

2010

ADA HISTORICAL SOCIETY
STRATEGIC PLAN





EXECUTIVE SUMMARY

Ada Historical Society (AHS) has engaged in the strategic planning process to align their collective vision and actions, improve performance, increase professionalism and reaffirm their dedication to community involvement. AHS wishes to address the changes, both internal and external, that impact their ability to meet their mission. Further, they seek to lay the groundwork for a potential facilities expansion.

The AHS Strategic Plan is based on input from internal analysis, membership surveys, and interviews with multiple area business and non-profit organizations. The non-profit groups included the Ada Parks Department, churches, schools and an area museum. Based on this input, the Society identified six critical issues: Collections Care, Community Awareness and Involvement, Funding, Leadership, Space, and Volunteers.

Focusing on these critical issues, AHS set four meaningful and measurable goals to define their future course of action. The Ada Historical Society will pursue the reality of an expanded facility, engage people in meaningful and memorable experiences, strengthen the Society's collections, and enhance the museum's reach, image and professionalism to make it a compelling organization for the whole community. A new vision statement was created that illustrates these aspirations.

MISSION STATEMENT

The Ada Historical Society is dedicated to ensure that present and future generations will not only know the significance of traditions of the area, but will learn from the past and recognize the need to preserve the historical heritage which has been bestowed upon them.

Ada Historical Society also endeavors to take permanent care of significant objects for the public good.

VISION STATEMENT

By bringing history to life, the Ada Historical Society will inspire a shared sense of community and pride in the heritage of Ada.



GOAL #1 PURSUE THE REALITY OF AN EXPANDED FACILITY.

1. Conduct feasibility study for expanded facility.

- a. Explore various scenarios, i.e. free-standing trading post, building a 'connector' and incorporating Headley St. House, creation of entirely new addition.

2. Clarify legal structure of ownership between Ada Township and Society.

3. Begin fundraising for expansion and sustainability.

- a. Determine functionality of current Building Fund and budgeted funds.
- b. Determine level of Ada Township support.
- c. Pursue philanthropic revenue, i.e. donations, planned giving, endowments, etc.
- d. Conduct membership capital campaign.
- e. Seek corporate donations.
- f. Pursue other not-for-profit sources, i.e. grants, foundations, etc.

4. Incorporate new vision statement and strategic plan into our focus and practices.

- a. Promote new vision statement.
- b. Incorporate into literature for expansion and current museum.



GOAL #2 ENGAGE PEOPLE IN MEANINGFUL AND MEMORABLE EXPERIENCES

1. Increase visitation.

- a. Refine existing and create new programming/events.
- b. Focus on making connections between Ada's past and its present and future.
- b. Promote heritage advocacy of Ada.
- c. Provide opportunities through facilities rental. Encourage use of the museum as a community meeting space.

2. Provide increased adult enrichment opportunities, i.e. lectures, workshops.

- a. Seek community input on topics of interest.
- b. Define potential topics that highlight our collections.
- c. Seek out relevant presenters.

3. Design a school-group program which aligns with state-mandated curriculum standards.

- a. Meet with local educators to determine need, age, standards, etc.
- b. Write program curriculum.
- c. Generate materials for distribution to schools groups unable to visit museum.

4. Create an Historic Ada Walking Tour.

- a. Research.
- b. Synthesize.
- c. Compose.
- d. Train guide staff.

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GOAL #2 CONTINUED

5. Create a DVD of Ada history, including Rix Robinson, for use in the museum and for distribution to school groups, travel groups, etc.

- a. Research.
- b. Write script.
- c. Produce DVD.
- d. Reproduce for distribution and sale.

6. Develop a military history program.

7. Create a Rix Robinson experience to become synonymous with the Ada Historical Society and the Village of Ada.

8. Become a desirable opportunity for students seeking involvement.

- a. Promote with area colleges for internships.
- b. Promote with area high schools for community volunteer hours.
- c. Promote with other volunteer organizations, i.e. Scouts, churches, etc.



GOAL #3 STRENGTHEN THE SOCIETY'S COLLECTIONS

1. Improve existing storage conditions.

- a. Seek interim solutions, i.e. temporary storage unit, reorganization of office space and upstairs, possible loan of unused corporate spaces, etc.

2. Increase storage for future accessioning & acquisitions.

- a. Address possible temporary storage unit.
- b. Design new spaces in an expansion.

3. Continue to generate new temporary exhibit (provide for regular visitation).

4. Renewal of current long-term exhibiting space.

5. Increase accessibility for research of collections.

- a. Computerize oral histories.
- b. Establish user-friendly system for ephemera and photographs.
- c. Create and maintain genealogical information library.

6. Improve curatorial workspace for accessioning & preservation.

7. Publish an Acquisition Wish List associated with possibility of expansion.

- a. Seek donations.
- b. Pursue object loans from individuals and other institutions.

8. Establish system for memorial donations.



GOAL #4 ENHANCE THE MUSEUM'S REACH, IMAGE, AND PROFESSIONALISM TO MAKE IT A COMPELLING ORGANIZATION FOR THE WHOLE COMMUNITY.

1. Raise awareness of the museum and its activities.

- a. Conduct a brand review and renewal (Why don't people know we're here?).
- b. Identify core audiences.
- c. Continue to cross-market through Ada Township and other local organizations.
- d. Maximize advertising presence in print media.
- e. Increase internet presence.
 - i. Engage in 'E-blasts' style emailing.
 - ii. Update our membership email lists.
 - iii. Utilize online community calendars for event promotion.
 - iv. Implement use of online newsletters.

2. Increase volunteer and staffing opportunities.

- a. Target volunteer recruitment of docents and for special projects (use of DVD and training sessions).
- b. Implement annual volunteer recognition events.
- c. Work toward reality of a paid part-time staff member.
 - i. Address budgeting.
 - ii. Solidify job description.

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GOAL #4 CONTINUED

3. Foster community involvement.

- a. Present a united, professional, and positive image.
- b. Continue to participate in professional networking groups, i.e. the Tri-Rivers Museum Network and the Ada Business Association, and partner with community groups like the Ada Parks and Recreation Department.
- c. Create and implement system for tracking visitation data.
- d. Create and promote physical space for social interaction, visitor participation and informal learning (i.e. Questers meetings, volunteer recognition events, Holiday open house, living history demonstrations) separate from exhibit spaces.