INDICATORS

SUSTAINABILITY | ENGAGEMENT | DEIB | PERMANENT EXHIBIT
---|---|---|---
• Leadership development plan created
• Revenue composition (i.e., grants, sponsorships, fees, donors, members)
• Revenue growth
• Turnover/retention
• Qualitative – how was your experience? Did we better engage you?
• Number of volunteers
• Volunteer satisfaction
• Number of members
• Number of donors and sponsors
• Activity – programs and events
• Different representation in the community are experiencing the Museum
• Integration into the culture
• Accessibility
• Rating of exhibit
• Use of technology
• Visitors see exhibit, it’s a draw
• Experience incorporates the “why” we want to reinvent the exhibit

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.
### GOALS

<table>
<thead>
<tr>
<th>STRATEGIC ISSUE</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sustainability</td>
<td>Engagement</td>
<td>Diversity, Equity, Inclusion, and Belonging (DEIB)</td>
</tr>
<tr>
<td>How do we ensure we can grow and sustain the organization to meet our mission?</td>
<td>How do we grow the community of those attracted to and involved in the Museum?</td>
<td>How do we create a sense of place for everyone?</td>
</tr>
<tr>
<td>Permanent Exhibit</td>
<td>How does the permanent exhibit connect the visitor to the community and the Museum to its mission?</td>
<td></td>
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### CORE STRATEGIES

- Create succession plans for leaders’ roles at all levels (staff, Board, committees)
- Engage community businesses in support of the Museum
- Create a donor progression plan to advance levels of ongoing commitment.
- Redesign the Museum’s membership program
- Develop an education and outreach plan for the education community at all levels
- Formalize a Museum ambassadors program
- Maximize volunteer commitment, competency, and satisfaction
- Develop and implement a DEIB plan that includes an assessment, policy creation, practices, and training and education
- Create and implement a 3-year plan to assess best practices, fund, design, and renovate the permanent exhibit

### SITUATION ASSESSMENT

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>AREAS FOR IMPROVEMENT</th>
<th>OPPORTUNITIES/THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Special events and programming: success and variety of special events and programming appeals to a wide audience</td>
<td>• Membership: broaden and diversify, grow in number and engagement, increase value</td>
<td>• There is a growing and changing population in the Beaches community</td>
</tr>
<tr>
<td>• Educating the public about local history: engaging, provide information, activities, entertainment, and other resources</td>
<td>• Permanent exhibit: modernize, consistency and continuity with the rest of the Museum, more engagement elements</td>
<td>• Securing funding may become increasingly difficult due to challenges and uncertainty in the economy</td>
</tr>
<tr>
<td>• Preserving and protecting our Beaches history</td>
<td>• Awareness/Visibility: promote the Museum more, signage, extend outreach</td>
<td>• Technology is advancing rapidly</td>
</tr>
<tr>
<td>• Facilities: unique, permanent assets, pleasant environment</td>
<td>• Community ownership: enhance atmosphere to create a sense of belonging, reaching younger generations</td>
<td>• The community environmental issues that will probably impact the Beaches</td>
</tr>
<tr>
<td>• Staff and leadership: smart, energetic, smart, committed, agile</td>
<td>• Synergy with the education community</td>
<td>• Public health issues that continue to influence how business is conducted</td>
</tr>
</tbody>
</table>

### MISSION

To preserve and share the distinct history and culture of the Beaches area.

www.beachesmuseum.org

### VISION 2025

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.

www.beachesmuseum.org

### CORE VALUES

- Understanding our distinct history helps to shape our future
- Fostering & instilling a sense of belonging creates community
- Acting with integrity provides a pathway to trust
- Striving for excellence in all we do inspires pride
- Working together, we do more and do it better
- Evolving and thinking differently allows us to remain relevant
- Providing diverse opportunities creates an environment that welcomes all