

# Long-Range Plan

2006-2016

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On May 2nd, 2006, the Lakewood Historical Society Board of Directors adopted a ten year Long Range Plan to focus and guide its future growth and development. Phased for both short and long term objectives, the Plan is arranged in three sections.

## **1. Administration and Management**

Advance the Society's Mission and ensure responsible governance and management with a committed board of directors, professional staff; dedicated volunteers, broad-based community input and diverse representation. Provide Board, staff and volunteer development opportunities. Follow accepted minimum standards and best practices for museums and historical societies; perform an annual review of operations to measure effectiveness; address remedial needs. Maintain sufficient reports and records and develop, adopt, implement, and enforce a code of ethics and conflict of interest policy.

## **2. Risk Management**

Reduce the Society's exposure to risk and loss through good management practices and oversight. Maintain adequate liability insurance; provide training as needed for Board, staff and volunteers to manage risk and protect the society, its assets, staff, volunteers and visitors from loss or damage from potential risks. Ensure compliance with all local, state and federal laws and regulations and prepare and be familiar with an emergency response and disaster recovery plan.

## **3. Financial Management**

Develop and implement adequate financial systems, policies and procedures to ensure prudent and accountable management of the Society and its resources; sustain financial viability and provide regular financial reports to the Board of Directors, membership and funding agencies as needed. Be a worthy steward of the public trust and assets.

## **4. Fund Raising and Capital Campaign**

Create a multi-faceted fundraising program that advances the Society, develops capacity, and achieves a sustainable, semi-independent operation through integrated efforts such as signature events and activities, membership and annual fund drives, grants, memorials, bequests and a targeted capital campaign.

## **5. Membership and Volunteer Development.**

Develop a focused campaign to increase membership and volunteer recruitment; offer meaningful programs and benefits to build member loyalty, retention and growth; develop appealing youth programs; encourage participation by the community's many ethnic groups; and offer training opportunities for volunteer development and participation.

## **6. Public Relations and Marketing**

Create, promote and maintain a strong, positive public image of the Society and Museum in the community, the NW region and among educational institutions and peer organizations. Prepare a marketing Plan, establish a tracking system and identify the target audience. Augment public, tourist and student participation in events, activities, and programs; promote Historical Society participation in community and regional festivals, fairs and other appropriate events.

## **7. Collections and Conservation**

Encourage and accept donations of artifacts, archival material, ephemera, memorabilia and other items that reflect and further the purpose, mission, and charter of the LHS Museum and are within the scope of an approved Collections Policy. Provide appropriate conservation, safe and secure storage, and timely recording, recognition and management of collections in the Society's ownership, oversight and/or care.

## **8. Education Program**

Develop and present exhibitions, programs, publications, tours and outreach learning opportunities that meet the

Society's Mission, serve the public interest, address criteria of educational institutions, and are based on trustworthy scholarship and promoted to a broad segment of the population. Develop working partnerships with educators to advance programs.

#### **9. Technology Development**

Improve and expand the Society's effectiveness in operational management and public outreach by implementing and managing new technologies for facility and records management, environmental controls, security, web site development, and internal and online tools to communicate, educate inform and entertain interested parties.

#### **10. Facility Development**

Provide an interim, leased space for a small-scale public museum that will accommodate exhibits and is safe, well-maintained, accessible and visitor-friendly. Concurrently, analyze the Society's facility needs and develop a plan for a permanent history museum that includes exhibit galleries, office, work and meeting space, a multi-purpose program/education area, fabrication work shop, adequate storage, parking and accessibility and meets city and state building and safety codes.