



# Conneaut Lake Area Historical Society (CLAHS) Strategic Plan 2024-2030



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The Conneaut Lake Area Historical Society is a non-profit (501-(c)(3)) corporation located in Conneaut Lake, PA.

The purpose of the society is three-fold:

1. **COLLECT** and **PRESERVE** all historically relevant materials which relate to the history of Conneaut Lake and the surrounding areas.
2. **PROMOTE** and **ENCOURAGE** historical research, public knowledge, and interest in local history; **ACQUIRE** historical places and archives; **PRESERVE** buildings and sites of historical interest; **COLLECT** and **PRESERVE** written or electronic records, and **MARK** places of historical interest with monuments or plaques.
3. **ORGANIZE** exclusively for charitable, educational and preservation purposes.



### CLAHS STRATEGIES

The following six strategies will be used to focus efforts and priorities during 2024-2030

1. Govern the organization in a mission based manner.
2. Build CLAHS reputation and awareness in community.
3. Improve collections, exhibits, and programs.
4. Expand base of funding to facilitate long term financial security.
5. Modernize facility consistent with a revitalized and redeveloped downtown area.
6. Integrate technology to enhance mission accomplishment.

### **Strategy 1: GOVERN THE ORGANIZATION IN A MISSION BASED MANNER.**

#### Goals:

1. Demonstrate good governance to preserve our past and build our future.
2. Balance mission and money.
3. Review mission, bylaws and policies annually.
4. Review procedures to make board more effective, i.e. review term limits, diversity, priorities, conflicts of interest, effectiveness of committees and fiduciary responsibilities.
5. Review director responsibilities, succession plans, committee leadership and skill sets.
6. Recruit board members, staff and volunteers from the community to best represent the organization.
7. Build a human relations data base.

### **Strategy 2: BUILD CLAHS REPUTATION AND AWARENESS IN THE COMMUNITY.**

#### Goals:

1. Encourage town tours and train additional guides.
2. Lead Hometown Hero's banner program with initial focus on veterans.
3. Update and target marketing literature to businesses, tourist destinations and members.
4. Update and automate both docent guided and self guided museum tours.
5. Emphasize community coordination (CLABA, CL Borough and CLCDC).
6. Develop scholarship program with local schools; pursue expansion of field trips, projects and programs.
7. Continue build out and training of speaker's bureau.
8. Develop greater social media presence.

9. Review docent selection and training program.



### **Strategy 3: IMPROVE COLLECTIONS, EXHIBITS AND PROGRAMS**

#### **Goals:**

1. Survey and prioritize community interests.
2. Share collections with increased social media exposure, improve monthly programs, enhance museum displays and simplify research capability.
3. Introduce special collections and exhibits of interest to local community.
4. Digitize collections to safeguard in case of fire, flood, storms, vandalism and theft.
5. Identify gaps in collections and exhibits and seek membership expertise and skills to correct.
6. Conduct feasibility study of proposed nautical (boat) museum.



#### **Strategy 4: EXPAND BASE OF FUNDING TO FACILITATE LONG TERM FINANCIAL SECURITY.**

##### Goals:

1. Develop action plan to increase membership, secure donors, promote planned giving, create annual appeals, apply for grants and foundation support and optimize fundraising events.
2. Conduct “Leave Your Legacy at Conneaut Lake” campaign to support Planned Giving Legacy Program.
3. Increase membership and review membership fees.
4. Explore social media fundraising.
5. Maximize return on investments at appropriate risk level.



**Strategy 5: MODERNIZE FACILITY CONSISTENT WITH A REVITALIZED AND REDEVELOPED DOWNTOWN AREA.**

Goals:

1. Generate prioritized list of projects for volunteers and professional services with estimated costs.
2. Evaluate nautical (boat) museum proposal and impact on current facility space and use.
3. Evaluate building space to optimize usage annually.
4. Remodel Liberty II garage space.
5. Continue current plans to revitalize outside of building and enhance landscaping.
6. Consider new space for monthly programs or events in current facility.



## Strategy 6: INTEGRATE TECHNOLOGY TO ENHANCE MISSION ACCOMPLISHMENT.

### Goals:

1. Recruit technology savvy volunteers and members to help develop and manage technologies at the museum.
2. Identify software, hardware, and networking capabilities required to support and enhance society mission in a digital environment.
3. Use technology to share collections and archived information.
4. Develop a social media engagement plan.
5. Use technology to increase research capability.
6. Automate displays of key themes (i.e. ice house replica, Indian history, wooly mammoth and Liberty II).
7. Use technology to safeguard collections.
8. Develop self-guided tour apps for use on walking mobile tours and museum tours.
9. Improve audio visual capability for presentations and events.







Prepared by the Long Range Planning Committee.

Approved by CLAHS Board of Directors on June 5, 2023.