

Strategic Initiative #1: Preservation and Maintenance of Historic Buildings

Goal: To ensure that the historic buildings and properties are safe and secure, for years to come. These buildings and properties are the foundational assets of the Talkeetna Historical Society. They also house the Museum Collection and provide historical significance to the Talkeetna Area.

Objectives	Who is responsible	Target Date	
<p>1.1 Maintain the THS Building Committee to ensure the following is done:</p> <p>1.1a. Establish a sub-committee – to develop a disaster plan to include: fire, earthquake flood and terrorism</p> <p>1.1b. Establish a priority list of the buildings that need work and within each building prioritize the work to be done.</p>	<p>Board and ED</p> <p>Committee Chair & ED</p> <p>Building Comm. & ED</p>	<p>December 2019</p> <p>March 2020</p>	
<p>1.2 Improve the usability of the THS grounds as community green space through the development of a grounds maintenance plan including but not limited to the strawberry patch and Bethany’s Garden</p>	<p>ED / Committee</p>	<p>May 2020</p>	

Strategic Initiative # 2 Rehabilitation of Historic Building

Goal: To accomplish our mission and maintain our vision it is important to utilize all assessments and feasibility studies to initiate the rehabilitation our historic buildings.

Objectives	Who is responsible	Target Date	
<p>2.1. Review all previously done assessments including any in-house plans from Building Committee and develop a prioritize rehab plan for all buildings.</p> <p>Plans to review include: Architects Assessment, CAP, SHPO, Hazmat assessment.</p> <p>2.2. Develop a working budget to accompany the prioritize rehab plan. This budget is to be used for the overall THS working budget and to obtaining outside funds for rehab.</p>	ED & Board	December 2020	

Strategic Initiative #3 Increase Community Visibility and Recognition through Outreach and Collaboration

Goal: Talkeetna Historical Society seeks to become a hub of community learning and enjoyment. Through an educational approach the THS strives to ignite creativity, inspire critical thinking, and spark conversation.

Objectives	Who is responsible	Target Date	
<p>3.1 Strengthen THS engagement in the community.</p> <p>3.1a. Between October 2019 and March 2020 host free “Community Days”.</p> <p>3.1b. Continue and/or establish partnerships with community organizations with similar goals.</p> <p>3.1c. Strengthen strategic relationships with community leaders on a local, borough and state levels.</p> <p>3.1d. Grow programs and educational offerings that promote creativity and enhances an understanding of our past with a vision to the future.</p> <p>3.1e. Maintain “Collections Manager” position to develop and promote collections as a primary source of learning and to work towards the development of a digital learning experience.</p>	<p>ED & Staff & Volunteers</p> <p>Staff</p> <p>Staff & Board</p> <p>Staff/Volunteers</p> <p>Collections Manager</p>	<p>2021</p> <p>2021 (digital learning)</p>	

Strategic Initiative #4 The continued growth of THS is contingent upon four basic areas: Leadership development (staff and Board), Resource development, Marketing and Financial management

Goal: To continue to mature into a sustainable organization with strategic and effective: finances, leadership, marketing, and professional governance practices.

Objectives	Who is responsible	Target Date	
<p>4.1. Establish a Resource Development plan, which focuses on diversified funding sources, building endowments, partnerships with the business community, schools and other community non-profits.</p> <p>4.1a. Expand overall donor base</p> <p>4.1b. Create, expand and market a menu of giving mechanisms.</p> <p>4.1c. Develop a clear policy on the purpose and benefits of membership</p> <p>4.1d. Create a development plan with specific membership and dollar goals.</p> <p>4.1e. Create and budget a yearly marketing plan.</p>	<p>ED, Finance Committee</p> <p>ED/Finance & Fundraising Committee</p> <p>ED/Finance & Fundraising Committee</p> <p>Fund Raising /ED/BD Chair</p> <p>Establish Marketing Committee/ ED</p>	<p>October 2020</p> <p>January 2022</p> <p>November 2020</p>	
<p>4.2. Continually invest in and strengthen the organization's governing leadership</p> <p>4.2a. Governing Board i. Focus Board Leadership on long-term strategy, fundraising, executive oversight,</p>	<p>Board of Director</p> <p>Board of Directors</p>		

<p>and fiduciary responsibilities.</p> <p>ii. Ensure pipeline of Board candidates with key expertise</p> <p>iii. Implement comprehensive orientation and training program</p> <p>iv. Design succession plan for Executive Director, Board officers</p> <p>v. Revise committee structure for efficiency of operations</p> <p>vi. Provide ongoing Board Development Training</p> <p>vii. Explore opportunities for increasing revenue from programs. Ask for financial support for events at events.</p> <p>viii. Explore investment and endowment-building strategies</p>	<p>Nominating Committee</p> <p>Executive Committee</p> <p>Executive Committee</p> <p>Board</p> <p>Exc. Comm. & Fund Raising Comm</p> <p>Finance Comm.</p>		
<p>4.3. Administration Staff/Volunteers</p> <p>4.3a. Develop strategic staffing plan to ensure organization's capacity to deliver the targeted goals.</p> <p>4.3b. Establish funding for additional staff FTE's</p> <p>4.3c Provide additional opportunities for staff to participate in professional development programs in order to enhance the professional</p>	<p>ED</p> <p>ED & Board</p> <p>ED, Board</p>		

<p>skills of the staff and maximize staff efficiency</p> <p>4.3d. Develop plan for succession for key staff</p> <p>4.3e Create a structured volunteer program that engages and supports an increasing number of volunteers in mission</p> <p>4.3f Create new volunteer activities to align with priority needs</p> <p>4.3g. Develop a volunteer recognition program</p>	<p>ED</p> <p>ED & Staff</p> <p>ED</p> <p>ED</p>		
<p>4.4. Increase interest in museum programs and increase donor base through marketing opportunities</p> <p>4.4a. Develop and implement a three-year Marketing and Communications Plan to promote awareness, involvement, membership and philanthropy</p> <p>i. Incorporate use of all social media platforms to inform public when launching of new programs, fundraising announcements, recruitment of volunteers and to gather feedback</p> <p>4.4b. Research funding for upgrading website to include paid ads</p>	<p>ED, Marketing Committee</p> <p>ED, Marketing Comm</p> <p>ED and Board</p> <p>ED & Exec Comm</p>		

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