



GCHS Strategic Five-Year Plan

Vision Statement (from Bylaws): The Society's mission is "to preserve, present and interpret the history of Goochland County." The Society recognizes that its library and museum collections are at the core of all we do; they provide links to our past and document life in the county.

Values: The Society is committed to

- ~ collecting items that help tell the story of Goochland County.
- ~ providing appropriate care for all items held in its collections.
- ~ providing well-documented historic collections, accurate interpretation and reliable scholarship.
- ~ providing easy access to its collections, especially information resources.
- ~ applying its limited resources in innovative ways to maximize the effectiveness of its programs and services; and the efficiency of its operations.
- ~ applying appropriate technologies to improve services, communications, and operations.
- ~ partnering with other cultural and heritage organizations, and educational institutions within the county.
- ~ serving the broadest possible constituency through outreach, programming, and services that reflect the county's diversity.
- ~ inviting the involvement of members and individuals as active participants in its programs and services; and as contributors of objects and memories that tell the story of the county's past.
- ~ promoting planned growth through financial security and sustainability.

Goals/Priorities, Objectives and Strategies:

1. *Strengthen Financial Security.*
 - a. To identify and incorporate ways to diversity income sources to improve the Society's financial position.
 - a.1. A comprehensive development plan will be created that incorporates membership, donor cultivation, planned giving, annual appeal schedule, grants and foundation support, and fundraising events.
 - a.2. A dedicated committee, to include members and volunteers, will be established to regularly review and implement the development plan. While the committee will be responsible for overseeing the plan, it will remain the ultimate duty of the entire Board to ensure that it is properly implemented and supported.
 - a.3. Other local historical societies in Virginia will be studied for successful events.

- b. To evaluate the potential of new and existing programs and events to raise needed funds.
 - b.1. All new programs and events will undergo a cost/benefit analysis to assess their potential for raising money. This will be done in tandem with the strategies outlined under “Increase Engagement of People.”
 - b.2. All existing programs will go through a cost/benefit analysis to assess and review their current viability and possibility for future income and sustainability.
- c. To develop an operating budget at the beginning of the fiscal year.
 - c.1. The Finance Committee in concert with the Executive Director shall develop the budget.
 - c.2. The Executive Director/Treasurer shall report to the Finance Committee on the status of the budget quarterly and annually.
 - c.3. The Executive Director/Treasurer in a written request, with justification, may ask the Finance Committee to amend the budget at any time.

2. *Increase Engagement of People*

- a. To recruit, evaluate, and train volunteers to support Society goals and objectives.
 - a.1. Determine and implement methods to engage members to take advantage of the volunteer experience.
 - a.2. Reshape the volunteer experience to show greater appreciation.
 - a.3. Develop and implement basic training for volunteers, as well as specific continuing education opportunities.
 - a.4. Create a Grounds Committee of volunteers or in collaboration with other organizations to advise on and undertake enhancements to the Society’s external space.
 - a.5. Identify a Publicity Volunteer to oversee marketing efforts.
- b. To develop and implement programming, services, and communications that increase engagement of members and the general public in Society activities.
 - b.1. Create and implement a detailed membership plan, with goals for membership numbers and strategies for reaching these numbers.
 - b.2. Review and redesign the membership appeal process, including supporting information and distribution methods.
 - b.3. Develop incentives for membership participation, such as special events or benefits for different levels of membership, members’ open house, discounts.
 - b.4. Create a historic house plaque program to celebrate local history and build public awareness of the historical society.
 - b.5. Create special membership categories, such as Goochland Pioneers for members of the first families who lived in Goochland.
- c. To create outreach to the community, especially to educational institutions, that promotes the history of the county.

- c. 1. Create and implement a docents' program for the Courthouse Green that provides informative tours of the grounds and buildings that are appropriate to the audience.
- c.2. Create and implement a docents' program for classroom presentations at the elementary school level in concert with curriculum requirements.
- c.3. Create and produce "take away" instructional materials for elementary students that support curriculum requirements.
- c.4. Create contacts with other organizations within the county, offering to make presentations on Goochland history.
- c. 5. Establish communications with the county's public school system to identify teacher needs and provide appropriate programming as requested.

3. *Manage collections effectively and efficiently.*

- a. To better manage acquisitions and control the collections.
 - a.1. Reestablish the Acquisitions Committee which is a standing committee identified in the Society's Bylaws.
 - a.2. Split committee responsibilities to support (1) museum collection and (2) library collection, thus allowing the two committees to specialize, with responsibilities for only one collection.
 - a.3. Expand committee responsibilities to include oversight of collection description, access, and preservation.
- b. To better organize, control and preserve collections for the long term.
 - b.1. Identify and provide appropriate storage and housing for the museum collection.
 - b.2. Develop and implement an inventory plan for all collections.
 - b.3. Better control and preserve the library's vertical file collection.
 - b.4. Scan and digitize fragile library materials.
 - b.5. Evaluate conditions; and plan and implement improvements in the Society's building to provide a safer environment for collections.
- c. To make collections more accessible to the public to maximize their use.
 - c.1. Identify, procure and implement appropriate online catalog software that is within the Society's budget to maintain.
 - c.2. Scan and digitize and index back issues of the Society's Magazine for better access and preservation.
 - c.3. Scan and digitize the photograph collection for better access and preservation.
 - c.4. Identify, procure and hardwire selected computers for use with the online catalog software.
 - c.5. Identify, procure and provide more up-to-date computers for public and volunteer use.