

# ALHFAM



The Association for Living History, Farm and Agricultural Museums

## ALHFAM BOARD STRATEGIC WORK PLAN 2018-2020

*The Association for Living History, Farm and Agricultural Museums (ALHFAM) shares practical knowledge and skills among those who make history relevant to contemporary lives. We draw strength from our diverse network of members, sharing experience, research and passion for participatory learning.*

**GOAL:** ALHFAM's WEBSITE is its primary portal for information, resources, and event management. It should provide an easy interface for members and potential members and contain relevant, secure, and up-to-date information and resources.

**Objective:** Complete transfer of ALHFAM information still residing on old (hacked) website to new site (Wild Apricot)

**Strategies:**

- A. Migrate replica resource list/skills database and convert existing bulletin/proceedings index to new format and post all on Wild Apricot website.
- B. Hire a Wild Apricot consultant to develop code to integrate other websites (Sharepoint, mailing list management and delivery system) into Wild Apricot.
- C. Archive old database/content and shut it down.

**Benchmarks:**

1. Plan, timeline, and budget to accomplish strategies A-C complete and to board by January 1, 2018 for approval and budget allocation. Plan presented must call for completion of all tasks by June 2018.

**Assignments:**

Matt Miller (Communications Committee Chair) with assistance from ALHFAM webmaster Heidi Glatfelter Schlag

**GOAL:** RESOURCES are the unique content ALHFAM provides that is unlike what other museum associations provide. Resources should be useful, easy-to-access, and relevant to our members and people involved with living history and historic agriculture. Existing resources should be regularly evaluated to ensure they are still valuable and meet the needs of our members.

**Objective:** Improve and enhance the Replica Resource list

**Strategies:**

- A. Complete the review and revision begun by Kathy Dickson

- B. Add a “review/comment” option for each resource listed so that those who have used a resource can pass along useful information to other potential users, e.g. “This supplier does excellent work but is slow and does not quickly respond to emails” or the like
- C. Standardized information input system for vendors
- D. Develop plan to use list to grow/enhance business associate relationships
- E. Have a “roll-out” to make members aware that a “new and improved” list is available.
- F. Set performance indicators and statistics needed to track and measure success of the list

**Benchmarks:**

- 1. Plan, timeline, and budget to accomplish strategies A-F complete and to board by January 1, 2018 for approval and budget allocation. Plan presented must call for completion of all tasks by the end of 2018.

**Assignments:**

Replica Resource PIG and Kathy Dickson, Karen Clancy, Susie Marchand

**GOAL:** ALHFAM exists to provide members with useful resources and opportunities for professional development. MEMBERSHIP is a primary source of revenue for the organization. Membership must remain level and/or increase for ALHFAM to remain a vibrant service organization.

**Objective:** Increase ALHFAM’s membership by targeting new or under-represented audiences

**Strategies:**

- A. Review existing data to determine membership growth percentages during the last 3-5 years and set a reasonable growth goal based on that information
- B. Identify current ALHFAM resources that can be used to incentivize membership
- C. Using a. & b., develop targeted membership growth plan that includes input/assistance from regional reps and PIG chairs
  - 1. Potential items for membership growth plan:
    - a. Limited time discounts on ALHFAM memberships for specific markets
    - b. Targeted letters & promotional materials to university contact list developed by Alisa Crawford (Alisa will be doing this by February 18 but should be considered for future years as well)
    - c. Promote regional workshops & conferences to specific markets to recruit new members
    - d. Pursue Facebook advertising to target specific audiences (reenactors, historians, farmers)

**Benchmarks:**

- 1. A. Review existing data and measure growth and suggest percentage growth to board along with plan to achieve those goals (and budget) by June 2018 meeting. Will include plan for reviewing strategies for success.

**Assignments:**

Membership committee

**GOAL:** ALHFAM requires efficient and thorough ADMINISTRATIVE procedures and policies to guide the work of this all-volunteer organization and to serve its members wisely.

**Objective:** Revise the Conference Planning Guides to be concise, easier to use, and up-to-date

**Strategies**

- A. Create drafts of concise and up-to-date annual and regional planning guides
  - 1. Provide a survey template along with the conference resource and branding guidelines for *all* ALHFAM training opportunities.
- B. Ask the board and a few recent conference chairs for revisions and comments.
- C. When complete, distribute to board and regional representative and put on the website, in easy to find locations

**Benchmarks:**

- 1. A-C to be completed by January 2019.

**Assignments:**

Past-President Tom Kelleher with input from CORN chair, regional representatives, and past conference planners as needed

**GOAL:** ALHFAM must continue efforts to POSITION itself as the primary organization preserving historic skills and transferring these skills to current practitioners of living history and historic agriculture in museums. ALHFAM will be the authority on living history and historic agriculture in museums.

**Objective:** Celebrate ALHFAM's 50<sup>th</sup> Anniversary in 2020

**Strategies:**

- A. Appoint committee to develop plan, timelines, and budget to celebrate this milestone
- B. Board will assist committee as needed (and requested) to ensure success of plan

**Benchmarks:**

- 1. Establish committee of seasoned and new members by June 2018 with goal of committee meeting in-person at 2018 conference
- 2. Committee develops plan and budget to present to board by November 1 for consideration at Fall board meeting.
- 3. Plan items to be executed in/by end of 2020

**Assignments:**

President Deb Arenz will assemble committee with input/suggestions from board members. Committee will develop plan and execute.

**Objective:** Enhance ALHFAM's reputation as the leading authority in the museum field with respect to heritage skill preservation and presentation, living history interpretation, and historic agriculture

**Strategies:**

- A. Establish cooperative relationships with NAI and the Ag History Society when and where possible

- B. Empower the Skills Resource Committee to develop and deliver several classes per year which are planned for in our annual budget
  - 1. Position ALHFAM as the leader in branded hands-on skills based training through emphasis on workshops and classes (which result in hard-copy or digital certificates of completion).
- C. Continue efforts to increase ALHFAM's presence in the field through continued exhibition and participation at museum conferences (AASLH, AAM, NCPH, etc)

**Benchmarks:**

- 1. Establish Skills Resource Committee
  - a. By January 2019, SRC will be established as a board committee with criteria and slate of members
  - b. By January 2020, SRC will have developed and plan and budget for classes and certification
- 2. ALHFAM president reaches out to enhance relationships with NAI and Ag History and reports on possible partnerships/progress by June 2018 meeting
- 3. Board will review proposals during the year and allocate money to exhibit and participate in other museum conferences with the stipulation that each proposal will include measurable success indicators

**Assignments:**

President Deb Arenz will facilitate the establishment of the SRC

President Deb Arenz will reach out to NAI and Ag History to discuss cooperative partnerships

Board will review proposals for involvement in other conferences/workshops as received

**PLAN MAINTENANCE:**

The ALHFAM Board Strategic Work Plan is a living document designed to direct the work of the board during a specified period of time in an efficient, strategic, thoughtful, and realistic manner. The work outlined in the Plan will guide the organization towards success and mission fulfillment.

Progress on this work plan will be discussed during monthly board conference calls and face-to-face board meetings in the fall and summer of each year. As action items are completed, the board may revise the plan to add additional goals/action items. The strategic work plan will be completely revised and updated at the fall 2020 board meeting to reflect goals for 2021-2023.