



Strategic Plan 2020-2023

Stewart Historical Society
-
Stewart Museum

At the **Stewart Museum**, **People** are at the heart of everything we do!

Every Person has a place here.

We aspire to be accessible in every sense of the word:
Physically, intellectually, culturally and economically.

The **Stewart Museum** does not exist merely inside our four walls,
but rather in the **People of our Community**.

The STEWART HISTORICAL SOCIETY STRATEGIC PLAN describes the direction the Society and the STEWART MUSEUM will follow over the next 3 years to ensure that the organization achieves its Vision, Mission, Goals and Objectives.

OUR VISION

A WELCOMING PLACE OF DISCOVERY, INTERPRETATION AND RECREATION



OUR MISSION

PRESERVE THE PAST
SHARE THE EXPERIENCE
ENRICH LIVES AND COMMUNITY
TO BE ACCESSIBLE IN EVERY SENSE OF THE WORD:
Physically, Intellectually, Culturally, and Economically



STRATEGIC GOALS

The 2020-2023 directional plan provides a solid foundation from which we can engage our community and audiences, continue to develop long term sustainability and set the stage for further growth.



EXECUTIVE SUMMARY

STEWART HISTORICAL SOCIETY was founded December 05, 1975 and opened the doors of the **STEWART MUSEUM** July 01, 1976. The **STEWART HISTORICAL SOCIETY** is a registered Not For Profit in the province of British Columbia. The **STEWART HISTORICAL SOCIETY** has, further to its mandate; gathered, preserved, exhibited, and interpreted the history of Stewart, British Columbia, and the surrounding areas. With its collection, programs and exhibitions, the **STEWART MUSEUM** has distinguished itself as a dynamic institution that greatly enriches the cultural life of our community.

GOVERNANCE

The Stewart Historical Society annually elects a Board of Directors from its membership. Acting as a policy board, the Board of Directors, in consultation with the Museum Director, are responsible for the establishment of Vision, Policy, and Financial Resources for the Stewart Museum.

The **STEWART HISTORICAL SOCIETY** operates under the following mandate:

- Gather and preserve local historical artifacts, information and records
- Maintain and operate a museum to house and display said artifacts and records
- To encourage preservation of historical landmarks, including buildings, and monuments
 - Provide access to archival materials for research purposes
 - To facilitate learning
 - To be Accessible

INTERNATIONAL COUNCIL OF MUSEUMS DEFINITION OF "MUSEUM"

A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, reseraches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purpose of education, study and enjoyment.

FIVE KEY GOALS THAT WILL SHAPE OUR NEXT 3 YEARS:

Goal #1

**Develop and maximize the value of our heritage collection
keeping it relevant and meaningful**

Goal #2

Create and deliver great experiences

Goal #3

**Develop partnerships that increase
community involvement and collaboration**

Goal #4

**Enhance access, visibility and community engagement
and continue to
thrive as a vibrant and vital community museum**

Goal #5

Manage our resources efficiently and effectively



Goal #1

Develop and maximize the value of our heritage collection keeping it relevant and meaningful

Objective: Assess the archival collection (59 linear feet plus, of archival documents)

Action:

- Decide if it has an impact on the role and function of the museum
- Dispose non-relevant archival documents using museum standard protocol
- Store archival quality storage boxes, folders, photo albums

Objective: Continue to develop its collection in a focused manner

Action:

- Assess the artifact collection (2291 artifacts currently on display and 350 in storage off location)
- Dispose non relevant artifacts and duplicates using museum standard protocol
- Identify gaps within the current collection
- Properly documenting new artifact using standard museum collection management principals
- Continue to represent the entire community
- Create a policy on acceptance of donations eg: relevance of the artifact or documents and story

Objective: Maximize storage space

Actions:

- After reassessment of archival documents and artifacts, reorganize and update inventory
- Document location of each artifact and archival document per its location (eg: shelf, room number being displayed in, storage location)
- Reasses how much space is available for new artifacts or archival documents

Objective: Promote community ownership of collection to create a sense of belonging and pride

Actions:

- "Make it your collection" promotion
- "Adopt an artifact" program
- "Welcome to the Community" gift certificates for newcomers (collaborate with local organizations)

Objective: Develop online and print publications to promote awareness of our holdings

Action:

- Invest in a collection management program
- Enter all of the collection into management program (estimated time 2-3 years to complete)
- Use management program to provide public access to museum collection

Objective: Promote and practice excellence in museum stewardship

Action:

- Document and preserve collection in accordance to CANADIAN MUSEUM STANDARD PRACTICES AND POLICIES
- Be accountable for the entire collection to ensure succession of collection is in good condition for future generation

Objective: Enhance and pursue the development of new programs and events

Actions:

- Target new and diverse audiences
- Develop new outreach programs, events, exhibits
- Enhance our visitor experience keeping in mind that Covid 19 will continue to limit access for at least one more year if not longer.

Objective: Focus on enhancing customer service

Actions:

- Discuss hours of operation (accessibility) high season and low season and after hours requests.
- Increase funding for staff wages to ensure accessibility to community and visitors throughout the entire year.
- Recruit youth and adult volunteers to assist with interpretive tours and/or assisting with gift shop
- All staff and volunteers are provided with training
- Continually update and maintain our Covid 19 safety measures and remain vigilant in our sanitization post Covid 19
- Update galleries and hallway lighting to museum standard lighting (eg: LED)
- Make a plan to reintroduce existing touch screen technology post Covid-19
- Develop a plan, budget and timeline to redo and renew exhibits
- Seek out grants to assist with required improvements

Objective: : Be a resource and advocate for heritage resources

Actions:

- Publication and educational programming partnership with the Stewart Public Library
- Continue to promote the history of the community with books and dvds
- Promotion of education and information online

Objective: Participate in regional and local tourism strategy

Actions:

- Get involved with lovestewart.com
- Stay in the know of what is going on in the community and promote others
- Work and collaborate with the District of Stewart on tourism initiatives
- Maintain our working partnership with Northern BC tourism

Objective:

Foster a working relationship with area first nations.

Actions:

- Develop our own first nation traditional land acknowledgment
- Recognize and understand the reasoning we do land acknowledgments
- All staff, volunteers and members of board should be made aware of the acknowledgement
- Encourage understanding of traditional customs of our first nation peoples
- Develop educational and collaborative programs with area first nation

Objective: : Maintain and continue to develop partnerships to cultivate community

Actions:

- Maintain our working relationship with community connections group
- Consider doing a fundraiser for the food bank
- Maintain our working relationship with the Stewart Public Library
- Collaborate with the District of Stewart in making Stewart a vibrant community

Objective: Continually strive to engage residents and promote community participation and ownership

Actions:

- Post Covid 19, reinstate our signature events eg: Mother's Day, Father's Day, Oktoberfest, Christmas markets
- Encourage adult volunteers
- Encourage youth volunteers
- Actively seek feedback from the community we serve
- Have a group of youth and adult volunteers advise on how to develop an "Adopt an Artifact" Program
- Develop a youth museum club
- Enhance communication with local schools and home-schooling families through educational programs and classroom outreach
- POST Covid 19 , investigate reinstating summer programs for children with the support of grant funding and community partners
- Determine strategy to improve community engagement and patron interaction within gallery spaces
- Investigate cross promotional strategies with businesses in the community
- Continue to develop outreach programs and exhibits (schools, library, Info Centre , old fire hall, District of Stewart, Community Connections)

Objective: Improve visibility of Museum through partnerships with other organizations

Actions:

- Maintain memberships and alliances with the following groups (Royal BC Museum, Bulkley Valley (Smithers) Museum, Northern BC Tourism, Interpretations Canada, Northern BC Museum Association, Canadian Museum Association., Partners In Motion Media Group, Community Connections, Stewart Public Library)

Objective: Increase the use of electronic media marketing

Actions:

- Develop social media outlets such as Facebook, You Tube, Twitter, Instagram etc.
- Website actively maintained and up to date

Objective: Increase efficiency in fundraising

Actions:

- Find potential sources of private funding
- Investigate sources of government grants
- Appeal to corporate sponsors
- Host for profit events and targeted fundraising campaigns to reduce overall costs.
- Establish fundraising priorities (immediate needs and future needs.)

Objective: Strengthen collaboration between the museum and the District of Stewart

Actions:

- Joint heritage initiatives, projects etc.

Objective: Gather and compare statistics

Actions:

- Continually identify, record and review statistics and data associated with the operation of the museum (visitors, website analytics, feedback, records of events.) to enhance operations

Objective: Identify methods of reducing overall operating expenses

Actions:

- Pursue funding support from corporate, private, Regional, Provincial and Federal Governments

Objective: Budget for facility improvements

Actions:

- Enhancement of facility for disabled accessibility, hearing impaired
- Youth activities to do while visiting the museum
- Budget for gift shop
- New LED lighting for galleries and display areas
- Increased hours of access in order to increase revenue

Objective: Continued investment in professional development of staff and advisory committee

Actions:

- Budget for professional development
- Arrange for staff to attend at least one conference annually
- Increase participation in online webinars

Objective: Sustainability

Actions:

- As a public trust, we need to ensure the prudence of resources to maintain all aspects of the museum collection and services
- By 2024 post Covid-19, our projected goal is to earn 30% of our annual budget from admissions, fundraising, corporate, private donations and gift shop operations

SUMMARY

The three-year Plan has been developed to:

~Optimize opportunities~

~Enhance and develop programs and services that increase the profile of the STEWART HISTORICAL SOCIETY and STEWART MUSEUM~

~Ensure the long-term viability and vibrancy of the STEWART MUSEUM~

~Intended to support the priorities of the District of Stewart~

~To promote and preserve the communities heritage~

The STEWART HISTORICAL SOCIETY and STEWART MUSEUM will strive to achieve the aforementioned GOALS AND OBJECTIVES AND ACTIONS as part of an overall plan for the future of the Society. The recommendations of the strategic plan will serve as the guiding work plan for staff, Volunteers and Board of Directors.

MONITORING

Moving forward the STEWART HISTORICAL SOCIETY Strategic Plan is to be included as an ongoing unfinished business item on the Board of Director`s regular meeting agenda for 2020-2023.

Further, the Strategic Plan accomplishments will be evaluated at the end of each year and priorities for the following year will be determined as part of the annual budget planning process.

Decisions regarding the implementation of the tasks will be determined based on the availability of resources and grant opportunities.

LIVING DOCUMENT

This living document will become the basis of the STEWART HISTORICAL SOCIETY working plan for the next three years and will provide a framework for future planning and operation of the STEWART MUSEUM.

It will be revised to reflect current trends and new goals

and objectives will be set to reflect the Museum's needs moving forward in time.

The following vision and mission statements are retained as part of the planning process.