# Conneaut Lake Area Historical Society (CLAHS) Strategic Plan 2018-2023

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**Strategic Plan 2018-2023**

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 five strategies have been identified for concurrent implementation and focus during the 2018-2023 time frame:

1. Build CLAHS reputation and awareness in community

2. Improve collections, exhibits, and programs.

3. Expand base of funding to facilitate long term financial security, quality of programs and events, and continuity and durability of mission.

4. Modernize facility consistent with a revitalized and redeveloped downtown area.

5. Integrate technology to enhance mission accomplishment.

**Strategy 1: BUILD CLAHS REPUTATION AND AWARENESS IN THE COMMUNITY**

Goals:
1. Develop quality walking and mobile tours of Conneaut Lake and surrounding areas.

2. Target brochures and marketing literature into as many businesses, tourist attractions as possible.

3. Improve museum tour.

4. Support Conneaut Lake revitalization and development project.

5. Recruit board, staff, members and volunteers from diverse community groups to better represent the community and the needs of CLAHS.

6. Develop scholarship program with local schools; pursue expansion of field trips, projects, programs and essay contests with various local schools.

7. Continue build out and training of speakers bureau.

8. Review publicity plan to ensure consistency in branding and integration with one another.

9. Review governance process of society.

10. Conduct review of by-laws.

11. Conduct review of policy letters and procedures employed by society.

**Strategy 2: IMPROVE COLLECTIONS, EXHIBITS, AND PROGRAMS**

Goals:

1.  Survey and prioritize community interests.

2.  Continue integration of special collections and exhibits of interest to local community.

3.  Review frequency, format, content, and conduct of monthly programs of historical society to better support presenters and attendee experience.

4.  Identify gaps in collections and exhibits and coordinate with local sources for focused support.

**Strategy 3: EXPAND BASE OF FUNDING TO FACILITATE LONG TERM FINANCIAL SECURITY, QUALITY OF PROGRAMS AND EVENTS, AND CONTINUITY AND DURABILITY OF MISSION.**

Goals:
1. Develop action plan to increase membership, secure donors, solicit planned giving, conduct annual appeals, apply for grants and foundation support and optimize fundraising events.

2. Review membership fees and tiered donor recognition levels.

3. Explore social media fundraising.

4. Consider one major fundraising gala/event during tourist season; review effectiveness of current events and propose new programs and events if applicable.

**Strategy 4: 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 building space to optimize usage.

3. Develop desired end state layout for foot print of building and grounds.

4. Continue current plans to revitalize outside of building and enhance landscaping.

**Strategy 5: 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 competitive environment.

3. Develop a social media engagement plan

4. Automate displays of key themes (i.e. Indian history, wooly mammoth, Liberty 2)

5. Develop self-guided tour apps for use on walking mobile tours and museum tours.



Prepared by the Long Range Planning Committee.

Approved by CLAHS Board of Directors on April 2, 2018.