



24 Portage Street, PO Box 341  
Nunda, NY 14517-0341

## Strategic Plan

### January 2011 - December 2015

Approved January 25, 2011 by the Nunda Historical Society Board of Directors

### *Introduction*

The Nunda Historical Society (NHS) was founded in 1983, received its Absolute Charter in 1995, received IRS 501(c)3 charitable recognition in 1999, and that same year was gifted the former Tunngly/Stamp automobile/RV sales building at 24 Portage Street by Tom and Marjorie Stamp.

Prior to receiving the building, the NHS held their monthly meetings/programs in local churches and the Keshequa Central High School. The Collection at that time consisted primarily of paper documents, photos, and paintings that were being housed in the basement of the Bell Memorial Library. The donation of the building provided the NHS with the opportunity to create appropriate housing for the Collection and design spaces to be devoted to exhibiting the Collection, educational programming, and meetings. The building consisted of primarily three large open spaces and was not historically significant. We therefore had the luxury of being able to design the interior to meet our needs.

Unfortunately, the building was in need of major repairs as well as renovations. This effort started in 2001 when a handicapped entrance and restroom, an office, and a small kitchen were added to the building with the assistance of a NYS Legislative Grant. Another NYS Legislative Grant and generous donations of time and money from members resulted in major renovations to the north portion of the building and the NHS celebrating its 20th anniversary with a dedication of the museum in December 2003.

Since moving into the building, generosity of Nunda area citizens resulted in a dramatic growth of our Collection and the need to increase our exhibit area and archive space. In 2009 we started renovating the south portion of the building and that is being continued in 2011 with assistance of a third NYS Legislative Grant and support from a Building Fund Drive. To date we have collected about \$14,000 toward our goal of \$25,000.

The NHS is a completely volunteer organization with no paid staff. The Board of Directors is elected annually by the membership to oversee the operation of the NHS and museum. To meet our mission the NHS needs to: continue Improvements to our Facility; Improve our Financial Status to meet current expenses and assure continuity of the organization and future support for our museum; obtain an Analysis of our Collection in order to improve our preservation efforts, reinterpret it for use in new exhibits, and improve access by providing an electronic catalog; Expand Community Enrichment activities; Improve Communications and Marketing; and Improve Effectiveness of Board/Volunteers. It is therefore time for the NHS to address these issues and plan for the future of the organization and museum.

This Strategic Plan presents: our mission, vision, and values; addresses the six strategic goals above; and outlines the work plan needed to reach these goals during the next five years. The plan will be reviewed and evaluated at the end of each year by the Board of Directors and new plans will be adopted in five year intervals.

## ***Mission***

The Nunda Historical Society collects, researches, preserves, interprets, and promotes the history, heritage, and culture of that area of western New York in and around the Town of Nunda and educates the public through its collections and programming.

## ***Vision***

The Nunda Historical Society will attract visitors of all ages and inspire interest in the history of the Nunda area by preserving and sharing Nunda's stories through creative programs, quality publications, and innovative exhibits making use of the collections. In addition, the Society's Nunda Family Research Center will become the primary source of information for researching area genealogy, social and cultural questions using the latest technologies.

## ***Values & Objectives***

To facilitate decision making in ever-changing environments, the NHS has adopted the following core principles and values to provide guidance. The NHS will:

- Hold historic assets as a public trust
- Maintain focus on the area in and around the Town of Nunda
- Maintain a collection of meaningful materials/objects (the Collection) with emphasis on discovering, collecting, preserving, interpreting and exhibiting these items.
- Develop and maintain a suitable building to serve as: headquarters for the Society; a permanent home for the Collection; and a museum to exhibit the Collection.
- Provide publications related to the history of the Town of Nunda
- Provide the Nunda community with a variety of regularly scheduled quality programs and activities of historic interest.
- Form partnerships with schools, other societies, civic groups, and individuals to promote the mission of the Society
- Develop and maintain a Nunda Family Research Center to collect and preserve genealogy, social, and cultural materials
- Enable and promote research
- Foster openness to the public and accessibility to the handicapped
- Remain dedicated to teaching and learning
- Maintain a viable group of volunteers
- Maintain a policy of non-discrimination in all activities
- Provide a free (or affordable), educational and enjoyable visitor experience.
- Encourage preservation of local landmarks

## ***Strategic Goals (January 2011 – December 2015)***

### **Strategic Goal #1 Improve & Maintain Facilities**

Complete renovation and furnishing of the south portion of the museum

- Complete interior finishing of this portion of the museum
- Seek assistance in planning for most efficient use of the new archive space and for the exhibit area.
- Purchase storage units/furniture for the archive space
- When available, convert back room into usable maintenance/storage/work area

Identify and furnish space for the Nunda Family Research Center

Complete HVAC system to provide appropriate environments for the Collection

Continue to improve Security System, emphasizing security of collections and displays

Complete work on exterior of building

- Install appropriate siding to building in keeping with historic stucco front.
- Provide attractive landscaping around building (note signage in Goal #5)
- Plan for outdoor educational space
- Improve drainage on property
- Re-surface parking area

Perform a capital needs assessment to determine cost of above projects.

Perform appropriate annual maintenance to preserve the integrity of the museum

### **Strategic Goal #2 Improve Financial Status/Remain Debt Free**

Complete Building Fund Drive to raise the targeted \$25,000

Obtain financial support from Town and Village of Nunda

Double membership and seek corporate/business support to increase dues/donations

- Seek donations of securities and inclusion of the NHS in estate plans
- Cultivate donors through written correspondence and personal contact

Investigate new avenues for donations

- Adding Paypal to website
- Become part of the United Way Campaign

Explore appropriate grant opportunities and submit applications

- Museumwise Get Set & Go Grants; CAP; MAP; NYS Conservation Grants; NYSCA Community Arts Grants through GVCA; NYS Legislative Grants; grants through the Rochester Area Foundation and other possibilities

Continue and expand opportunities for income from sales

- Improve advertising and availability of existing books and other sale items
- Annually publish the Historical Society Calendar
- Annually publish at least one new historic monograph
- Annual Yard and Bake Sale
- Christmas Wreath Sale

Create additional fundraisers, including a significant annual event

- Annual Garden Tour
- Bus trips to historic sites in western New York

Establish an Endowment Fund

Operate with balanced budgets and a sound fiscal policy

Nunda Historical Society Strategic Plan 2011-2015 *cont.*

**Strategic Goal #3 Analysis of Collection/Improve Care and Access**

Review Collection Policy and Plan

Utilize consultant to assess the Collection

- Apply for Conservation Assessment Program (CAP) Grant
- Purchase appropriate storage supplies and equipment

Establish filing and retrieval system in new archival space

Create Electronic Catalog (retrieval system/tools for the public)

- Provide Past Perfect Training for volunteers

Review Collections in Support of Exhibits and Essential Stories

- Use Get Set Grant consultant to Reinterpret Collections

Plan for Collection Growth

- Cultivate donations from the community/acquaint people with our needs
- Add Collections from present and recent past
- Provide good continuity of historical resources/records (rich heritage, written records/documents from the community)

**Strategic Goal #4 Community Enrichment**

Create a Permanent Nunda Exhibit in new museum space

- Identify and tell the essential stories of Nunda
- Visit other museums for ideas/examples of displays
- Seek workshop/consultant to work with volunteers on this project
- Use electronic media/technology where appropriate (i.e. cell phone tour/interpretation and interactive displays)
- Obtain grant/donations to support the creation of this exhibit by professionals

Reconfigure the current display space to accommodate Revolving Displays

- Make use of the NHS Collection
- Make use of displays available from Museumwise and other museums

Provide quality programs and activities of historical interest

- Continue monthly programs (September through June) and seek feedback/input from audiences to determine interests and how programming can be improved
- Continue special programs concentrating on the history of Nunda and Dalton
- Continue biennial Nunda History Days that serve local school young people
- Continue to provide guided architectural/history tours of the village/town and investigate use of cell phones for tours
- Offer bus trips to historic sites in western New York
- Create Family History Days

Partner with schools and other local organizations to provide activities for young people

- Create School Resource Packages to loan to schools and teach teachers how to use them
- Support Scout troop badge programs and activities/ Eagle projects
- Support a young peoples' project in multigenerational genealogy of Nunda
- Offer community service opportunities

Facilitate research on the Nunda area

Promote the placement of historical markers/plaques in the Town of Nunda at appropriate locations and on buildings, including dates on houses.

**Strategic Goal #4 Community Enrichment *conti.***

Promote the placement of historical markers/plaques in the Town of Nunda at appropriate locations and on buildings, including dates on houses.

Continue to collaborate with and support other community groups (i.e. Friends of Nunda Cemeteries, The Oakwood Cemetery Association, the Keshequa Alumni Association, the Genesee Valley Mountain Dulcimer Club, the Nunda Chamber of Commerce, and the Friends of the Genesee Valley Greenway)

**Strategic Goal #5 Improve Communication/Marketing**

Develop a Marketing Strategy

- Assess demographics of membership and member benefits.

Continue publishing newsletter, calendar, and historic monographs

- Increase number of *Historic Nunda* newsletters to four issues/year, encourage members to elect electronic delivery, place printed issues in public places to market NHS.

Produce quality brochures/stationery for NHS and Museum

Maximize use of Area Media to induce Attendance and promote local history

Retain current membership at 90% and increase total membership 10% each year

- Interest current members and cultivate new members by increasing written correspondence and personal contact. Use electronic delivery where possible

Continue Web Site and consider potential additions to attract more viewers

Explore/Implement Social Media (facebook, blogs, twitter, listserv, and QR Code)

Maintain convenient open hours and remain flexible for researchers.

Create metrics to track museum performance

Participate in community events to promote the Society

Maintain NHS Displays in the Community.

- Continue Bulletin Boards at the Nunda and Dalton Post Offices
- Investigate providing displays (with or without objects) for the Bell Memorial Library and local schools.

Improve building signage (should be considered with landscaping in goal # 1)

Provide Multigenerational Services to the Community to increase Attendance and Membership

**Strategic Goal #6 Improve Effectiveness of Board/Volunteers**

Update By-Laws: include revised mission/vision; refine committee structure and definitions of tasks

Implement committees in By-Laws, dividing the workload of board members and other volunteers

Recruit and train more volunteers - emphasize need for technical, marketing, design, and writing skills and assign volunteers accordingly.

Be alert to involve new people and to transition them to Board positions.

Provide NHS office space for storage of records/organize and file records, maintain electronic copies whenever possible.

## ***Addendum A The Work Plan***

The Work Plan lists each of the above strategic goals, tasks planned, those responsible, and when tasks are to be completed. Progress will be evaluated at the end of each year and, if necessary, timelines will be extended.

Please note: The Work Plan is on 8.5 X 11 sheets and is color coded. For a copy, go

<http://www.nundahistory.org/offices.html>

Nunda Historical Society  
January 25, 2011