

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 A: 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.
Update 6/19/18: Skills database and bulletin/proceedings index have been moved to Wild Apricot site. They are not interactive. Replica resource list will be moved once it's updated and ready. Matt wants to see how resource list will be configured to possibly design skills database in a similar fashion.
- B. Hire a Wild Apricot consultant to develop code to integrate other websites (Sharepoint, mailing list management and delivery system) into Wild Apricot.
Update 6/19/18: Matt wrote the code to accomplish this but a new WA release undid his work. He will develop code to work with the new WA version. If/when Matt is no longer able/willing to do volunteer work for ALHFAM, we can hire a consultant to tackle issues like this.
- C. Archive old database/content and shut it down.
Update 6/19/18: Old website is archived on the 1 & 1 server in the cloud (1 & 1 hosts the ASK database). Old website is not accessible to the public on the web. Decision needs to be made on continued payment for the ALHFAM.org emails.

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.
2. **NEW:** Matt Miller write code to link other websites into Wild Apricot by November 2018
3. **NEW:** Board decision on ALHFAM.org emails by November 2018

Assignments:

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

GOAL B: 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
Update 6/19/18: List is currently being updated and Kathy is entering into a spreadsheet.
- 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
Update 6/19/18: Standardized sign-up sheet developed and should be added to website. Info goes to Kathy and she enters into the spreadsheet.
- D. Develop plan to use list to grow/enhance business associate relationships
Update 6/19/18: Need a clickable link for business members as a way to grow business membership
- E. Have a “roll-out” to make members aware that a “new and improved” list is available.
Update 6/19/18: Work with marketing/communications committee to plan a roll-out
- F. Set performance indicators and statistics needed to track and measure success of the list
Update 6/19/18: Susie will contact Heidi about tracking through Google Analytics
- G. **NEW:** After roll-out, a long-term maintenance plan for the list will be developed

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.~~
2. **NEW:** Strategy “updates” listed above to be completed by Fall board meeting (Nov. 10, 2018)
3. **NEW:** Drop “Replica” and rename as “ALHFAM Resource List.”
4. **NEW:** Include “people” resources (individuals who provide services that would be helpful to ALHFAM members). Susie will work with Kandie Carle on how to adjust information form to include “people” resources and how to categorize the list to include these resources (people will only be able to be listed in up to three categories).
5. **NEW:** Maintenance plan to be developed after roll-out. Timeline to be determined.

Assignments:

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

GOAL C: 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. **NEW:** Review existing data and measure growth and suggest percentage growth to board along with plan to achieve those goals (and budget) *by November 2018 meeting*. Will include plan for reviewing strategies for success.

Assignments:

Membership committee

GOAL D: 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 E: 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 50th Anniversary in 2020

Strategies:

- A. Appoint committee to develop plan, timelines, and budget to celebrate this milestone
Update 6/19/18: Committee appointed and inaugural meeting held during Oklahoma conference
- 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).
Update 6-19-18: Skills Training and Preservation Committee established and inaugural meeting held during Oklahoma conference
- 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
Update 6-19-18: Vice-President Susan Reckseidler has started conversation with AHS on possible joint venture/conference

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

Update 6-19-18: Ongoing. ALHFAM exhibited at MPMA, NCPH, and AASLH in 2017 and 2018. ALHFAM continues to participate in AAM's Council of Affiliates.

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.