

## 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.

- 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

- 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.

- 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.

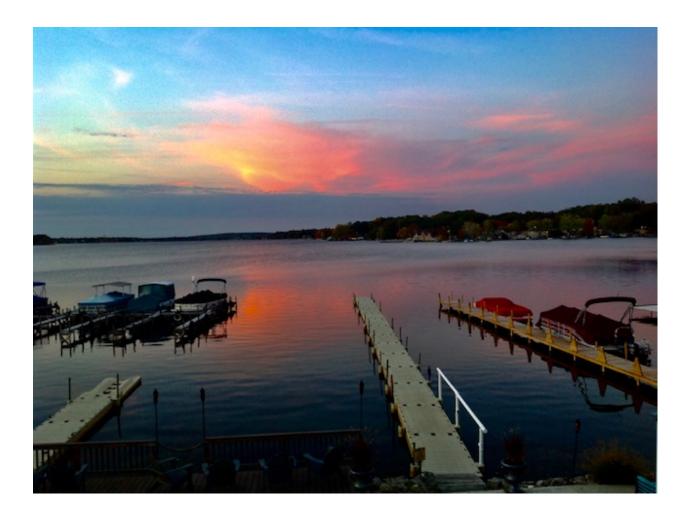
- 1. Generate prioritized list of projects for volunteers and professional services with estimated costs.
- 2. Evaluate nautical (boat) museum proposal and impact on current facility space and use.
- 3. Evaluate building space to optimize usage annually.
- 4. Remodel Liberty II garage space.
- 5. Continue 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.

- 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.