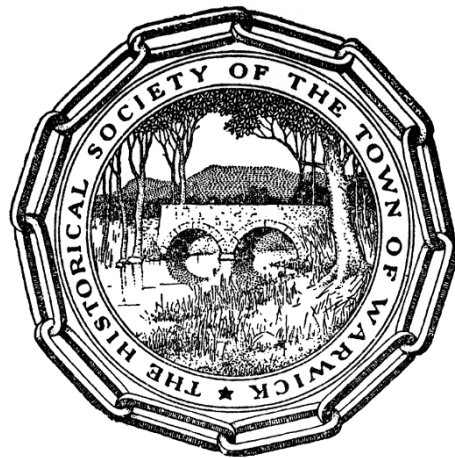


**HISTORICAL SOCIETY  
OF THE TOWN OF WARWICK**

**STRATEGIC PLAN**

**2010-2014**



**JANUARY, 2010**

## **Historical Society of the Town of Warwick Strategic Plan 2010-2014**

### **Mission Statement**

The Historical Society of the Town of Warwick believes that an understanding and appreciation of our historic heritage is essential to maintaining a unique and meaningful identity as a community. The mission of the Society is to celebrate and preserve the history of the Town of Warwick and its people and to assure that this legacy is passed on to future generations. Towards this end we will: educate and engage a diverse public through a variety of programs; maintain our museum buildings, properties, and collections; research and publish historic records; identify and encourage preservation of significant places and structures throughout the town; and manage the society openly, ethically, and professionally.

### **The Planning Process**

This plan was originally generated over several months in late 2004 by board members, with input from several representatives of the general membership. The plan addressed directions for the Society for the next five years, beginning in 2005.

Now in December 2009, a committee reviewed that plan, and with few changes accepted it going forward through 2014. Each year, the strategic plan will be reviewed and updated as necessary by the board.

The committee consisted of Patricia McConnell, Andrea Gaetano, John Sandfort, Judy Harney and Jo Hull.

### **Our Goals**

In the process of developing our goals, the Society identified two general categories: those related to the reasons for our existence, (Goals 1, 2, and 3) and those of governance and human resources that are the means by which we achieve our mission (Goals 4 and 5).

#### **1. Community:**

To educate, enrich and engage a diverse community about Warwick history through a variety of exhibits, relevant programs, and publications.

#### **2. Buildings and Properties**

To preserve, maintain and restore our historic properties.

### **3. Collections**

To care for and enhance our collections and to provide appropriate access to them.

### **4. Finances**

To provide sound fiscal management through financial planning and oversight, and to develop and enhance our financial support base by reaching out to our members, our current and potential financial contributors, supporters, and the community at large.

### **5. Governance, Membership and Human Resources**

To refine and implement a governing and organizational structure which provides for stability, the growth of an active membership that supports the Society financially and attracts participation of volunteers, and sufficient human resources to insure our long-term ability to meet our mission.

## **Strategies**

### **Goal 1: Community**

*To educate, enrich and engage the diverse community about Warwick history through a variety of exhibits, relevant programs, and publications.*

**Strategy A:** Evaluate and update current museum exhibits and tours to reflect our mission and current museum standards and practice.

**Strategy B:** Evaluate current educational programs and publications, and their effectiveness.

**Strategy C:** Develop new programs as needed.

### **Goal 2: Buildings and Properties**

*To preserve, maintain and restore our historic properties.*

**Strategy A.** Identify maintenance and restoration needs, establish annual cyclical maintenance reviews and plans, perform repairs and restorations, and establish use policies.

### **Goal 3: Collections**

*To care for and enhance our collections and to provide appropriate access to them.*

**Strategy A:** The collections committee will continue to address issues about management, care and access of our collections.

**Strategy B:** Continue collections management policies and procedures with the approval by the board.

**Goal 4: Finances**

*To provide sound fiscal management through financial planning and oversight, and to develop and enhance our financial support base by reaching out to our members, our current and potential financial contributors, supporters, and the community at large.*

**Strategy A:** To assure a strong financial base, we will continue to evaluate and analyze current financial situation to assess strengths and weaknesses, needs and goals.

**Strategy B:** Continue existing fundraising activities, programs and events to support long-range financial goals and needs.

**Strategy C:** Develop new fundraising activities, programs, grants and events to meet goals and needs.

**Goal 5: Governance, Membership and Human Resources**

*To refine and implement a governing and organizational structure which provides for stability, the growth of an active membership, and sufficient human resources to insure our long-term ability to meet our mission.*

**Strategy A:** Analyze and update organizational structure to meet our needs and NYS requirements.

**Strategy B:** Enhance the governing capacity of the board by providing officers and trustees with training, job descriptions, and guidelines for administration and ethical practices.

**Strategy C:** Undertake a campaign to increase our membership and develop the capability to manage membership files so as to improve communications.

**Strategy D:** Expand the volunteer base and improve volunteer resources by creating a recruitment program, developing job descriptions for our volunteers, communication tools, training, and policies and procedures.

**Strategy E:** Identify staff needs necessary to implement the Society's programs and the strategic plan.