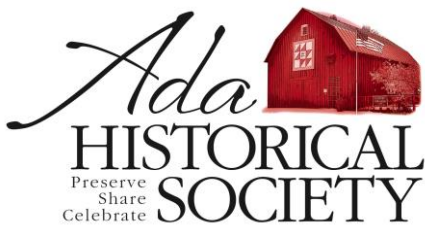
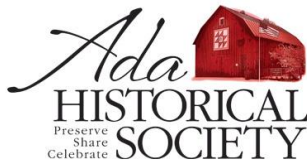


2018

2010 - revised

Ada Historical Society Strategic Plan





Executive Summary

During summer 2018, Ada Historical Society (AHS) engaged in a review of the 2010 Strategic Plan in order to align their collective vision and actions, improve performance, 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 commit to management of the new facilities expansion and intended exhibit re-interpretation.

In 2010, the Society identified six critical issues that remain relevant: Collections Care, Community Awareness and Involvement, Funding, Leadership, Space, and Volunteers. In 2018, AHS revised the four meaningful and measurable goals focused on these critical issues to define their future course of action.

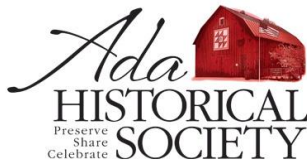
The Ada Historical Society will continue to pursue facility and space needs, engage the community in meaningful and memorable experiences, strengthen the Society's collections, and enhance the museum's reach, image and professionalism to make it a compelling organization for the whole community. A new vision statement was created that illustrates these aspirations.

Mission statement

The Ada Historical Society preserves, shares, and celebrates the unique history of the Ada community.

Vision statement

Ada Historical Society seeks a greater understanding of the people and heritage of Ada to inspire an enhanced appreciation and shared sense of community.



Strategic Goals overview

Goal #1 *Continue to pursue facility and space needs.*

Goal #2 *Engage the community in meaningful and memorable experiences.*

Goal #3 *Strengthen the Society's collections.*

Goal #4 *Enhance the museum's reach, image, and professionalism to make it a compelling organization for the whole community.*

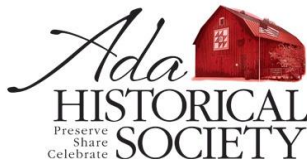
[Goals presented in no particular order of significance.]

The strategic planning format is as follows:

Goals ➡ The 'big picture' items we will focus on to accomplish our mission.

Objectives ➡ What achievement of those goals will 'look like.'
(Objectives are listed numerically.)

Strategies ➡ Steps we will take to achieve the goals.
(Strategies are listed alphabetically.)



Goal #1 Continue to pursue facility and space needs.

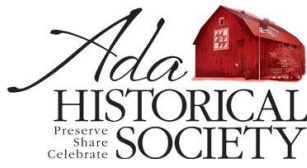
1. Review and update legal structure of relationship between Ada Township and the Ada Historical Society.

2. Continue fundraising for expansion and sustainability.

- a. Determine functionality of current Building Fund and budgeted funds.
- b. Explore possibility of Ada Township support for Museum Manager position and define relationship between Museum Manager and Ada Township.
- 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.

3. Incorporate mission, vision, and strategic plan into our focus and practices.

- a. Promote mission and new vision statement.
- b. Incorporate into all literature and campaign materials for Ada Historical Society and the Averill Historical Museum.



Goal #2 Engage the community 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.
- c. Promote heritage advocacy of Ada.
- d. Pursue possibility of museum rental policy.
- e. 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.

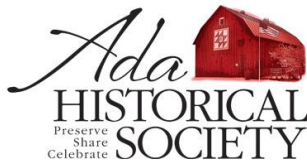
3. Design a school-group program which aligns with state-mandated curriculum standards.

- 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. Refine Historic Ada Village Tour.

- a. Compose guided walking tour version.
- b. Train guide staff.
- c. Promote tour.

-continued-



Goal #2 continued

5. Create a video program 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 video program.
- d. Reproduce for distribution and sale.

6. Continue to develop exhibits that tell Ada's story from native groups through present day.

7. Offer the 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 usage of existing storage spaces.

- a. Seek interim solutions, reorganization of office space and upstairs, possible loan of unused corporate spaces, etc.

2. Plan and implement design for collections management in archiving wing.

3. Review and revise Collections Policy.

4. Continue to generate new temporary exhibits.

5. Implement a renewal of permanent exhibits.

- a. Establish re-interpretation plan for five exhibit rooms.
- b. Create: Research, budget, design, fabricate, install.

6. Increase accessibility for research of collections.

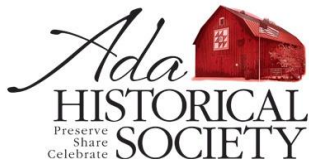
- a. Digitize oral histories.
- b. Establish user-friendly system for ephemera and photographs.
- c. Create and maintain genealogical information library.

7. Improve curatorial workspace for accessioning & preservation.

8. Create and publish an Acquisition Wish List.

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

9. Establish system for memorial donations.



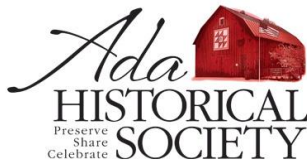
Goal #4 Enhance the Ada Historical Society's reach, image, and professionalism to make it a compelling organization for the whole community.

1. Increase awareness of the Ada Historical Society, museum, and activities.

- a. Conduct a brand review and renewal.
- b. Identify core audiences.
- c. Continue to cross-market through Ada Township, Ada Business Association, and other local organizations.
- d. Maximize advertising presence across multiple platforms.
- e. Increase internet presence.
 - i. Engage in 'E-blasts' style emailing.
 - ii. Update our membership email lists.
 - iii. Utilize multiple online community calendars for event promotion.
 - iv. Implement use of online newsletters.
- f. Create a marketing committee to enhance promotional opportunities.

2. Increase volunteer and staffing opportunities.

- a. Target recruitment of volunteers.
- b. Establish volunteer training sessions.
- c. Implement annual volunteer recognition events.
- d. Establish support for part-time museum staff member.



-continued-

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-River Historical 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. Utilize and promote community meeting space for social interaction, visitor engagement, and informal learning (i.e. Questers meetings, volunteer recognition events, Holiday open house, living history demonstrations).