

Historical Museum at Fort Missoula

Strategic Plan

Fiscal Years 2017-2019

(July 1, 2016 – June 30, 2019)

INTRODUCTION

In the fall of 2015, the Staff of the Historical Museum at Fort Missoula began meeting to discuss the direction of the museum and to form a Strategic Plan. The work of the staff was then reviewed and added to in meetings with the Board of Trustees and the Friends of the Museum in the spring of 2016. The result is the Strategic Plan for Fiscal Years 2017-2019. The Museum's Trustees Friends Boards and the staff all approved this strategic plan.

This Strategic Plan will inform and guide the work, development, and growth of the Historical Museum at Fort Missoula over the next three years.

OVERALL THEMES FROM SURVEYS AND INTERVIEWS

The Museum is in a growth phase. Planning for the renovation and development of Building T-1, sustaining current programs, continuing to curate excellent exhibits, and increasing the Museum's attendance, visibility, and public image are the primary goals in this three-year plan. The Museum must balance opportunities with resources, and plan for growth appropriately.

Themes and projects include:

- *Development of Building T-1*
- *Evaluate and Supplement Current Public Programming*
- *Continue to Produce Quality Exhibits on a Regular Schedule*
- *Sustain Growth in School Visits*
- *Strengthen the Culture of Fundraising and Museum opportunities for Partnership*
- *Increase Visibility in the Community—Increase Visitations—Increase Memberships*
- *Evaluate and if necessary update HMFm mission, Vision, and branding.*
- *Work to incorporate and embrace the changes brought about by the new Fort Missoula Regional Park.*

MISSION STATEMENT

The mission of the Historical Museum at Fort Missoula is to keep Missoula County's history alive for the education and enjoyment of the public.

VISION STATEMENT

The vision of the Historical Museum at Fort Missoula is to inspire a sense of place and history for Missoula County by collecting, studying, interpreting, and preserving the region's natural and cultural heritage. This includes the Museum's core areas of collecting: the history of the city and county of Missoula; the history of Fort Missoula and the military presence in the area; and the history of forest

management and the wood products industry in Western Montana. The museum's focus further includes, but is not limited to: family history, women's history, Native American history, environmental history, and minority-based history.

The Historical Museum at Fort Missoula is a place and institution that:

1. Welcomes people to share their passion and interest in our history and sense of place;
2. Interprets the region's diverse cultural perspectives;
3. Sustains facilities that retain their traditional character;
4. Creates and maintains educational programs and exhibits that are accurate, professionally presented, compelling, and intellectually challenging;
5. Collects, exhibits, stores, and preserves (via professionally accepted preventative conservation methods) as per American Alliance of Museums (AAM) accreditation standards.
6. Is a careful and responsible steward of public funds.
7. Employs a paid staff and volunteer corps who are creative, enthusiastic, and supportive of each other, the Museum's mission, and the community;
8. Participates in discussions at the national level on matters pertaining to the Museum's mission, and for the good of the profession;
9. Supports and participates in strategic partnerships.

CORE VALUES

The Historical Museum at Fort Missoula is committed to:

- Openness: Of purpose, governance, and communication;
- Integrity: In fair and ethical practices, and the respectful treatment of all;
- Excellence: In leadership, cooperation, and upholding of the highest museum standards as established by the AAM;
- Relevance: In identifying and responding to new challenges;
- Stability: Of its Mission, Vision, and Resources (particularly its collections);
- Respect: For different viewpoints, diverse cultural values, and the traditions of the Museum;
- Balance: In dealing with all aspects of the Museum fairly and honestly.

STRATEGIES FOR GROWTH PLANNING

Abstracted from the previous Strategic Plan

1. Capitalize on new opportunities, while building on the strengths of the Museum
2. Learn how the Museum can better serve our community;
3. Build community ownership;
4. Plan for emerging technology;
5. Build on the museum's uniqueness;
6. Foster a culture of fundraising;
7. Become an organization that achieves planned, realistic growth.

STRATEGIC PLAN

Strategic Direction I: Exhibits

1. Exhibits

- Plan and Execute Outdoor Exhibits
- Plan and Execute Indoor Exhibits

Exhibits		
Time	Action Items	Responsibility
Year 1 July 1, 2016 - June 30, 2017	<ul style="list-style-type: none"> • Open Postcards Exhibit • Research and Design World War I homefront exhibit for North Gallery. • Gain Sponsorship and Partnerships for Exhibits • Create Satellite exhibits • Research, Design, and Install Orientation Gallery Seasonal Exhibits • Look for Funding for NCO Quarters and main gallery exhibit. 	<ul style="list-style-type: none"> • Curator (Nicole) and Development (Jessie) • Curator (Nicole) • Development (Jessie) w/ Executive Director (Matt) and Curator (Nicole) • Curator (Nicole) • Curator (Nicole) • Curator (Nicole) and Development (Jessie) • Curator (Nicole)
Year 2 July 1, 2017 - June 30, 2018	<ul style="list-style-type: none"> • Research and Design new Heath Gallery Exhibit on Women Post WWI. • Gain Sponsorships and Partnerships for new Women Post WWI Exhibit. • Research and design new Architecture Exhibit in North Gallery. • Host Grand Opening of new Heath Gallery Exhibit • Gain Sponsorship and Partnerships for Exhibits • Create Satellite exhibits • Research, Design, and Install Orientation Gallery Seasonal Exhibits • Design and Reserach new NCO Quarters Exhibit. • Create and Install Trolley Barn flipbook. 	<ul style="list-style-type: none"> • Curator (Nicole) • Development (Jessie) w/ Executive Director (Matt) and Curator (Nicole) • Curator (Nicole) • Staff, Trustees, and Friends Board. • Development (Jessie) w/ Executive Director (Matt) and Curator (Nicole) • Curator (Nicole) • Curator (Nicole) • Curator (Nicole) • Curator (Nicole)

<p>Year 3 June 30, 2018- July 1, 2019</p>	<ul style="list-style-type: none"> • Install New Missoula Ghost Buildings Exhibit in North Gallery. • Gain Sponsorship and Partnerships for Exhibits • Create Satellite exhibits • Research, Design, and Install Orientation Gallery Seasonal Exhibits. • Create and Install new Schoolhouse and Guard Cabin Exhibits. • Create and Install new Main Museum Gallery exhibit. 	<ul style="list-style-type: none"> • Curator (Nicole) • Development (Jessie) w/ Executive Director (Matt) and Curator (Nicole) • Curator (Nicole) • Curator (Nicole) • Curator (Nicole) and Development (Jessie) • Curator (Nicole)
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Strategic Direction II: Events

1. Events

- Evaluate current museum events.
- Research and develop new museum events as needed.

Events: Managed Growth		
Time	Action Items	Responsibility

<p>Year 1</p> <p>July 1, 2016 - June 30, 2017</p>	<ul style="list-style-type: none"> • 4th of July • Apple Days Harvest Festival • Holiday Open House (Dolls) • Lantern Tours – Expand to 8 tours • Annual Meeting/Business Meeting • Forestry Day • Junior Docent Workshop • Archaeology Day 	<ul style="list-style-type: none"> • Staff, Trustees, Friends Board • Education (Kristjana), Executive Director (Matt) • Curator (Nicole), Education (Kristjana), Development (Jessie) • Executive Director (Matt), Education (Kristjana), Development (Jessie) • Staff, Friends Board • SAF, Executive Director (Matt), Development (Jessie) • Curator (Nicole), Education (Kristjana), Development (Jessie) • Education Director (Kristjana)
<p>Year 2</p> <p>July 1, 2017 – June 30, 2018</p>	<ul style="list-style-type: none"> • 4th of July • Apple Days Harvest Festival • Holiday Open House (Planes, Trains, and Automobiles) • Lantern Tours – Expand to 10 tours • Annual Business Meeting • Fundraising Dinner– History Game Show • Forestry Day • Add a new Living History Tour in fall (mystery). • Exhibit Opening (Heath Gallery) • Curator’s Tour 	<ul style="list-style-type: none"> • Staff, Trustees, Friends Board • Education (Kristjana), Executive Director (Matt) • Curator (Nicole), Education (Kristjana), Development (Jessie) • Executive Director (Matt), Education (Kristjana), Development (Jessie) • Staff, Friends Board • Staff, Friends Board • SAF, Executive Director (Matt), Development (Jessie) • Executive Director (Matt), Education (Kristjana) • Staff • Curator (Nicole)
<p>Year 3</p> <p>July 1, 2018 – June 30, 2019</p>	<ul style="list-style-type: none"> • 4th of July • Apple Days Harvest Festival • Holiday Open House (Games) • Lantern Tours • Annual Business Meeting • Fundraising Dinner– History Game Show • Forestry Day 	<ul style="list-style-type: none"> • Staff, Trustees, Friends Board • Education (Kristjana), Executive Director (Matt) • Curator (Nicole), Education (Kristjana), Development (Jessie) • Executive Director (Matt), Education (Kristjana), Development (Jessie) • Staff, Friends Board • Staff, Friends Board

	<ul style="list-style-type: none"> • Living History Tour in fall (mystery). 	<ul style="list-style-type: none"> • SAF, Executive Director (Matt), Development (Jessie) • Executive Director (Matt), Education (Kristjana)
Ongoing	<ul style="list-style-type: none"> • Evaluate all events and make changes as needed. • Research and develop new events and public programs. 	<ul style="list-style-type: none"> • Staff • Executive Director (Matt), Education (Kristjana), AD (Carolyn)

Strategic Direction III: Marketing and Public Relations

Marketing and Public Relations

- Increase Partnerships
- Identify, Research, and Write More Grants
- Write and Implement a Marketing Plan

Marketing and Public Relations: Growth Phase		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Design and Create a Community Partnership Wall. • Create a Plan to Evaluate Our Public Image. • Implement HMFm Marketing Plan 	<ul style="list-style-type: none"> • Development (Jessie) • Staff, Vista (Nico) • Development (Jessie), Executive Director (Matt)
Year 2 July 1, 2017 – June 30, 2018	<ul style="list-style-type: none"> • Seek Sponsors for Community Partnership Wall • Implement Plan and Evaluate HMFm’s Public Image • Evaluate results of Marketing Plan and Make Changes as Necessary. 	<ul style="list-style-type: none"> • Development (Jessie) • Staff • Development (Jessie), Executive Director (Matt)
Year 3 July 1, 2018 – June 30, 2019	<ul style="list-style-type: none"> • Work to grow Community Partnerships • Update and Change Marketing Plan as Needed • Make changes to HMFm Public Image using Information gained through Public Image Study. 	<ul style="list-style-type: none"> • Development (Jessie) • Development (Jessie), Executive Director (Matt) • Staff
Ongoing	<ul style="list-style-type: none"> • Identify New Sponsors and Partners. • Maintain Current Sponsors and Partners. • Host Networking Events with Identified Partners. 	<ul style="list-style-type: none"> • Staff • Development (Jessie), Executive Director (Matt) • Staff

Strategic Direction IV: Collections

Collections

- Complete the Collections Inventory
- Update PastPerfect and Make it Available Online to the Public
- Begin Planning Collections Move to T-1
- General Department Upkeep

Collections		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Complete Inventory of the archival and textile collections. • Update all Gathered Information into Past Perfect. • Add at Least 10,000 Photographs of Objects to the Database. • Create a 2-year Plan for Standardizing PastPerfect. • Create Plan for moving some collections into temporary 2nd floor T-1 Storage. • Begin Implementing Move of Textile Collection into Temporary Storage Space at T-1. • Expand Archival Collections into old textile Storage Area in Building 322. • Implement New Use Fee and Permission Use Forms for Accessing Research Files and Collections Items. • Increase Paid Internships by 1. 	<ul style="list-style-type: none"> • Collections (Nicole) and Interns. • Collections (Nicole) and Interns. • Collections (Nicole) and Interns. • Collections (Nicole) • Collections (Nicole) • Collections (Nicole) • Collections (Nicole) • Collections (Nicole) • Collections (Nicole)

<p>Year 2</p> <p>July 1, 2017 – June 30, 2018</p>	<ul style="list-style-type: none"> • Complete Inventory of Barracks and other Outbuildings • Update all Gathered Information to PastPerfect. • Purchase PastPerfect Online • Create a Portion of the Website Dedicated to Collections Research. • Create Plan for Inventorying Warehouse Storage. • Continue to Update PastPerfect with Inventory Information. • Add at Least 10,000 Photographs of Objects to the Database. • Begin Implementing Plan for Standardizing PastPerfect. • Create Plan and Timeline for Moving Collections to T-1 Basement 	<ul style="list-style-type: none"> • Collections (Nicole) and Interns. • Collections (Nicole) and Interns. • Collections (Nicole) • Collections (Nicole) • Collections (Nicole) • Collections (Nicole) and Interns. • Collections (Nicole) and Interns. • Collections (Nicole) • Collections (Nicole)
<p>Year 3</p> <p>July 1, 2018 – June 30, 2019</p>	<ul style="list-style-type: none"> • Complete Plan/Inventory of Warehouse • Update all Gathered Information into PastPerfect. • Create List of “Missing” Objects and attempt to locate. • Create Plan for Next Inventory and Condition Reporting. • Continue to Update PastPerfect with Inventory Information. • Add at Least 10,000 Photographs of Objects to the Database. • Complete PastPerfect Standardizing Plan. • Continue Planning (or Implementing) collections move to Building T-1. 	<ul style="list-style-type: none"> • Collections (Nicole) • Collections (Nicole) and Interns. • Collections (Nicole) • Collections (Nicole) and Interns. • Collections (Nicole) and Interns. • Collections (Nicole) and Interns. • Collections (Nicole) • Collections (Nicole)
<p>Ongoing</p>	<ul style="list-style-type: none"> • Continue to Process and Catalog new Accession Items. 	<ul style="list-style-type: none"> • Collections (Nicole)

Strategic Direction V: Education and Outreach

Education and Outreach

- Increase Docent Corp.
- Increase Exhibit Interactives
- Increase Off-Site Outreach Activities and Exhibits

Education and Outreach		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Reach Out to Senior Organizations • Continue to Work with the University of Montana. • Evaluate and Repair Current Interactives in Exhibits. • Partner with Collections to Create Interactives for Upcoming Exhibits. • Research and Explore other Outreach Possibilities within the Community. • Create an Outreach Program on the Fort Missoula ADC. 	<ul style="list-style-type: none"> • Education (Kristjana) • Education (Kristjana) • Education (Kristjana) and Maintenance. • Education (Kristjana) and Collections (Nicole) • Education (Kristjana), Vista (Nico) • Education (Kristjana) and Collections (Nicole)
Year 2 July 1, 2017 – June 30, 2018	<ul style="list-style-type: none"> • Maintain and Bolster Docent Corps • Re-evaluate and Change Docent Training Program. • Develop Partnerships with Other Organizations within the Community. • Create an Education Trunk for 25th Infantry Bike Soldiers. 	<ul style="list-style-type: none"> • Education (Kristjana) • Education (Kristjana) • Education (Kristjana) • Education (Kristjana) and Collections (Nicole)
Year 3 July 1, 2018 – June 30, 2019	<ul style="list-style-type: none"> • Evaluate and Implement Education and Outreach Programs and Make Changes as Necessary. 	<ul style="list-style-type: none"> • Education (Kristjana)
Ongoing	<ul style="list-style-type: none"> • Continue to Provide High Quality Programming to the Schools and Missoula Community. 	<ul style="list-style-type: none"> • Education (Kristjana)

Strategic Direction VI: Facilities, Grounds, and Rental

Facilities, Grounds, and Rental

- Develop a Maintenance Plan for the Buildings and the Grounds
- Update the Security System
- Maintain and Preserve Current Structures

Facilities, Grounds, and Rental		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Develop a Maintenance Plan for Buildings and Grounds. • Evaluate the Current Rental Plan and if Necessary Make Changes. • Complete a Structural Assessment of all Buildings. • Review Building Maintenance Files. 	<ul style="list-style-type: none"> • Collections (Nicole), Assistant Director (Carolyn), Executive Director (Matt) • Assistant Director (Carolyn), Executive Director (Matt) • Collections (Nicole), Assistant Director (Carolyn), Executive Director (Matt) • Collections (Nicole), Assistant Director (Carolyn)
Year 2 July 1, 2017 – June 30, 2018	<ul style="list-style-type: none"> • Seek Funding and Implement Initial Steps of Maintenance Plan. • Designate and Complete One Maintenance Project. • Work to evaluate the impact of the Fort Missoula Regional Park on HMFM. • Renovate Front Entry of Museum 	<ul style="list-style-type: none"> • Development (Jessie), Assistant Director (Carolyn), Executive Director (Matt) • Collections (Nicole), Assistant Director (Carolyn), Executive Director (Matt) • Executive Director (Matt) • Assistant Director (Carolyn), Executive Director (Matt)
Year 3 July 1, 2018 – June 30, 2019	<ul style="list-style-type: none"> • Designate and Complete One Maintenance Project. • Seek Funding for Ongoing Maintenance. 	<ul style="list-style-type: none"> • Collections (Nicole), Assistant Director (Carolyn), Executive Director (Matt) • Development (Jessie)
Ongoing	<ul style="list-style-type: none"> • Address Maintenance Concerns as they Present Themselves. 	<ul style="list-style-type: none"> • Assistant Director (Carolyn), Executive Director (Matt)

Strategic Direction VII: Paid and Unpaid Staff

Paid and Unpaid Staff

- Increase HMFM’s Pool of Volunteers
- Increase Funding for Interns
- Hire a Part-Time Museum Assistant
- Continue Emphasis on Staff Training and Development

Paid and Unpaid Staff		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Evaluate and Refresh Volunteer Application Form. • Review Volunteer Job Descriptions • Research Funding Opportunities for Interns. 	<ul style="list-style-type: none"> • Education (Kristjana), Assistant Director (Carolyn) • Education (Kristjana), Assistant Director (Carolyn) • Development (Jessie), Education (Kristjana), Collections (Nicole)
Year 2 July 1, 2017 – June 30, 2018	<ul style="list-style-type: none"> • Seek Funding for Internships • Host Twice Annual Training for Volunteers. • Create Job Board for Volunteers on the Website. 	<ul style="list-style-type: none"> • Development (Jessie) • Education (Kristjana), Assistant Director (Carolyn) • Staff
Year 3 July 1, 2018 – June 30, 2019	<ul style="list-style-type: none"> • Seek Funding for Internships • Execute Search and Hire New Part-Time Museum Assistant 	<ul style="list-style-type: none"> • Development (Jessie) • Staff
Ongoing	<ul style="list-style-type: none"> • Complete Annual Staff Evaluations • Staff to Take Advantage of Educational Opportunities with a Focus on Career Growth. 	<ul style="list-style-type: none"> • Executive Director (Matt) • Staff

Strategic Direction VIII: Building T-1

Building T-1

- Develop a T-1 Construction Plan
- Develop and Conduct a T-1 Capital Campaign

Building T-1		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Work with A&E Architects to Complete Construction Drawings and Blueprint for Building T-1 • Create a Utilization Plan for Building T-1 • Complete Full Building Assessment 	<ul style="list-style-type: none"> • Executive Director (Matt) • Staff • Executive Director (Matt)
Year 2 July 1, 2017 – June 30, 2018	<ul style="list-style-type: none"> • Develop a Capital Campaign Plan • Launch Capital Campaign for Building T-1 • Write Grants and Continue Capital Campaign for Building T-1 	<ul style="list-style-type: none"> • Executive Director (Matt), Development (Jessie) • Executive Director (Matt), Development (Jessie) • Executive Director (Matt), Development (Jessie)
Year 3 July 1, 2018 – June 30, 2019	<ul style="list-style-type: none"> • Continue Fundraising Efforts for Building T-1 Renovation • Begin Phase I of T-1 Renovation 	<ul style="list-style-type: none"> • Executive Director (Matt), Development (Jessie) • Executive Director (Matt)

Strategic Direction IX: Fort Missoula Incarceration Legacy Center

Department of Justice (DOJ) Interpretive Center

- Create an Interpretive Plan for the DOJ Interpretive Center
- Research and Engage the DOJ and WRA (War Relocation Authority) Communities

Department of Justice (DOJ) Interpretive Center		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Research and Make Contact with DOJ and WRA Partners • Create a DOJ Narrative and Timeline • Attend an All Camps Gathering 	<ul style="list-style-type: none"> • Executive Director (Matt), Curator (Nicole), Education (Kristjana) • Curator (Nicole), Education (Kristjana) • Staff (Various)
Year 2 July 1, 2017 – June 30, 2018	<ul style="list-style-type: none"> • Host a Webinar for DOJ Internment Sites • Create a DOJ Interpretive Plan • Continue Outreach to Potential Partners • Attend an All Camps Pilgrimage 	<ul style="list-style-type: none"> • Curator (Nicole), Education (Kristjana) • Curator (Nicole), Education (Kristjana) • Executive Director (Matt), Curator (Nicole), Education (Kristjana) • Staff (Various)
Year 3 July 1, 2018 – June 30, 2019	<ul style="list-style-type: none"> • Consider Bringing a Travelling Internment Exhibit to HMFM • Host a DOJ Camps Digital Webinar at HMFM • Attend an All Camps Pilgrimage 	<ul style="list-style-type: none"> • Curator (Nicole) • Staff • Staff (Various)

Strategic Direction X: Website and Social Media

Website and Social Media

- Raise Awareness of HMFM Through Social Media
- Update and Modernize HMFM Website

Website and Social Media		
Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Utilize Interns to Create and Enact Social Media Plan • Promote Social Media Presence Through Marketing Efforts • Work with Windfall to Update Website • Better Integrate Giving Options into Website 	<ul style="list-style-type: none"> • Curator (Nicole), Education (Kristjana), Development (Jessie) • Executive Director (Matt), Development (Jessie) • Curator (Nicole) • Development (Jessie)
Ongoing	<ul style="list-style-type: none"> • Evaluate and Integrate Changes to Social Media Plan and Website as Needed. 	<ul style="list-style-type: none"> • Staff

Strategic Direction XI: Fundraising and Membership

1. Fundraising and Membership

- Grow and Develop Membership
- Identify, Research, and Write More Grants
- Increase Fundraising Activities

Fundraising and Membership		
Time	Action Items	Responsibility
<p>Year 1</p> <p>July 1, 2016 - June 30, 2017</p>	<ul style="list-style-type: none"> • Increase and Restructure Benefits of Membership • Restructure Membership Mailing • Research and Develop New Membership Sources. • Create a “Project to Grant” Worksheet • Educate HMFM Staff and Board Members on How to Fundraise • Increase Fundraising Events by Five • Increase Fundraising Income by 20% 	<ul style="list-style-type: none"> • Development (Jessie), Executive Director (Matt) • Development (Jessie) • Development (Jessie) • Development (Jessie) • Staff • Development (Jessie) • Development (Jessie), Executive Director (Matt)
<p>Year 2</p> <p>July 1, 2017 – June 30, 2018</p>	<ul style="list-style-type: none"> • Evaluate New Member Benefits and Program • Target New Membership Sources and Increase Paid Memberships by 10% • Increase Fundraising Income by 20% • Use fundraising to Target New Demographics. • Launch a Planned Giving Campaign • Research and develop a planned giving program for the museum. • Conduct a Membership Drive 	<ul style="list-style-type: none"> • Development (Jessie), Executive Director (Matt) • Development (Jessie) • Development (Jessie), Executive Director (Matt) • Development (Jessie), Executive Director (Matt) • Development (Jessie), Executive Director (Matt) • Development (Jessie), Executive Director (Matt) • Development (Jessie)
<p>Year 3</p> <p>July 1, 2018 – June 30, 2019</p>	<ul style="list-style-type: none"> • Continue to Develop and Evaluate Membership Benefits • Grow Membership by 10% • Continue to Evaluate and Evolve Fundraising Activities 	<ul style="list-style-type: none"> • Development (Jessie), Executive Director (Matt) • Development (Jessie) • Development (Jessie), Executive Director (Matt)

Strategic Direction XII: Partnerships

Partnerships

- Identify and Engage Current and Potential Members
- Better Engage Cultural Institutions

Time	Action Items	Responsibility
Year 1 July 1, 2016 – June 30, 2017	<ul style="list-style-type: none"> • Create Corporate Partnerships/Sponsorship Benefit Plan • Secure an AmeriCorps Volunteer • Develop Community Partnerships 	<ul style="list-style-type: none"> • Development (Jessie) Executive Director (Matt) • Staff • Development (Jessie)
Ongoing	<ul style="list-style-type: none"> • Evaluate and Engage both Corporate and Cultural Partnerships While Seeking to Increase the Visibility and Reach of HMFM. • Work to strengthen our partnerships with the Antique Engine Group, the Society of American Foresters, the Model Railroad Club, and the Iris Society. • Continue to build and strengthen the Missoula County Museum Community through the Preserving Missoula County’s History Grant Program. • Recruit Five New Corporate Members 	<ul style="list-style-type: none"> • Development (Jessie) Executive Director (Matt) • Executive Director (Matt) • Museum Trustees • Development (Jessie)

Plan Implementation

It will require commitment and resources to implement the strategic maintenance plan. All the prioritized goals have action items that are implemented throughout each year. Monitoring, revising, and rewarding progress in all areas is an important role for leadership.

Periodic Evaluation

Evaluation is a best practice tool that helps the organization and those who fund it know what has been achieved with their efforts and investments. In the current funding world evaluation is necessary in order to compete as a professional nonprofit organization. Evaluation should take place at least twice yearly.

Invest in Staff and Board Leadership Development

Organizational growth and change may require new skills or new ways of working together. Investing in training for individuals and teams to prepare them for area expansion or new responsibilities increases the success and sustainability of changes.

Ensure Technology Plan Is in Place

Inventorying technology needs prior to expansion and increased demand is another best practice tool of growing organizations. Ensuring that resources are available for expansion areas, e.g., cell phone applications or fundraising donor software, avoids bottlenecks and expedites growth.

CONCLUSIONS

- Staff, Board, and Friends all understand that competing choices for limited time and resources require careful planning in order to successfully navigate the next three years while building historical assets and community support;
- The mission and vision statements are important tools for guiding decisions during implementation of this strategic plan;
- Growth is both challenging and rewarding. Everyone needs to participate in order to ensure continued success.
- Organizational leadership has to take the lead on implementing the plan.

Adopted by the Board of Trustees: _____, 2016

Ratified by the Friends Board of Directors: _____, 2016