2019-2021 Strategic Plan
St Charles History Museum
Strategic Plan 2019 - 2021
August 14, 2019; September 11, 2019; September 24, 2019, Approved November 2019

Values

Heritage. The Museum is committed to preserving collections that contribute to the St. Charles story, as well as documenting the historic architecture and character of St. Charles.

Community. The Museum is committed to serving the community of St. Charles, its residents, and visitors, by providing diverse historical perspectives.

Stewardship. The Museum is committed to excellence in museum policies and practices that will conserve its collections for generations and its financial resources to ensure sustainability.

Education. The Museum is committed to engaging residents and visitors in our collective past through exciting and interactive exhibits, events, and programs.

Research. The Museum is committed to providing resources for local historical research.

Vision
The St. Charles History Museum is a cornerstone of the community, fostering appreciation of its history and heritage.

Mission
The mission of the St. Charles History Museum is to inspire a curiosity about the past and its impact on the present by collecting, preserving, and presenting our unique local heritage.

Tagline
Your City, Your History, Your Sense of Community
Strategic Priorities and Goals

1. **Sustainability and Growth.** The Museum will focus strategies to expand and strengthen its operations and revenue streams to meet collections, office, research, and public programs needs.
   a. Strengthen policies and accounting practices.
      - Conduct Accounting Audit in 2020.
      - Reconsider fiscal year to coincide with the City's fiscal year. 2019.
   b. Refine plan and tools to expand revenue streams for:
      - **Operations**
         - Capital improvement
            - Conduct a space needs analysis in 2020.
            - Develop a plan based on the results of the space needs analysis which addresses collections, office, research and public programs space needs. 2021.
            - Develop interim solution to space needs. 2020.
      - **Donors/Membership**
         - Have staff take software training for membership tracking and development. 2019.
      - **Fundraising**
         - Do cash flow analysis relevant to operations and fundraising schedule. 2019-2020.
         - Develop a fundraising strategy that focuses on allocation of resources and prioritization of fundraisers. 2019-2020.
            - Major individual donor development.
            - Corporate underwriting. 2020-2021.
            - Grants

2. **Communications and Branding**
Address communications issues including consistent legal name and mission in all internal and external communications.
   - Change legal name from Heritage Center to History Museum by the end of 2019.
   - Develop a Marketing Plan. 2020.
3. Organizational Capacity

Effectively use our resources to meet our mission.
● Planning and program development.
● Create an ongoing Board Officer succession plan in 2019.
● Refine and define Committee roles in 2019.
● Recruit Board and Committee members.

4. Collection Development

Develop collections of documents and artifacts that are relevant to
the history of St. Charles, accessible to the staff and public, and properly housed
and maintained.
● Develop a facilities report and disaster plan, 2020-2021.