

This Work Plan lists each of the six Initiatives/Goals of the NHS, the Strategies and tasks planned, those responsible, and then indicates when tasks are to be completed, color coding them by year. Progress will be evaluated at the end of each year and, if necessary, timelines will be extended. Tasks that occur annually are noted and can be updated at the end of each year with new deadlines.			Date Due Key			
			Ongoing			
			Annual Task	2013		
			2011	2014		
2012	2015					
Goal	Strategy	Task	Date Due	Responsible	Comments	
Improve & Maintain Facilities	Complete renovation and furnishing of south portion of museum	Complete interior finishing of this portion of the museum - not including flooring	1/31/11	Contractors/ Board	Contractor will paint walls and finish doors.	
		Research options for design of Archive Room	5/1/11	Com/Board	Visit other facilities/obtain consultant?	
		Research options for design of Exhibit Area	8/31/11	Com/Board	Visit other facilities/obtain consultant?/grant?	
		Purchase flooring for Archive Room and have installed	7/30/11	Com/Board	Dependent upon funds available	
		Purchase storage usnits for Archive Room	8/31/11	Com/Board	Dependent upon funds available	
		Purchase flooring for exhibit area and have installed	Fall 2011	Com/Board	Dependent on funds available	
		Convert back room into Maintenance/Storage/Work Area	Spring 2012	Com/Board	Dependent upon availability of space.	
		Create Nunda Family Research Center	Identify and design space to be used	12/31/11	Com/Board	
		Purchase/obtain furnishings for Center	12/31/12	Com/Board	Seek donations/grant for furnishings/equipment	
	Complete HVAC system to provide appropriate environments for Collection	Research options available for the building and have installation of appropriate units.	12/31/13	Com/Board	Purchase of equipment dependent upon available funds.	
	Improve Security System, emphasizing security of collections and displays	Consider security of the Collection in designing displays and new exhibit areas. Research strategies used in other museums.	Ongoing	Com/Board		
	Complete work on exterior of building		Plan attractive landscaping for building, outdoor educational space, signage, and parking area boundaries	Fall 2011	Com/Board	
			Improve parking area	Fall 2011	Com/Board	Place gravel/scalplings in low spots.
			Complete landscaping around building	Fall 2012	Com/Board	
			Create outdoor educational space	Fall 2012	Com/Board	
			Improve drainage on property	Summer 2012	Com/Board	
			Re-surface parking area	Fall 2013	Com/Board	
			Install siding on building in keeping with historic stucco front.	Fall 2015	Com/Board	
	Perform a capital needs assessment to determine cost of Facilities projects.		6/1/11	Board		
	Perform appropriate annual maintenance to preserve the integrity of the museum		Ongoing	Board		

Goal	Strategy	Task	Date Due	Responsible	Comments
Improve Financial Status/Remain Debt Free	Complete Building Fund Drive to raise the targeted \$25,000	Prepare packet to use with potential donors: financial report, newsletters, accomplishments, projects needing funding.	7/15/11	Com/Board	
	Obtain financial support from Town and Village of Nunda	Invite Town and Village Board members to visit museum to view remodeling progress/ provide financial reports, summary of accomplishments/needs	6/1/11	Board	
	Retain & increase membership and seek corporate/business support	Seek donations of securities and inclusion of the NHS in estate plans	Ongoing	Finance Com	Aim for increasing membership by 10%/year.
		Cultivate donors through written correspondence/ personal contact	Ongoing	Comm Com	
	Investigate new avenues for donations	Add PayPal to Website	1/31/11	T. Cook	
		Investigate becoming part of United Way Campaign	4/1/11	J. Schumaker	
	Explore appropriate grant opportunities and submit applications	Research grant opportunities/prepare list of grants/target project for each grant/deadline dates/other relevant info	Ongoing	Finance Com	
		*Apply for Museumwise Go Grant for Buffalo Conf.& board visits to other facilities	2/1/11	T. Cook/Com	Apply Annually
		*Apply for Museumwise Get Set Grant for consultants (Reinterpret Collection/Archive Exhibit spaces)	4/1/11	T. Cook/Com	
		*Apply for Heritage Preservation Conservation Assessment Program (CAP Grant)	11/1/11	J. Schumaker/Com	
		*Apply for Rochester Area Community Foundation Historic Preservation Grant	Fall 2011	J. Schumaker	Apply Annually
		*Apply for NYSCA Conservation Grant	June 1, 2011	J. Schumaker	Apply Annually Deadline?
		*Apply for NYSCA Community Arts Grant for 2012 - GVCA	10/1/11	T. Cook	Apply Annually - For History Days in 2012
	Expand opportunities for income from sales	Improve advertising and availability of existing publications	Ongoing	Comm Committee	
		Publish Historical Society Calendar	10/1/11	J. Schumaker	Publish Annually
		*Theme for 2011 - Transportation Part II - Request photos from public	5/1/11	J. Schumaker	Publish Annually
		Publish at least one new monograph	12/31/11	Com/Board	Publish Annually
		Annual Yard and Bake Sale	9/15/11	__ Committee	Annual Event
		Christmas Wreath Sale	11/1/11	M. Barkley	Annual Event
	Create additional fundraisers, including a significant annual event	Annual Garden Tour	6/10/11	BFD Com.	Annual Event
		*Confirm June 10 date with owners of Tour Gardens/establish details of scheduling/publicity/sales	3/15/11	BFD Com.	
		Bus trips to historic sites in western New York	Ongoing	Com	
		Roycroft -East Aurora July 16, 2011 Arrange for bus, Roycroft Tour, lunch, Methodist Church Tiffany Window Tour/Advertise/Sales	2/1/11	BFD Com.	

Goal	Strategy	Task	Date Due	Responsible	Comments
Improve Financial Status/Remain Debt Free <i>cont.</i>		Rochester Trip to Ellwanger Gardens & Susan B Anthony House in May - Confirm date, Arrange for bus, lunch, schedule	2/1/11	BFD Com.	
	Establish an Endowment Fund		Fall 2012	Finance Com	
	Operate with balanced budgets and a sound fiscal policy		Ongoing	Finance Com	
Analysis of Collection/Improve Care and Access	Review Collection Policy and Plan		2/28/11	Collection Com Board	
	Utilize consultant to assess Collection	Apply for CAP Grant	11/1/11	J.Schumaker	
		Purchase appropriate storage supplies/equipment for Collection	Ongoing	Coll Com /Board	This is a line item in our annual budget.
	Establish filing/retrieval system in new archival space		Fall 2011	Collection Com	Dependent upon completion of installation of storage units in archival space.
	Create Electronic Catalog	Provide Past Perfect Training for volunteers	6/1/11	J. Schumaker	Will require purchase of laptop computer
		Schedule work sessions and start process of transferring records to Past Perfect.	Summer 2011	J.Schumaker	
		Complete Cataloging of items through 1990	12/31/11	J. Schumaker	Goal: complete ~6 years of records/yr to complete Catalog in 2015
	Review Collections in Support of Exhibits and Essential Stories	Use Get Set Grant consultant to Reinterpret Collection	1/1/12	T. Cook/Com	
	Plan for Collection Growth	Cultivate donations from the community/acquaint people with our needs	Ongoing	Collection Com	
		Acquire items from present and recent past for the collections	Ongoing	Collection Com	
Provide good continuity of historical resources/records		Ongoing	Collection Com	Ex. Written records/documents from the community	
Community Enrichment	Create a Permanent Nunda Exhibit in new museum space	Identify the essential stories of Nunda for inclusion in exhibits	3/1/11	Com/Board	Use the survey information Sally Treanor gathered.
		Visit other museums for ideas/examples of displays	8/31/11	Com/Board	
		Seek workshop/consultant to work with volunteers on this project	Summer 2012	Com/Board	
		Purchase and install exhibit materials. Use electronic media/technology where appropriate (i.e. cell phone tour/interpretation and interactive displays)	Fall 2012	Com/Board	
		Obtain grant/donations to support the creation of this exhibit by professionals	Summer 2012	Com/Board	
	Reconfigure the current display space to accommodate Revolving Displays	Plan/Design space making use of ideas obtained during summer visits to other facilities	12/31/11	Com/Board	
		Implement plan for this area	Fall 2012	Com/Board	Make use of our Collection and of displays available from other museums/organizations

Goal	Strategy	Task	Date Due	Responsible	Comments
Community Enrichment cont.	Provide quality programs and activities of historical interest	Continue monthly programs (September through June)	Ongoing	Program Com	Include annual programs concentrating on the history of Nunda and Dalton
		*Survey audiences and trip participants to determine interests and how programming can be improved	7/30/11	Program Com	Begin surveys during programs/activities in Spring 2011 in order to use results for planning programs/activities for 2012
		Biennial Nunda History Days serving local students and adults	10/1/11	Program Com	Complete planning by 10/1/2011 to apply for GVCA grant. Program. in October 2012
		Provide guided architectural/history tours of the village/town	Ongoing	Program Com	Investigate use of cell phones for tours
		*Update brochures for self guided tours of village	4/1/11	J Schumaker	
		Continue to sponsor Reunionists Luncheon/Weekend	8/1/11	J SchumakerCom	Response in 2011 will determine if event continues in future years.
		*Include tour as activity for 2011 Reunionists Weekend	8/1/11	J SchumakerCom	
		Offer bus trips to historic sites in western New York	Ongoing	Program Com	See information on tours under Improve Financial Status
		Introduce Family History Days	Fall 2011	Program Com	Not included in early program schedule for 2011
		Partner with schools & local organizations to provide activities for young people	Create School Resource Packages to loan to schools and teach teachers how to use them	Summer 2013	Committee
	Support Scout troop badge programs & activities/ Eagle projects		Spring 2013	Committee	
	Support a young peoples' project in multigenerational genealogy of Nunda		Fall 2013	Committee	
	Offer Community Service Opportunities		Ongoing	Committee	
	Facilitate research on the Nunda area	Respond to requests from the public for historic information concerning Nunda or its citizens	Ongoing	Committee	
	Promote the placement of historical markers/plaques in the Town of Nunda	Select appropriate locations for NYS Historic Markers and plaques for buildings. Offer date plaques to be used on houses.	Fall 2012	Committee	
	Continue to collaborate with and support other community groups	Ex. Friends of Nunda Cemeteries, Oakwood Cemetery Assoc., Keshequa Alumni Assoc., Genesee Valley Mountain Dulcimer Club, Nunda Chamber of Commerce, Friends of Genesee Valley Greenway	Ongoing	Board	Should be alert for opportunities to collaborate with other Nunda groups.
Improve Communication and Marketing	Develop a Marketing Strategy	Include inviting organizations to visit the museum to increase awareness of the NHS	Summer 2011	Board	
	Continue publishing newsletter, calendar, and historic monographs	See information on publications under Improve Financial Status	Ongoing	Varies	
		*Increase <i>Historic Nunda</i> newsletters to four issues/year	Spring 2012	J. Schumaker	Continue to encourage electronic delivery & Place printed issues in public places for distribution

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Improve Communication and Marketing <i>cont.</i>	Produce quality brochures/stationery for NHS and Museum	Update/Print NHS Brochure and Rose Shave Information Sheet	3/1/11	J. Schumaker	
		Design/Print Thank You Cards	4/1/11	J. Schumaker	
		Print stationery & envelopes	3/1/11	J. Schumaker	
	Maximize use of Area Media to induce attendance/promote local history	Continue use of Mount Morris Shopper, Naturally Nunda, and GVCA website to advertise programs & activities. Expand to include area radio and other web sites.	Ongoing	Communications Committee	
		Aim for monthly articles on Nunda history in local newspapers and for articles on NHS every other month.	Ongoing	Communications Committee	
	Retain current membership at 90% and increase total membership 10% each year	Cultivate current members and new members by increasing written correspondence and personal contact.	Summer 2012	Mem Com/Board	
	Continue/Expand Website	Consider potential additions to attract more viewers and strategies to increase contributions to the website by members.	12/31/11	T. Cook/Com	
	Explore/Implement Social Media	Consider facebook, blogs, twitter, listserv, and QR Code	12/31/11	J. Schumaker/Com	
	Maintain convenient open hours and remain flexible for researchers.	Consider programs on Sundays during winter months beginning in 2011-2012	Ongoing	Com/Board	
	Create metrics to track museum performance	Use spreadsheet to record data such as program and museum attendance, annual membership, membership dues, etc.	Fall 2011	Com/Board	
	Participate in community events to promote the Society	i.e. Winter in Nunda, Decorating for Christmas, Spring in Nunda, Nunda Yard Sale Day, October Scarecrow Contest, Keshequa Alumni Luncheon, and Keshequa School Open House events	Ongoing	Various Committees	
	Maintain NHS Displays in Community.	Continue Bulletin Boards at Nunda and Dalton Post Offices	Ongoing	Committee	Update Bulletin Boards three times /year. (spring, summer, fall)
		Investigate providing displays (with or without objects) for the Bell Memorial Library and local schools.	12/31/11	Committee	
		Create slide show/video of NHS activities to be used at various events away from the museum to help promote the organization.	3/11/11	J. Schumaker/Com	Slide show could be used at Genesee County Antique Dealers Association Show in Rochester on March 19 and 20.
Improve building signage	Planning included under Improve Facilities	Fall 2011	Com/Board	Implement with landscaping Plan in Fall 2012 if funds available.	
Provide Multigenerational Services to the Community to increase Attendance and Membership		Ongoing	Program Committee/Board		
Improve Effectiveness of Board/Volunteers	Update By-Laws	Include revised mission/vision; refine committee structure and definitions of tasks	3/31/11	Com/Board	
	Implement committees in By-Laws	Divide workload of board members and make use of volunteers	Summer 2011	Board	
	Recruit and train more volunteers	Emphasize need for technical, marketing, design, and writing skills and assign volunteers accordingly.	8/31/11	Com/Board	
	Be alert to involve new people and to transition them to Board positions.	Review those attending NHS events to identify potential volunteers/Board members	Ongoing	Board	
	Provide NHS office space for storage of records,	Organize/File Secretary, Treasurer, and other NHS documents, including electronic copies when available.	Fall 2011	J. Schumaker/Com	

