
LOWELL AREA HISTORICAL MUSEUM

Strategic Plan 2016-2020



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The Lowell Area Historical Museum is dedicated to preserving and presenting the history of the Lowell area. The Museum is widely recognized for its exhibits, public engagement, education programs, community involvement and professional management of history. The Board of Directors and Staff of the LAHM entered a period of reflection and planning to set out a plan for the next five years of Museum management and development that included internal and external surveys. The following report outlines the goals that surfaced through this planning process.

*To enrich, delight and inspire our
community and its visitors through
the preservation and presentation of
Lowell area history.*

PARTICIPANTS

Participants in the planning of the Lowell Area Historical Museum's 2016-2020 Strategic Plan included board members: Ardis Barber, Carolyn Jane Blough, Bev Anderson, Tina Cadwallader, Tony Dommer, James Doyle, Cathy Haefner, Marj Harding, Kurt Lardie, Jeff Ostrander, Dorann Truax, and Don Leeman; staff members: Pat Allchin, Linda Barnes, Luanne Kaeb and Lisa Plank. In addition a public online survey was conducted to garner public ideas.

GOAL 1

ENGAGE THE PUBLIC IN MEANINGFUL WAYS

- ◆ Develop exhibits that explore a wide variety of topics in Lowell area history
- ◆ Provide public programs that engage
- ◆ Connect to new audiences in new ways
- ◆ Increase public awareness of and involvement in museum mission and programs

Technology

- ◆ Utilize technology to present and share history
- ◆ Continue to use Website, Facebook, emails, and new social media
- ◆ The Past Online development and launch
- ◆ Develop The Past Online to share with the public and other small museums to foster research and sharing of local history

GOAL 2

MAINTAIN A STRONG EDUCATION PROGRAM

- ◆ Continue and support current programs through staff and volunteer educators
- ◆ Explore new programs, resources to reach a wider variety of grade levels
- ◆ Foster programs that encourage youth involvement with the Museum

GOAL 3

COLLECTIONS MANAGEMENT

- ◆ Continue best practices for managing collection
- ◆ Utilize the new tools available through The Past Online
- ◆ Maximize storage space
- ◆ Explore the need for off site storage
- ◆ Continue to foster oral history program
- ◆ Continue to foster genealogy

GOAL 4

DIVERSIFY AND STRENGTHEN FUNDING

- ◆ Seek out and apply for a diverse range of grants
- ◆ Develop the Summer Fest fundraiser to its potential making it a signature Museum event
- ◆ Develop corporate sponsors for Summer Fest, Exhibits and Education programs
- ◆ Explore, develop and nurture a Planned Giving Program
- ◆ Explore new sources of funding

GOAL 5

FOSTER COLLABORATION WITH THE MUSEUM'S COMMUNITIES

- ◆ Collaborate and engage with local organizations and businesses to promote awareness of Lowell area history.
- ◆ Continue to emerge as a regional model and mentor for other small museums including Fallasburg Historical Society, members of the Tri-Rivers Museum Network and the larger museum community
- ◆ Work with the townships to promote historical awareness in the larger community

GOAL 6

MUSEUM PERSONNEL

- ◆ Continue to evaluate staffing and develop a plan for future needs
- ◆ Grow and strengthen volunteer program
 - recruit new volunteers
 - develop volunteer appreciation/enrichment opportunities
 - develop volunteer jobs offering flexibility and leadership

GOAL 7

PHYSICAL STRUCTURE MAINTENANCE

- ◆ Physically maximize current space for storage
- ◆ Maintain exterior of building in historically accurate manner
- ◆ Explore the need and possibilities for future growth of off-site space for storage and public programs and what that would mean for the current storage/office areas