



INDICATORS			
SUSTAINABILITY	ENGAGEMENT	DEIB	PERMANENT EXHIBIT
<ul style="list-style-type: none"><li>• Leadership development plan created</li><li>• Revenue composition (i.e., grants, sponsorships, fees, donors, members)</li><li>• Revenue growth</li><li>• Turnover/retention</li></ul>	<ul style="list-style-type: none"><li>• Qualitative – how was your experience? Did we better engage you?</li><li>• Number of volunteers</li><li>• Volunteer satisfaction</li><li>• Number of members</li><li>• Number of donors and sponsors</li><li>• Activity – programs and events</li></ul>	<ul style="list-style-type: none"><li>• Different representation in the community are experiencing the Museum</li><li>• Integration into the culture</li><li>• Accessibility</li></ul>	<ul style="list-style-type: none"><li>• Rating of exhibit</li><li>• Use of technology</li><li>• Visitors see exhibit, it’s a draw</li><li>• Experience incorporates the “why” we want to reinvent the exhibit</li></ul>
ACTION PLANS			
Small planning teams will develop action plans that provide details for objectives, major activities, timeframes, responsibilities, and needed investments that support the core strategies identified in the Plan.			
MONITORING AND EVALUATING			
A monitoring and evaluation process will be instituted at the Board and staff levels. A strategic metrics dashboard tool will be developed by and for the Board. Staff will use the action plans with metrics as a way of monitoring and evaluating on a regular, ongoing basis. The Strategic Plan is a living document and is intended to be a roadmap for the next three years.			

STRATEGIC PLANNING TEAM

BOARD

Katie LeMaster  
*Board Chair*

Doris McNeill  
*Planning Co-Chair*

Ben Sparenberg

Susan Miller  
*Past Board Chair*

Catherine Peper

COMMUNITY LEADERS/  
VOLUNTEERS

Anita Huber

Brenda Smith

John Milio

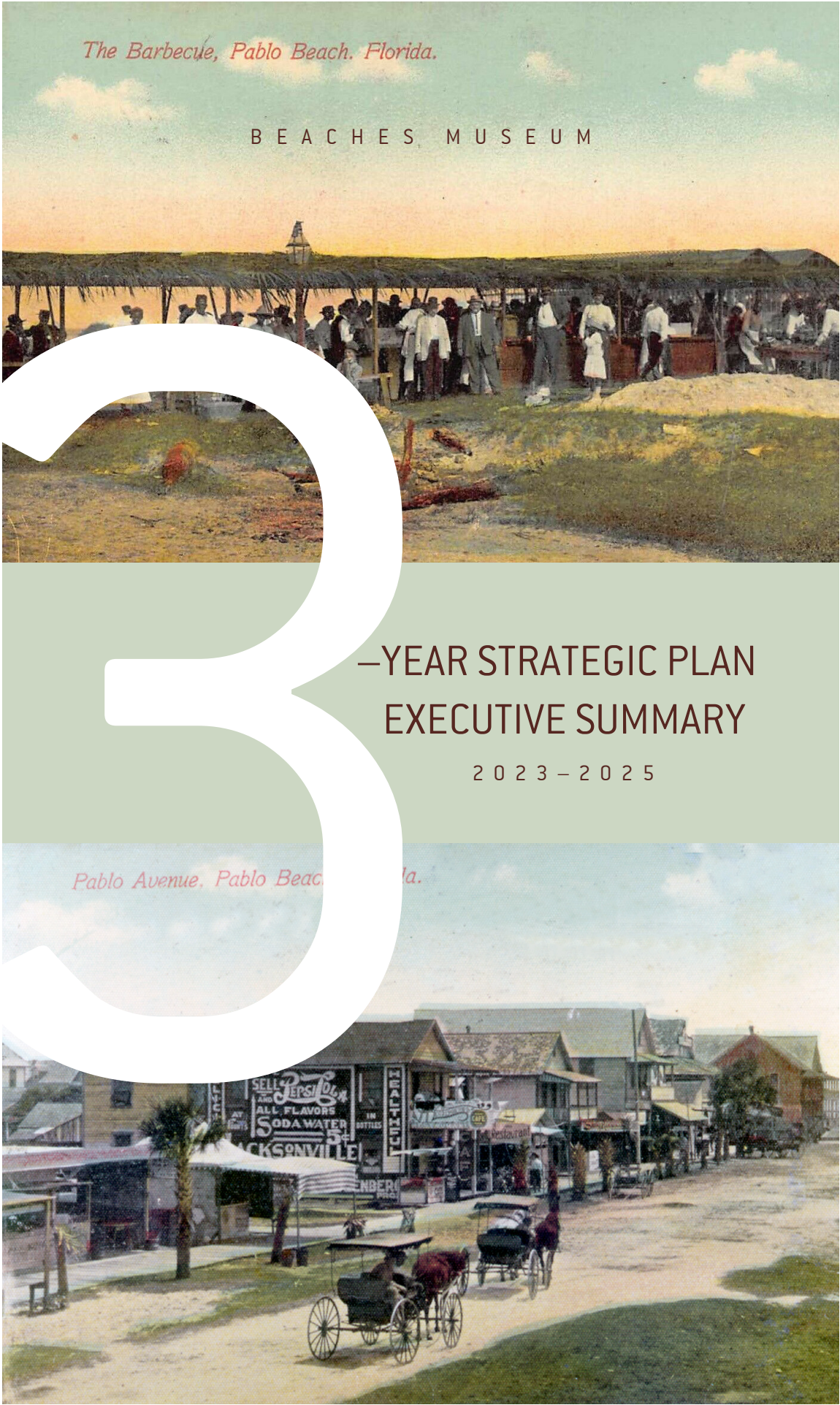
Kevin Brown

STAFF

Chris Hoffman  
*Executive Director*

Susan Gold

Jon Wolf







SITUATION ASSESSMENT		
STRENGTHS	AREAS FOR IMPROVEMENT	OPPORTUNITIES/THREATS
<ul style="list-style-type: none"><li>• Special events and programming: success and variety of special events and programming appeals to a wide audience</li><li>• Educating the public about local history: engaging, provide information, activities, entertainment, and other resources</li><li>• Preserving and protecting our Beaches history</li><li>• Facilities: unique, permanent assets, pleasant environment</li><li>• Staff and leadership: smart, energetic, smart, committed, agile</li></ul>	<ul style="list-style-type: none"><li>• Membership: broaden and diversify, grow in number and engagement, increase value</li><li>• Permanent exhibit: modernize, consistency and continuity with the rest of the Museum, more engagement elements</li><li>• Awareness/Visibility: promote the Museum more, signage, extend outreach</li><li>• Community ownership: enhance atmosphere to create a sense of belonging; reaching younger generations</li><li>• Synergy with the education community</li></ul>	<ul style="list-style-type: none"><li>• There is a growing and changing population in the Beaches community</li><li>• Securing funding may become increasingly difficult due to challenges and uncertainty in the economy</li><li>• Technology is advancing rapidly</li><li>• The community environmental issues that will probably impact the Beaches</li><li>• Public health issues that continue to influence how business is conducted</li></ul>

<p>MISSION</p> <p>To preserve and share the distinct history and culture of the Beaches area.</p> <p><a href="http://www.beachmuseum.org">www.beachmuseum.org</a></p>	<p>VISION 2025</p> <p>We are the bridge from past to present, inspiring a sense of place and are embraced by the community as its connection to history, culture and one another.</p>
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GOALS			
Cultivate human and financial resources to strengthen the future of the Museum	Spark and nurture curiosity, conversation, and involvement with the mission of the Beaches Museum	Create and foster an atmosphere of belonging and ownership for everyone	Reinvent and transform the current exhibit experience
STRATEGIC ISSUE	STRATEGIC ISSUE	STRATEGIC ISSUE	STRATEGIC ISSUE
<b>Sustainability</b> <i>How do we ensure we can grow and sustain the organization to meet our mission?</i>	<b>Engagement</b> <i>How do we grow the community of those attracted to and involved in the Museum?</i>	<b>Diversity, Equity, Inclusion, and Belonging (DEIB)</b> <i>How do we create a sense of place for everyone?</i>	<b>Permanent Exhibit</b> <i>How does the permanent exhibit connect the visitor to the community and the Museum to its mission?</i>
CORE STRATEGIES	CORE STRATEGIES	CORE STRATEGIES	CORE STRATEGIES
<ul style="list-style-type: none"><li>• Create succession plans for leaders' roles at all levels (staff, Board, committees)</li><li>• Engage community businesses in support of the Museum</li><li>• Create a donor progression plan to advance levels of ongoing commitment.</li></ul>	<ul style="list-style-type: none"><li>• Redesign the Museum's membership program</li><li>• Develop an education and outreach plan for the education community at all levels</li><li>• Formalize a Museum ambassadors program</li><li>• Maximize volunteer commitment, competency, and satisfaction</li></ul>	<ul style="list-style-type: none"><li>• Develop and implement a DEIB plan that includes an assessment, policy creation, practices, and training and education</li></ul>	<ul style="list-style-type: none"><li>• Create and implement a 3-year plan to assess best practices, fund, design, and renovate the permanent exhibit</li></ul>

<p>CORE VALUES</p> <ul style="list-style-type: none"><li>• Understanding our distinct history helps to shape our future</li><li>• Fostering &amp; instilling a sense of belonging creates community</li><li>• Acting with integrity provides a pathway to trust</li><li>• Striving for excellence in all we do inspires pride</li></ul>	<ul style="list-style-type: none"><li>• Working together, we do more and do it better</li><li>• Evolving and thinking differently allows us to remain relevant</li><li>• Providing diverse opportunities creates an environment that welcomes all</li></ul>
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