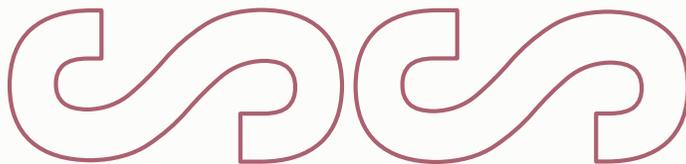
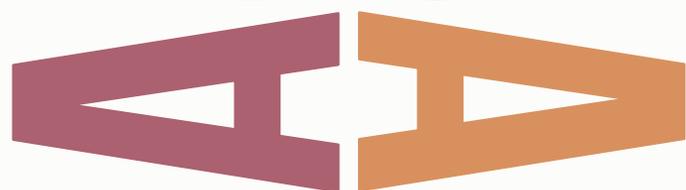
The logo consists of the letters 'D', 'A', 'S', and 'A' in a stylized, outlined font. The 'D' and 'A' are on the left, and the 'S' and 'A' are on the right. The letters are white with a dark red outline.

Digital
Arts
Services
Alliance

The logo consists of the letters 'D', 'A', 'S', and 'A' in a stylized, outlined font. The 'D' and 'A' are on the left, and the 'S' and 'A' are on the right. The letters are white with a dark red outline.The logo consists of the letters 'D', 'A', 'S', and 'A' in a solid, bold font. The 'D' and 'A' are on the left, and the 'S' and 'A' are on the right. The letters are dark red.

Alliance
des services
d'arts
numériques

The logo consists of the letters 'D', 'A', 'S', and 'A' in a solid, bold font. The 'D' and 'A' are on the left, and the 'S' and 'A' are on the right. The letters are dark red.

Scoping Dialogue

August 6, 2019, 1 PM EST

<https://artspond.com/dasa-signup/>

AGENDA

- Situation
- Solutions
- Roadmap
- Funding
- Next steps



SITUATION

- **Lack of national strategy** for digital transformation that is sector-led
- **Lack of resources** to sustain digital transformation after DSF is done
- **Lack of justice** or equity of access to digital transformation support
- **Lack of professional networks** to bolster collaboration and improve digital readiness of arts services leadership across regions and disciplines
- **Inefficient duplication** of effort and **lost opportunities** to promote interoperability between solutions due to working in silos
- **Urgency, scope, complexity and expense** of problem cannot be solved by single company or discipline >> HR, research, networks, hardware, etc
- **Face-to-face dialogue** is essential to solve digital issues
- **Canada as an innovation ecosystem** in digital arts services research

SOLUTIONS

- **Platform Innovation**

Developing and scaling collaborative technologies and services

- **Innovation Incubator**

Delivering seed funding, mentorship, networking opportunities that support services with high collaborative potential

- **National Innovation Ecosystem**

Leverage regional advantages, institutions, and infrastructure to grow and sustain national alliances that connect strategic networks, generates new knowledge and resources, addresses complex collective challenges



SOLUTIONS: Digital Arts Services Alliance

- Establish national advisory to outline scope + funding options long-term
- Establish cross-disciplinary working groups in 7 to 9+ regions across Canada to further refine regional interests and encourage collaboration
- Recruit and hire 7 to 9+ part-time regional network coordinators and 2+ full-time national coordinators to lead network recruitment, strategy definition, documentation, and evaluation
- **Digital (Phase 1)** Host 2 digital meetups in each participating region featuring leading digital initiatives and ASOs for whole strategy (not only digital strategy) definition, and as pre-scoping for a national tour
- **Regional A (Phase 2)** Plan and host onsite meetups for leading digital initiatives in 9+ cities across Canada (~1.5 days each)

SOLUTIONS: Digital Arts Services Alliance

- **National (Phase 3)** DASSAN21 national conference (focus: digital justice in rural + Indigenous Canada) and survey of leading digital arts service
- **Regional B (Phase 4)** Regional meetups and digital literacy workshops for broader arts industry and presentations of national strategy for feedback
- **R&D Hub (Phase 5)** Establish national cross-disciplinary hub for innovation research on ontology design, bilingual literacy toolkit and infrastructure development, advocacy for digital justice strategies, professional development, etc. Requires multi-stakeholder partnerships including universities for domain expertise and access to research funding. Not only for large organizations. Must address digital needs of small, individual, rural, remote, Indigenous creators and producers.

ROADMAP

- **Pre-planning:** Advisory digital convening Oct 2019, Feb 2020; onsite convening at The Banff Centre Digital Summit Nov 2019 (TBC); DigitalASO.ca interim network website development (to Mar 2020)
- **Digital (Phase 1):** Mar to Sep 2020
- **Regional A (Phase 2):** Oct 2020 to Mar 2021
- **National (Phase 3):** Mar to May 2021
- **Regional B (Phase 4):** May to Nov 2021
- **R&D (Phase 5):** Sep 2021+ (to Aug 2024 or 2026)

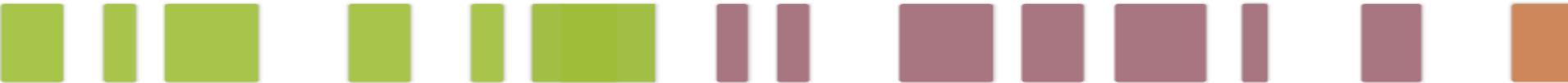


FUNDING PROPOSALS

- **Canada Council Digital Strategy Fund**
Sep 2019 (\$250k single) + Sep 2020 (\$500k multi), 100% DASA
- **Ontario Trillium Foundation Grow**
Nov 2019 (\$750k, 3 years), 50% DASA + R&D
- **FedDev Ontario**
Sep 2019 (\$8m, 3 years), 33% Platform Innovation, 33% DASA + R&D
- **SSHRC / ISED / Ontario Creates / others**
Winter 2020 (\$5m+, 3+ years), 100% DASA + R&D
- **Canadian Heritage Strategic Initiatives**
Fall 2020 (\$750k+, 2+ years) 33% R&D

NEXT STEPS

- **Canada Council Digital Strategy Fund Proposed Roles**
 - National advisory
 - Regional working groups
 - National and regional coordinators
 - Convening hosts and facilitators, digital and onsite
 - Community Partners
 - Grant writing / editing feedback
- **SharePoint group files/communications**
- **Spreading the word, champion recommendations**





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