

ASSOCIATION HERITAGE NEW BRUNSWICK STRATEGIC PLAN 2018-2021

THE PROCESS

Periodically, every organization must review its purpose, goals, procedures, and future potential and ambition. The Association Heritage New Brunswick conducted such a review over the course of 2017-2018, initially under the guidance and direction of Wayne Burley, Strategic Planning Facilitator.

A number of tasks were identified during the strategic planning process. They were then ranked according to importance, urgency, and achievability to form a work plan that will begin in 2018-2019. For these tasks specific targets and timeline will be developed.

The tasks will be reviewed and updated each year and Strategic Plan and new tasks may be included or substituted in response to new needs and opportunities that arise.

INTRODUCTION

The Association Heritage New Brunswick is a membership organization that represents New Brunswick's museums and built heritage interests through education, public awareness, advocacy and professional development. The Association promotes professionalism and adherence to established standards.

MISSION

Promote the conservation, preservation, interpretation and appreciation of New Brunswick's heritage resources.

GOALS

- **Be the voice for heritage in New Brunswick**
- **Facilitate heritage educational opportunities**
- **Facilitate and support heritage awareness, appreciation and conservation**
- **Sustain the organization**

GOAL #1 Be the voice for heritage in New Brunswick

STRATEGIES:

Advocate to governments respecting legislation and for improved and sustained programs for heritage

Speak to current issues

Advocate for the conservation of at risk heritage

Promote activities and programs [of AHNB and members]

GOAL #2 Facilitate heritage educational opportunities

STRATEGIES:

Develop and deliver basic and specialized education

Promote the development of certified training programs for heritage conservation

Promote professionalism and adherence to established standards

GOAL #3 Facilitate and support heritage awareness, appreciation and conservation

STRATEGIES:

Promote and support the understanding of the value of heritage and strengthen the relevance of heritage

Offer help and referral

GOAL #4 Sustain the organization

STRATEGIES:

Plan for financial sustainability

Foster a sense of unity among AHNB members

Increase partnerships with other heritage organizations and interest groups and expand networking opportunities

Increase membership

TASKS

Tasks to be undertaken in the short term are the following:

Advocate for museum and heritage sites to be effectively used in elementary, secondary and post-secondary education

Address shortfall of funding in Community Museum Employment Programs as compared to Student Employment Experience Development Program

Develop and maintain a directory of crafts and trades people who have worked on heritage buildings

Investigate feasibility of municipalities adopting a by-law requiring that buildings be regularly maintained so that “demolition by neglect” does not occur, and a by-law requiring deconstruction and salvage of character defining elements of buildings that cannot be preserved

Participate in National Trust for Canada’s advocacy for increased funding for national sites and heritage buildings

Investigate transfer of Museum Zone management and coordination and other administrative responsibilities

Tasks underway, in some cases as part of larger initiatives, and others are close to completion:

Bring back webinars. Make Practical Conservation Guidelines (built heritage) and Canadian Conservation Institute documents, etc. available on AHNB web site and promote them to the membership.

Encourage and support the Canadian Heritage Information Network (CHIN) initiative to accelerate, increase and enhance the digitization of collections (including a digital cataloguing record as well as a digital image) by (1)sharing CHIN information and updates with members, (2)encouraging members to participate and to take advantage of CHIN programs, and (3)sharing with CHIN the improved results in regard to digital collections management, best practice, access and promotion with a view to influencing CHIN’s decisions on this issue and gaining a program to fund the work of digitization.

Tasks of an administrative or operational nature that are ongoing:

Maintain a close relationship with the provincial government, namely Heritage Branch and Tourism Division and Departments of Education, Post Secondary, Training and Labour. Increase frequency of newsletter and use of social media/web site

Increase collaboration and plan joint action with Zones

Support efforts of heritage groups and others to preserve at risk heritage buildings and structures