inuit archives about the work of the taskforce and to invite their participation. The Inuit Archives Facebook page not only provided an effective means of publicizing the taskforce's work, but it also served (and continues to serve) as an archival knowledge sharing and access tool for Inuit. While the latter activity extends well beyond the taskforce's mandate, it falls within the responsibilities outlined in the taskforce's outreach protocols.

While the Facebook page did not result in any expressions of interest to participate in the community outreach campaign, it has proven to have potential as an effective outreach tool. As of November 2020, the page had 676 likes and 708 followers. Although the page is not currently very active, it continues to receive new likes every week, as do the links and information posted on its wall. Following the community outreach

campaign, other Inuit archivists were invited to become page administrators, to participate in adding relevant content, and to respond to messages received. So far, one additional Inuit archivist has expressed interest; she currently serves as the main page administrator, along with one taskforce member, who will continue in this role until others express interest in managing the page. A more detailed description of the social media component of the Inuit Archives Outreach project was previously written and provided (see appendix 15.3).

- ***Correspondence Methods***

The experience of taskforce members involved in the Inuit Archives Outreach project indicated that in-person communication was usually the most effective and preferred method of communication within Inuit communities. In-person communication was therefore prioritized whenever possible. However, given the geographical distances involved, email and telephone were often the only possible communication methods for contacting organizations and individuals involved in Inuit archives. Video conferencing could have been an effective alternative, but this option was not always possible due to the challenges of Internet connectivity in northern regions.

Inuit Archives Outreach Directory

In preparation for the community outreach campaign, taskforce members created a directory, organized according to the four regions of Inuit Nunangat, of Inuit organizations and individuals to contact within Inuit Nunangat and beyond. The directory was originally detailed and used for tracking outreach – noting who had been contacted, when, how, their response if any, their preferred communication methods, whether they chose to be interviewed, and any logistical information pertaining to their interview. An abridged version of the Inuit Archives Outreach Directory, which omits personal contact information, is provided in Appendix 15.1 of this report. This unique resource could be useful for future outreach efforts; however, it is important to note the following:

- There are many more people and organizations directly involved in Inuit archives, research, and heritage work than are currently listed in the directory.
- In some organizations, there is more than one person to contact whose positions and experience are relevant to Inuit archives, research, and heritage work.
- Some regional organizations – notably, the Nunavik organizations – have offices and documentation centres located in southern Canada.
- Libraries, museums, research centres, and related organizations are included in the directory because they often coexist with archives within Inuit cultural centres.
- Some of these organizations are not presently active.
- There are many more Inuit organizations that use archives than those listed in the directory.

II. Conducting Outreach

During the Inuit Archives Outreach project, approximately 40 people from 29 organizations were personally invited to be interviewed. Most invitations were sent by email, and follow-up communication was done via email, telephone, messaging platforms, or in person, according to the person's preferred method and what was

possible at the time. Although email was the most efficient correspondence method, it was often not the most effective. It quickly became clear that concise emails, rather than longer messages, were more likely to receive responses. In retrospect, it may have been more appropriate to use the telephone for introductory messages, given that oral methods of communication are often preferred over written among Inuit.

Connecting with people via taskforce members' existing professional networks was more effective than the cold-calling method that was used when no prior connection existed. In fact, four of the seven people interviewed were initially contacted based on suggestions from mutual connections: the taskforce interviewers had already known or corresponded with the interviewees prior to their involvement with the taskforce. In other words, none of the Inuit Archives Outreach interviews were the result of cold calls.

Approximately half of the 40 individuals who were invited to be interviewed were Inuit; the other half were non-Inuit who worked for Inuit organizations. Approximately half of the people contacted expressed interest in the work being done by the taskforce. In several cases, subsequent attempts to follow up received no answer. A maximum of two follow-up attempts were made; if no response was received after several days, correspondence was not pursued further.

Of the seven individuals who agreed to be interviewed, three were Inuit and four were non-Inuit. Of these seven, three individuals were from or affiliated with the Nunatsiavut region, one was from Nunavik, and three were from Nunavut. No one from the Inuvialuit Settlement Region was officially interviewed, although one person responded with an initial expression of interest. One of the seven interviews remained incomplete because the interviewee had to leave part way through and was unable to resume the interview later due to lack of time.

III. Key Themes and Feedback

The participants confirmed that there are many barriers that make it difficult for Inuit researchers and community members to access and use archival and heritage materials that are important to them. They also had many ideas about how this situation could be improved for the benefit of present and future generations of Inuit. What follows is an anonymized summary of topics discussed and messages heard in the seven official interviews and in related feedback received during the outreach project.

- ***Transforming archival practices to be more respectful and useful to Inuit***

There continues to be a general lack of understanding of the needs, priorities, and concerns of Inuit communities. This is reflected in the many archival practices and systems that remain biased toward Eurocentric languages and cultures. Descriptions of archival records pertaining to Inuit must use respectful and correct language and terminology. Many archival collections pertaining to Inuit are poorly accessible due to missing, incomplete, inaccurate, or erroneous information in archival databases. Cultural and language differences can also act as barriers to Inuit researchers accessing documents, information systems, and research assistance services that are offered in English and/or French but not in Inuktitut. It is important to support the use of Inuit languages where spoken.

Participants also cautioned the taskforce to avoid simply producing yet another set of protocols for First Nations, Inuit, and Métis archives or making recommendations itemized by area of need. To quote one participant, “At base, the issue here is one of damaged relationships, not missing programs.”

- ***Improving archival accessibility for Inuit researchers and community members***

Archival materials about Inuit exist all over the world; however, they are usually located far away from Inuit communities and are often challenging to find, even for experienced researchers. Among Inuit, there is often a lack of familiarity with archives and the research services available to them. Archival information systems within and across institutions remain opaque and difficult to navigate from the perspective of many community members. Furthermore, many Inuit live in remote, fly-in communities, which makes it difficult for them to pursue research, educational, and work opportunities. The north-south digital divide is also a problematic reality. Internet connectivity in the north continues to be exceedingly slow and unreliable, with low bandwidth. As a result, digital platforms are not always accessible as means of access and communication.

Participants did note that community-researcher relationships and networking have been helpful in ascertaining the existence and whereabouts of archival documents relating to Inuit. They advised offering the following services in order to make archives more accessible and meaningful to Inuit:

- interpretive services and research assistance by knowledgeable people who understand and respect local cultures and have culturally sensitive people skills
- aurally oriented outreach and research assistance (e.g., telephone calls, announcements on local radio stations, or short videos posted on widely used social media platforms such as YouTube and Facebook)
- creative reproductions and recontextualizations of archival materials (e.g., exhibits, podcasts, film documentaries, and publications)

- ***Following Inuit priorities and Protocols regarding Inuit-related archives and research***

Archives need to continue transforming mainstream archival practices to become more ethically sound. Archival standards are often incompatible with the protocols and wishes of communities for the care of materials related to them; and some communities or individuals may be more resistant to research-related processes and activities due to negative past experiences with non-Inuit research or institutions. It is important to listen to the perspectives and information needs of Inuit communities and to adapt archival systems and services accordingly.

Academic and non-Inuit researchers also continue to have greater access to archival materials pertaining to Inuit than Inuit themselves do. Researchers should follow the National Inuit Strategy on Research (NISR) for guidance on how to conduct research related to Inuit. More coordinated communication and greater mutual understanding surrounding these processes, both within and between regions, would be beneficial for all concerned.

Archives also have a role to play in either perpetuating or transforming the outcomes of problematic or

unethical research and documentation about Inuit. Inappropriate restrictions imposed by some donors and archival institutions prevent community access to archives. Archivists need to work, via regional Inuit organizations, with Inuit who are directly concerned by the records to clarify questions of access, privacy, rights, consent, and research protocols. These protocols may vary by nation, region, community, family, and individual. In doing this work, archives must prioritize Inuit ownership, control, access, and possession of records and information about their own families and communities and must facilitate repatriation of Inuit archives to Inuit communities when appropriate.

- ***Improving archival communication and outreach to Inuit communities***

More effective long-term outreach by archival institutions is needed to notify Inuit communities of the existence of heritage materials that originate from those communities. Participants advised keeping lines of communication open – engaging in non-invasive dialogue; listening to community members; and following through with addressing their ideas, concerns, and requests. Drawing on community feedback, archives can design useful access and research services for Inuit researchers. They should also allow ample lead time for consulting Inuit national or regional organizations before the commencement of any Inuit-related project. The guidance of these organizations should be used as the basis for the project’s development.

Participants suggested liaising with other organizations in the community and being open to potential collaborations where archival resources could be useful (e.g., working with teachers to introduce library and archival research skills to Inuit students in secondary and post-secondary schools). Additionally, on-demand, practically oriented archival training and workshops have proven to be very useful in Nunatsiavut and Nunavut, as they often form the basis for expanding professional support networks and establishing a community of practice. Success factors include the following:

- holding the workshop in person to encourage relationship building
- hosting the workshop in a regionally accessible location
- providing funding to support attendance by local and regional professionals
- setting up multi-day training sessions, especially when people have travelled to participate, to allow ample time for learning and discussion
- applying accessible and informal learning methods that inspire confidence in local practitioners

- ***Creating Inuit-specific professional networks***

In addition to outreach to Inuit communities, improved communication within the archives and heritage domain is recommended. While general or pan-Indigenous professional networks can be helpful for learning how other nations and communities have approached similar issues, an Inuit-specific archives and heritage network would be especially beneficial for sharing records and information where appropriate and for enabling Inuit professionals to support one another in their work, especially when facing similar challenges. Such a network would include both Inuit and non-Inuit professionals who take care of Inuit-related heritage materials, but it should be directed by Inuit members. It would not be limited to archival institutions but would improve communication and collaboration among different kinds of heritage institutions and projects, including libraries, museums, local historical societies, and community cultural committees. Additionally, travel funding should be made available to enable Inuit archives and heritage professionals to meet, pursue educational opportunities, and participate in.

- ***Building capacity in Inuit and northern archives***

Currently, there is a lack of public libraries and archives in most communities in Inuit Nunangat as well as a lack of staff dedicated to Inuit archives. While there are some successful independent Inuit community archives initiatives, they are often dependent on fluctuating human and financial resources. Many community archives and documentation centres are maintained by part-time staff or volunteers. Some local archives are dependent on the initiative of individuals who take a personal interest in maintaining them; when those people retire or leave, there is often no one to take over managing the archives. Participants also noted that financial costs in the north are exponentially higher than in the south.

This indicates a need to invest in creating sustainable archives in Inuit and northern communities, where community members can access documentary materials and information with adequate resources and assistance. This would involve building dedicated, adequate, and secure storage facilities and public and staff workspaces as well as ensuring adequate human resource capacity, all of which are prerequisites for repatriating collections to Inuit Nunangat. Creating more permanent, full-time, paid positions in community Inuit archives and building the capacity required to manage and maintain access to these archives also requires applying a variety of employment models. Documentary heritage and records management should be made a key part of institutional mandates, and stable core funding in addition to project-based funding is essential.

The interviews and feedback revealed the presence of initiatives and experience (e.g., heritage training programs, current activities of archival councils, plans for creating archival facilities, and Inuit research processes) that were neither well represented in archival educational programs and literature nor, in many cases, known to the outreach interviewer until she spoke with the people directly engaged in this work. These experiences could inform similar efforts in other Inuit regions. It would be helpful to build on existing relationships and successes where possible.

- ***Increasing archival education and employment for Inuit***

The archival profession generally lacks diversity and often clashes with Inuit ways of knowing history and sharing knowledge. Currently, there are few Inuit represented in archives, records, and information management positions. Additionally, there are few such employment opportunities in or near people's home communities. There are also issues with knowledge continuity when the workforce is transient. Qualified individuals from smaller communities often move to larger towns and organizations, where there are higher-paying employment opportunities, and this increases challenges for smaller communities that also need qualified Inuit employees.

To address many of the issues identified by participants, it will be necessary to ensure that more Inuit are hired and trained to work in archives and cultural heritage institutions in a range of roles and have the power to effect structural change. New positions created for Inuit working in archives should be carefully considered and consciously communicated to avoid repeating past educational and employment models that were designed to assimilate Inuit into "colonial-based careers." This requires recognizing that one archival model will not fit all First Nations, Inuit, and Métis governments and communities. It also requires recognizing that Inuit knowledge holders are currently performing heritage work in their communities. They

have a wealth of knowledge and experience that can enliven archival records about Inuit. Archives could hire Inuit to review and edit existing descriptions, act as liaisons between archives and community members, provide research and reference services to Inuit communities, and engage in more storytelling-based outreach. Such positions are crucial for restoring important context to archival collections pertaining to Inuit.

To increase education and employment for Inuit, participants suggested doing the following:

- increasing awareness among Inuit about archives and related professions by improving access to archives and cultural heritage materials of interest
- providing more educational options for people living in remote communities
- making professional and training opportunities more relevant and diverse
- making it possible to pursue master's degrees in library and information studies, archival studies, and information studies or related technician degrees from a distance
- revising educational requirements to qualify for archival programs to make them less prohibitive to Inuit; many archival tasks, for example, can be learned through apprenticeships, which are more aligned with Inuit ways of educating people to perform given roles

When doing this work, it is also important to keep in mind that the field of archives, libraries, and information management is just one of many important professional areas in need of Inuit involvement and management. Although cultural heritage is important to Inuit, Inuit communities are dealing with many other pressing issues and complex structural problems, which may often take precedence.

IV. Conclusion

It is clear that there is still much work and education needed to decolonize archives and other heritage professions in Canada. However, the taskforce's Inuit Archives Outreach project did succeed in generating dialogue about the unique realities and challenges surrounding Inuit archives and in creating and renewing some connections among people who work in Inuit communities and archives. Thus, in addition to contributing to the creation of the framework, the Inuit Archives Outreach project created a foundation for those working in the field of Inuit archives to continue discussing and supporting each other on matters of common concern and to share knowledge and resources when useful and appropriate. It was an important learning experience, especially for the taskforce members involved, who now carry deepened understandings into their archival and research practices.

Appendix I: Inuit Archives Outreach Directory

| Organization | Website |
|--|---|
| Multi-region | |
| Inuit Tapiriit Kanatami | https://www.itk.ca/ |
| Inuit Circumpolar Council Canada | https://www.inuitcircumpolar.com/ |
| Isuma | http://www.isuma.tv/isuma |
| Nunatsiavut | |
| Inuit Research Advisor (Nunatsiavut) | https://nunatsiavutresearchcentre.com/ngrac/ |
| Nunatsiavut Government | https://www.nunatsiavut.com/ |
| Tradition & Transition, OKâlaKatiget Society | https://traditionandtransition.com/ |
| Labrador Institute, Memorial University | https://www.mun.ca/labradorinstitute/ |
| Them Days | https://www.themdays.com/ |
| White Elephant Museum, Makkovik | http://www.labradorvirtualmuseum.ca/wem/ |
| Hopedale Moravian Mission Complex & Museum | https://www.tourismnunatsiavut.com/home/hopedale.htm |
| “My Word”: Digital Storytelling & Media Lab, Rigolet | http://www.townofrigolet.com/home/stories.htm |
| Labrador Heritage Society | http://www.labradorheritagemuseum.ca/home/ |
| Nunavik (Quebec) | |
| Inuit Research Advisor (Nunavik) | https://www.krg.ca/ |
| Makivik Corporation (archives) | https://www.makivik.org/ |
| Nunavik Research Centre (Makivik Corporation) | https://www.makivik.org/nunavik-research-centre/ |
| Kativik Regional Government | https://www.krg.ca/ |
| Avataq Cultural Institute (library and archives) | https://www.avataq.qc.ca/ |
| Taqramiut Nipingat Incorporated (TNI) (archives) | https://www.tni-rtn.com/ |

| Organization | Website |
|--|---|
| Nunavik (Quebec) cont'd | |
| CBC North (Kuujuuaq) (archives) | http://www.cbc.ca/north |
| Local FM radio stations | http://media002.tripod.com/nunamedia.html |
| Nipivut radio (archives) | https://ckut.ca/en/content/nipivut-0 |
| Kativik Ilisarniliriniq (school libraries) | https://www.kativik.qc.ca/ |
| Ilagiisaq (Fédération des Coopératives du Nouveau-Québec) (archives) | http://www.fcq.ca/ |
| Air Inuit (library services) | https://www.airinuit.com/ |
| Southern Quebec Inuit Association (SQIA) | https://www.facebook.com/SQIA2017/ |
| Nunavut | |
| Inuit Research Advisor (Nunavut) | https://www.tunngavik.com/ |
| Nunavut Tunngavik Incorporated | https://www.tunngavik.com/ |
| Archives Council of Nunavut | http://www.ihti.ca/eng/iht-proj-coun.html |
| Nunavut Archives (Territorial Archives) | https://www.gov.nu.ca/culture-and-heritage/information/archives |
| Legislative Library of Nunavut | https://assembly.nu.ca/legislative-library |
| Inuit Heritage Trust | http://www.ihti.ca/ |
| Inuit Film and Video Archives, Inuit Broadcasting Corporation | https://inuitbroadcasting.ca/film-video-archives/ |
| Igloolik Oral History Centre, Nunavut Research Institute (IQ and Oral History, Nunavut Arctic College) | http://cnro.ca/igloolik-oral-history-centre/ |
| Nunavut Arctic College Media (archives) | https://nacmedia.ca/ |
| Nunavut Arctic College (libraries) | https://arcticcollege.ca/library-services |
| Nunatta Sunakkutaangit Museum, Iqaluit | https://www.nunattasunakkutaangit.ca/home |
| Piruvik Centre | https://www.pirurvik.ca/ |
| Qikiqtani Inuit Association | https://www.qia.ca/ |

| Organization | Website |
|---|---|
| Nunavut cont'd | |
| Pond Inlet Archives, Rebecca P. Idlout Library | https://publiclibraries.nu.ca/en/pil |
| Pitquhirnikkut Ilihautiniq (Kitikmeot Heritage Society), Cambridge Bay | https://www.kitikmeotheritage.ca/ |
| Piqqusilirivvik, Nunavut Arctic College, Clyde River | https://arcticcollege.ca/piqqusilirivvik |
| Ilisaqsivik Society, Clyde River | https://ilisaqsivik.ca/ |
| Ittaq Heritage and Research Centre, Clyde River | http://itdaq.ca/ |
| Nattilik Heritage Centre, Gjoa Haven | https://www.facebook.com/Nattilik-Heritage-Centre-710287425699598/about/ |
| Inuit Heritage Centre, Baker Lake | https://www.bakerlake.ca/about |
| Kivalliq Inuit Association, Rankin Inlet | http://kivalliqinuit.ca/ |
| Naujaat Heritage Society, Repulse Bay | http://www.ihti.ca/eng/iht-proj-nuna.html |
| Qimatuligvik Heritage Centre, Arctic Bay | http://www.ihti.ca/eng/iht-proj-nuna.html |
| Niutaq Cultural Institute, Igloolik | http://www.ihti.ca/eng/iht-proj-nuna.html |
| Nunavut Public Library Services | https://www.publiclibraries.nu.ca/en/node/16 |
| Nunavut Bilingual Education Society | https://nbes.ca/ |
| Inuvialuit Settlement Region | |
| Inuit Research Advisor (Inuvialuit) | https://www.irc.inuvialuit.com/ |
| Inuvialuit Regional Corporation | https://www.irc.inuvialuit.com/ |
| Inuvialuit Cultural Centre | https://www.irc.inuvialuit.com/service/inuvialuit-cultural-centre-pitquhiit-pitqusiit |
| Non-Inuit Organizations | |
| Library and Archives Canada | https://www.bac-lac.gc.ca/ |
| Prince of Wales Northern Heritage Centre and Northwest Territories Archives | https://www.pwnhc.ca/ |
| CBC Indigenous Languages Archive Project | |

Call for Participation!

Inuit Knowledge Holders & Archivists

The TRC Taskforce of the Steering Committee on Canada's Archives would like to hear your thoughts on working together towards a national strategy for reconciliation action and awareness within Canadian archives.

What?

To ensure that Inuit knowledge and cultural memory keepers find their voices included in the archival profession, and that Inuit take on an active role in managing and accessing documents (maps, photos, writings, oral histories, films, etc.) pertaining to their communities and their histories.

This is an opportunity for you to share your thoughts about how archives should be improved for Inuit.

When?

Interviews are ongoing from October – January 2018

Interested? Questions?

Please Contact:

Sarah Gauntlett, Archivist
Avataq Cultural Institute
sarah.gauntlett@avataq.qc.ca

Please check out our Facebook page for updates and more information!

[Inuit Archives Outreach](#)
[@InuitArchives](#)

Appendix III: Social Media Engagement

The Inuit Archives Outreach Facebook page was created to assist with facilitating a space for dialogue among and with Inuit about archives and to connect with potential participants to share their thoughts, ideas, concerns, questions, and overall experiences with archivists, the archives profession, and archival institutions. The social media presence was intended to be a supplemental support for existing communication processes (e.g., email, phone, etc.), with the goal of engaging Inuit through different channels.

A total of 15 posts were shared via social media. Posting began in October 2018 and continued to the end of January 2019. The content ranged from promotion of the outreach project through a complement of archival photographs to links concerning funding, opportunities, and stories of interest related to cultural heritage.

Overall, the social media engagement of Inuit was not successful. However, there was modest interest for the content that was posted to the Facebook page. Specifically, as shown in figure 1, the posts with the highest engagement were posts 2, 5, 8, 11, and 14. Post 2, which had the highest engagement, was the Inuit Archives Outreach poster, which reached 2,011 people. Post 5, promoting the Ancestry Continuing Education Award Program (ACEAP) application for First Nations, Inuit, and Métis people to train either as archivists or records managers, engaged 1,155 people. Post 8, a promotion for the Indigenous Student Librarian program at Concordia University, reached 1,615 people. Post 11, which inquired about Inuit interest in participating in interviews for the project, had the second-highest engagement, reaching 866 people. Post 14, which reached 1,069 people, was both a final call for participants and a promotion of the Library and Archives Canada (LAC) initiative called Project Naming.

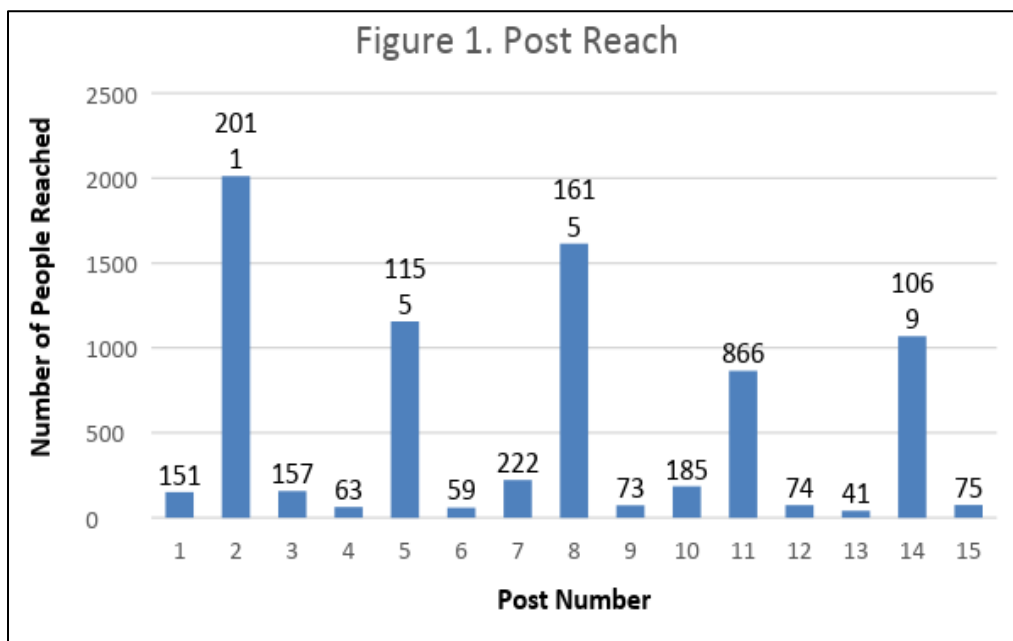


Figure 1: Number of people reached by posts to the Inuit Archives Outreach Facebook page, October 2018 – January 2019

The engagement performance of each post, shown in Figure 2, includes the actual total number of people engaging with each post, the number of clicks made to view the content, and the number of reactions provided (e.g., likes, loves, shares). Again, the posts with the highest engagement were posts 2, 5, 8, 11, and 14. This engagement included the overall totals and comparisons between engagement with posts on the Inuit Archives Outreach Facebook page and reactions and clicks on posts that had been shared to people’s profiles or other pages.

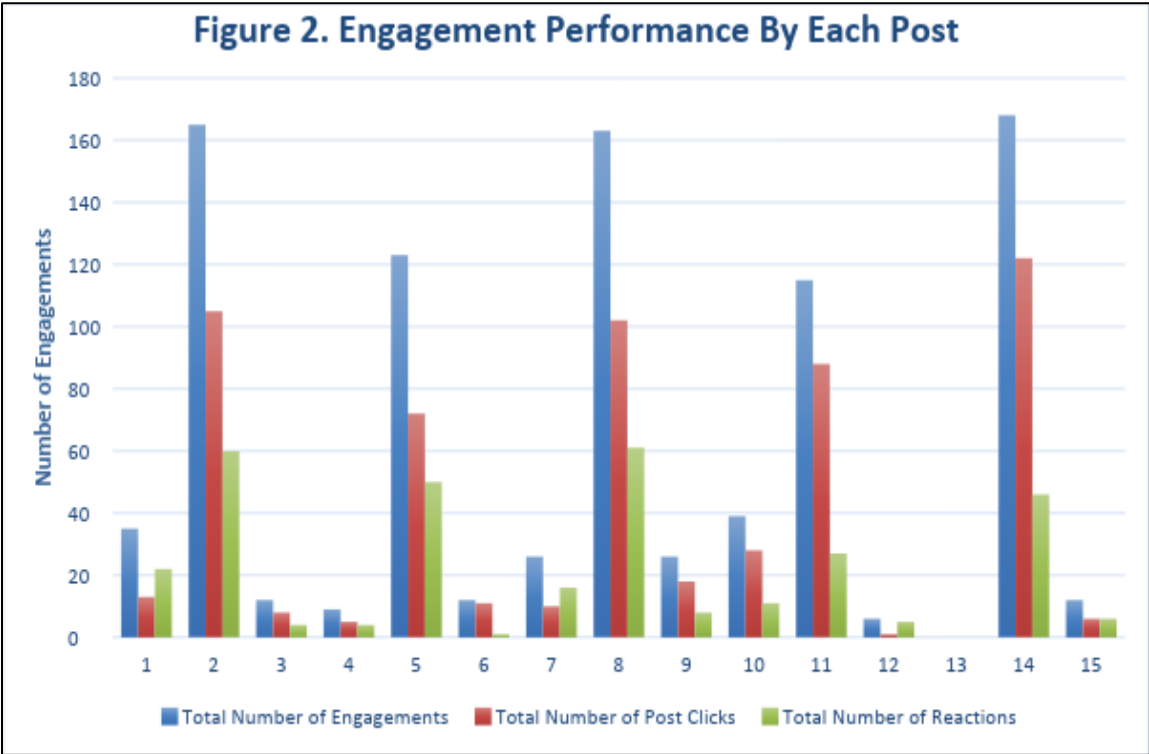


Figure 2: Total engagement performance of individual posts on Inuit Archives Outreach Facebook page and shared to profiles or other pages

Figure 3 shows the different reactions to posts on the Facebook page and those shared to personal profiles and other pages and groups. The most popular posts received far more likes when shared than when posted on the original Facebook page. The posts that received the highest number of likes (posts 1, 5, 7, and 14) included the introductory post for the outreach project, the ACEAP promotion, a 2018 CBC news story concerning a sealskin coat that was brought from Ulukhaktok to the Prince of Wales Northern Heritage Centre in Yellowknife, and the final call for participation in the outreach project.

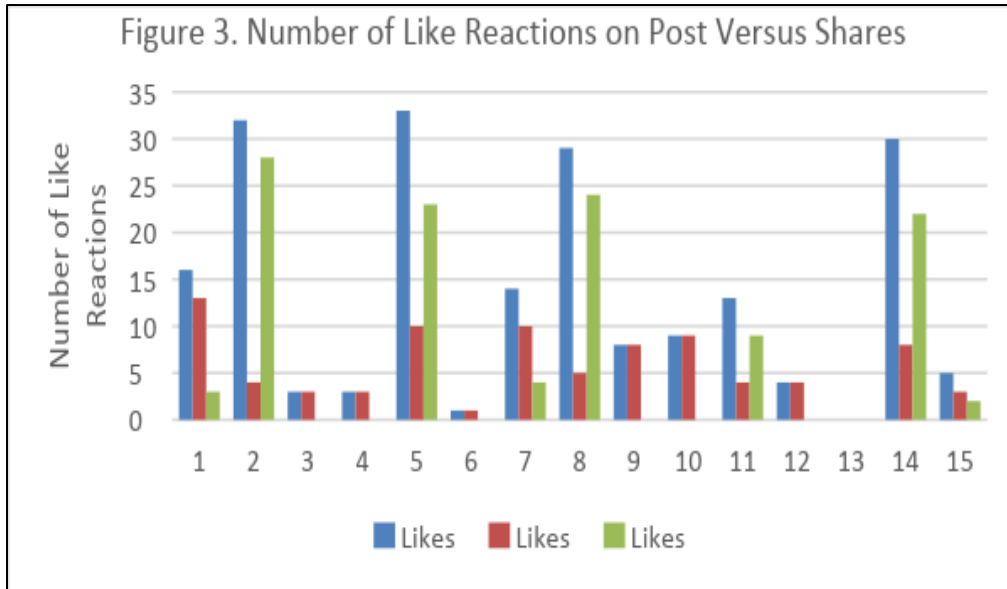


Figure 3: Number of likes received by posts to the Inuit Archives Outreach Facebook page and by shares

Figure 4 shows the overall totals for reactions, including likes, comments, shares, and post clicks.

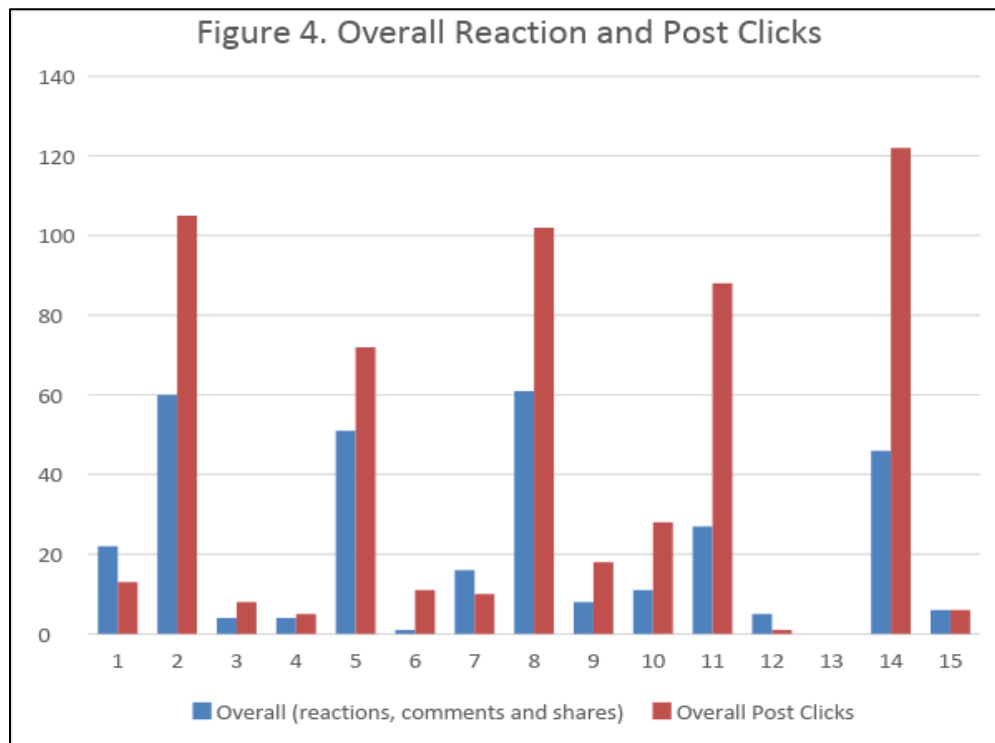


Figure 4: Overall reactions and clicks on social media posts

The posts that were shared more often received far more engagement. As shown in Figure 5, again, the most popular posts were 2, 5, 8, 11, and 14.

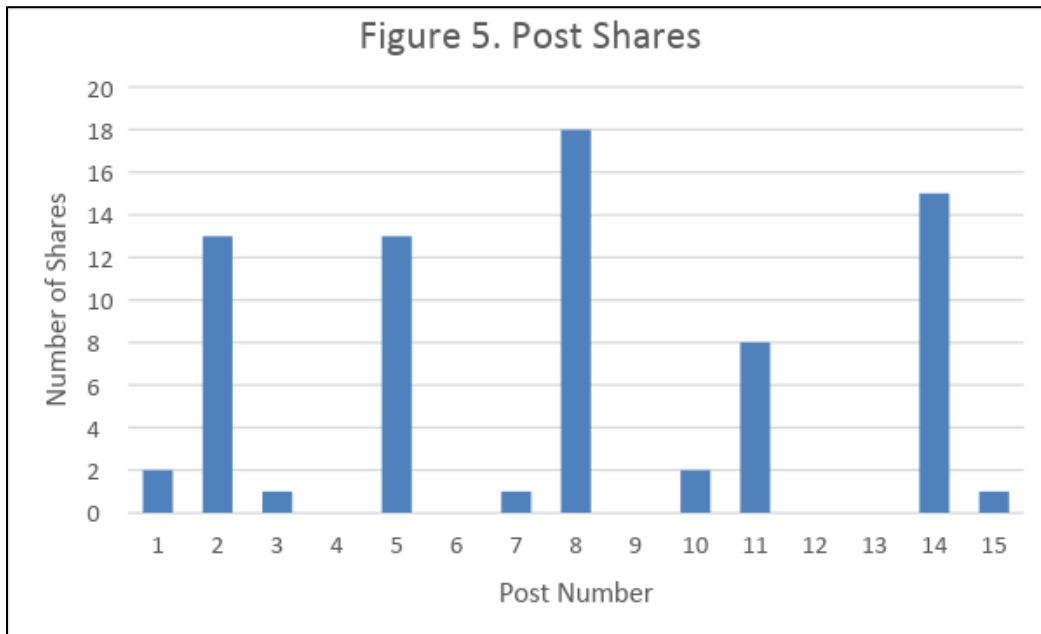


Figure 5: Posts shared to personal profiles and other pages and groups

Figure 6 shows the breakdown of post clicks, including photo views, link clicks, and other clicks.

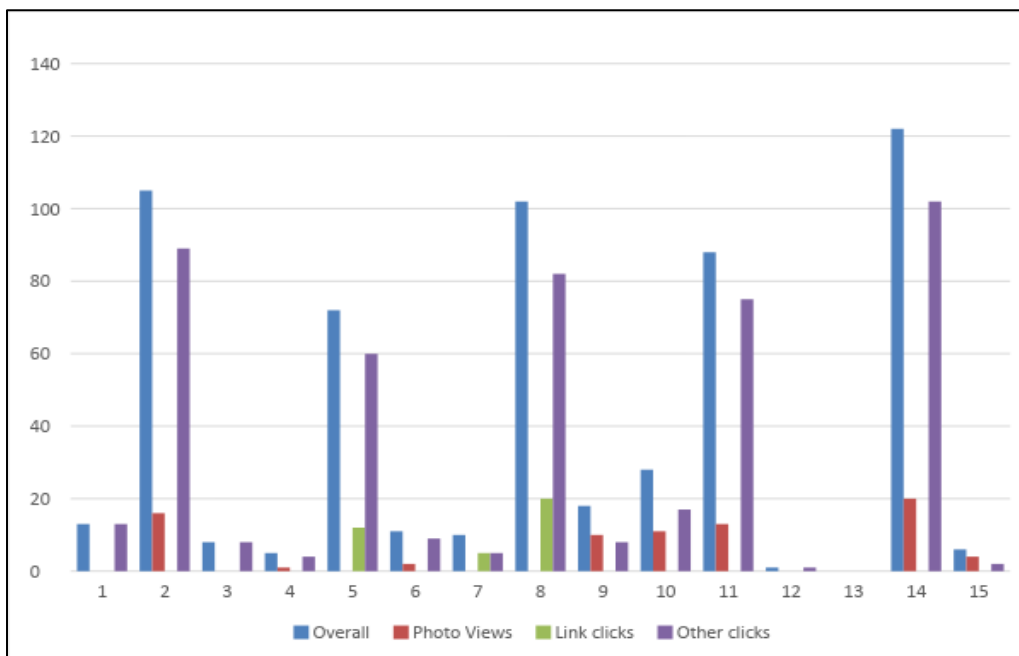


Figure 6: Overall post clicks: photo views, link clicks, and other clicks

The posts utilised a selection of black-and-white and colour photographs from archival collections at Library and Archives Canada and complied with the LAC requirements: the photographs had to be open, with copyright expired and no restrictions on use.

Posts sharing information such as opportunities, scholarships, established initiatives, and stories and events of interest had the highest engagement performance. Should social media be considered in the future, it is strongly recommended that these types of post be included to assist with building a network and diverse connections.

The initial primary audience for the Facebook page was observed to be non-Inuit. However, by the end of January 2019, more Inuit were beginning to share, react, and engage with the content. As social media is a well-known avenue for communication and socialising in the north, another recommendation is to have a dedicated social media coordinator to fully avail the benefits of social media presence.

Due to the short timeframe allotted to outreach activities and the requirements of other professional responsibilities, it was not possible to ascertain whether social media could have been more successful. However, connections with professionals in Inuit Nunangat indicated that the endeavour was spoken of favourably. Proper planning in the future may yield better results.