



**Newfoundland and Labrador
Archaeological Society**

2014

Annual Report



1. President's Message



On behalf of the members of the Executive and the Board of Directors of the Labrador Archaeological Society (NLAS), I am pleased to submit this Annual Report for our activities for 2014. The outcomes identified in this report are a measure of our performance against the first year of the NLAS 2014-16 Activity Plan.

In reporting on the first year of our three year plan, I am pleased to report that the NLAS has had a very successful year in meeting its objectives to grow its presence and to build our engagement with our members and the general public.

A highlight of the year was the successful completion of the Community Collections Archaeological Research Project. Through this pilot project, the NLAS secured funding to hire an archaeologist to catalogue a private archaeological collection. It was a solid first step in building stronger ties between professional archaeologists and private collectors in the Province.

Looking forward to 2015, we face the challenges of maintaining growth, obtaining operational funding, and revitalizing our board and volunteer base. We also welcome archaeologists from across the country as they gather in St. John's for the 47th Annual Meeting of the Canadian Archaeological Association.

My signature is indicative of the Board's accountability for the preparation of this report and the society's achievements therein.

Sincerely,



Tim Rast,
President

2. Newfoundland and Labrador Archaeological Society Overview

Key Statistics

The NLAS membership

Total Memberships = 36

12 – Student

16 – Individual

3 – Senior

5 – Family

Membership (36) Nationality

35 – Canadian (34 NL; 1 MB)

1 – American (NY)

Society Representation

The NLAS is comprised of a General Membership, an Executive Committee, and a Board of Directors. The Board of Directors includes the four members of the Executive Committee and four additional directors.

- Tim Rast, President
- Catherine Jalbert, Vice-President
- Sarah Ingram, Secretary
- Lori White, Treasurer
- John Erwin, Director
- Corey Hutchings, Director
- Scott Neilsen, Director
- Chris Wolff, Director

Description of Revenues and Expenditures

TOTAL INCOME: \$4,569.86

[Cultural Economic Development Program (CEDP) Funding (\$3000),
Memberships, Donations, Cafe Press commission]

TOTAL EXPENSES: \$4,099.82

[Community Collections Archaeological Research Project (CCARP) (\$3126.48),
Honorariums, Bank fees, PayPal fees, Postage, Web services, Incorporation fees,
Public Planning Meeting, Cafe Press fees]

NET PROFIT: \$470.04

CURRENT BALANCE \$827.26

Vision

The vision of the NLAS is of a province that understands, values, and celebrates the protection and preservation of archaeological resources for their positive contribution to all who visit and live in Newfoundland and Labrador.

Mission

The mission of the Newfoundland and Labrador Archaeology Society is to promote an understanding of archaeology in Newfoundland and Labrador and protect archaeological resources by fostering research, stewardship, education, and the exchange of ideas and information between professionals and the public.

3. Shared Commitments

The NLAS has worked cooperatively throughout the year with the Provincial Archaeology Office (PAO), the Heritage Division of the former provincial department of Tourism, Culture, and Recreation, The Rooms, the Archaeology Department at Memorial University of Newfoundland (MUN), The MUN Graduate Students Union, MUNArch (Archaeology Student Society), the Labrador Institute Research Station, the Sunnyside Heritage Association, and other provincial and territorial archaeological societies across Canada to deliver programming to NLAS members and the public.

| Commitment | Partners |
|---|--|
| Community Collections Archaeology Research Project | <ul style="list-style-type: none">• Provincial Archaeology Office• The Rooms• Heritage Division of the former Department of Tourism, Culture, and Recreation |
| Archaeology Skills Day | <ul style="list-style-type: none">• Archaeology Department (MUN)• Provincial Archaeology Office |
| Annual meeting of regional archaeological societies | <ul style="list-style-type: none">• Various provincial societies across Canada, the Canadian Archaeological Association |
| 2013 NLAS Annual General Meeting | <ul style="list-style-type: none">• Archaeology Department (MUN) |
| Coffee and Culture Lectures | <ul style="list-style-type: none">• The Rooms |
| Engaging Evenings Lectures | <ul style="list-style-type: none">• The Rooms |
| Student Meet'n'Greet | <ul style="list-style-type: none">• MUNArch |
| Free Public Lectures | <ul style="list-style-type: none">• Labrador Institute Research Station• Sunnyside Heritage Association |
| Boardroom for meetings | <ul style="list-style-type: none">• Graduate Students Union, MUN |

4. Report on Performance

Goal 1: To Establish Presence of NLAS

It is the goal of the NLAS to establish itself as a presence in Newfoundland and Labrador as a not-for-profit corporation in both the archaeological community and in the broader public consciousness by: becoming a resource for archaeologists and the general public; becoming a point of contact for other provincial societies; and to provide a public face for archaeology in the province of Newfoundland and Labrador.

Objective 2014: To be publically recognized, and achieve charitable status

Indicators:

| 2014 Indicators | 2014 Outcomes |
|--|---|
| Have an NLAS website and a presence in social media established and be recognized in media, and press releases | <ul style="list-style-type: none">• Created and established a website at http://nlarchsociety.ca/ employing Wordpress.com which serves as the NLAS Main portal for information on the web.• Established a presence in social media with a public Facebook Page which had 470 “likes” and a Twitter account with 24 followers.• Established a CafePress site which contains NLAS themed items for sale http://www.cafepress.ca/nlarchaeologicalsociety• Press releases accompanied release Community Collections Archaeological Project Report (CCARP) |
| Become a registered charity as defined by the Canada Revenue Agency | <ul style="list-style-type: none">• Applied to the Canada Revenue Agency to become a registered charity. Application ongoing. |

The NLAS website went live in May 2014, and served as a hub for all information pertaining to the society. Members and non-members alike could access our constitution, membership forms, and minutes, as well as our newsletters, and links to many local and national archaeology sources. Updates were made on events, and photo galleries were made available to view on our different events and various sponsored projects.

The NLAS was also successful in meeting all of its 2013-14 objectives regarding social media and in establishing a presence for itself in the press. This was achieved through several radio and print interviews which were shared by local and national news outlets. Of note is the considerable attention that the release of the CCARP Project received, which encouraged other people to share their collections with us. The status of the NLAS as a registered charity remains outstanding, as the society awaits a response from the Canada Revenue Agency.

Goal 2: To Engage the NLAS Membership

It is the goal of the NLAS to provide information, training, services, education, and networking opportunities between professional archaeologists, students and members of the NLAS.

Objective 2014: Organize, hold and promote lectures on the archaeology of Newfoundland and Labrador that are accessible to members across the province.

| 2014 Indicators | 2014 Outcomes |
|---|--|
| Hold lectures on Newfoundland and Labrador archaeology | <p>In 2013-14, lectures included:</p> <ul style="list-style-type: none"> • Dr. James Lyttleton, <i>The MUN Archaeology Field School at the WWI site of Admiralty Station, Mount Pearl</i> (Memorial University, St. John’s) 30+ people attended • Scott Neilsen, <i>Archaeology in Sheshatshiu</i> (The Rooms, St. John’s) 28 people attended • Laurie McLean, <i>Beothuk Archaeological Sites Along the Exploits River</i> (The Rooms, St. John’s) 40 people attended • Chelsee Arbour, <i>Archaeology at Kamestastin</i> (NW River, Labrador) 20 people attended • Dr. Chris Wolff and Dr. Don Holly, <i>Archaeology at Stock Cove</i> (Sunnyside, NL) 14 people attended • Held the first <i>Archaeology Skills Day</i>, which was facilitated by Stephen Hull of the Provincial Archaeology Office on “How to Report an Archaeology Site”. 7 people attended |
| Provide video content through live streaming of events | <ul style="list-style-type: none"> • Live video of NLAS events was provided via the Society’s You Tube Account. Three to six people tuned in to each live feed. |
| Events archived and made available through Internet to membership | <ul style="list-style-type: none"> • Video content was provided via the NLAS You Tube Account for the five lectures listed above (Lyttleton, Neilsen, McLean, Arbour, Wolff and Holly) • 30-60 archived views of each presentation |

In 2013-14, the NLAS utilized streaming and archival technology through its You Tube Account, which provided access to our events to the NLAS membership, and the general public.



Goal 3: To Engage the General Public

It is the goal of the NLAS to engage the general public, including school-aged children, through outreach activities which are easily accessible and understandable, and to foster public knowledge and appreciation.

Objective 2014: To provide a public forum for presentation and discussion of the archaeology of Newfoundland and Labrador; and to foster the exchange of ideas between professionals, NLAS members and the public.

| 2014 Indicators | 2014 Outcomes |
|--|---|
| Engage public and exchange ideas through Facebook, website and social media | <ul style="list-style-type: none"> • The NLAS website, the Facebook page and Twitter have provided a steady stream of information and resources pertaining to NLAS activities. • Exchange of ideas has occurred primarily through Facebook, where almost 500 people have “Liked” the page, and have engaged in commenting on society news items. • Social media has also been successfully employed in engaging the public through advertising of NLAS events. |
| Explore opportunities to develop other forms of outreach materials such as brochures, posters, booklets, place mats, maps and similar resources. | <ul style="list-style-type: none"> • Explored opportunities to develop other forms of outreach materials, and have established a CafePress account where items are available for purchase. • Completed the Community Collections Archaeological Research Project, a community outreach project that resulted in the identification of a private archaeological collection, and its cataloguing, analysis and the publication of a report – available at no cost from the NLAS website. • The NLAS purchased 250 pens that have been used and given at all events. |
| Provide and promote a free public lecture | <ul style="list-style-type: none"> • Four Free public lectures were provided and promoted in conjunction with The Rooms, the Labrador Institute Research Station, and the Sunnyside Heritage Association. • In 2013-14, free public lectures included: <ul style="list-style-type: none"> ○ Dr. James Lyttleton, <i>The MUN Archaeology Field School at the WWI site of Admiralty Station, Mount Pearl</i> (Memorial University, St. John’s) ○ Scott Neilsen, <i>Archaeology in Sheshatshiu</i> (The Rooms, St. John’s) ○ Chelsea Arbour, <i>Archaeology at Kamestastin</i> (NW River, Labrador) ○ Dr. Chris Wolff and Dr. Don Holly, <i>Archaeology at Stock Cove</i> (Sunnyside, NL) |

The NLAS was successful in meeting all of its first year objectives relating to public engagement, and looks to expand on these achievements in 2015 with continuing lecture series and an enhanced website and use of social media.

