Cable Natural History Museum
Strategic Plan
2018 – 2020
(Board approved December 8, 2017)

Mission
The Cable Natural History Museum connects people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility.

Vision
We will be a trailhead, a community hub, and a regional destination with universal appeal. We inspire people toward stewardship of the environment and improve their lives.

Strategic Initiative Areas

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Introduction
The mission of the Cable Natural History Museum (CNHM) is connecting people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility. The CNHM serves residents and seasonal visitors of the five counties in northwestern Wisconsin (Bayfield, Douglas, Ashland, Sawyer, and Washburn). This area (5,895.3 sq. mi.) is primarily rural, encompassing large portions of the Chequamegon-Nicolet National Forest and more than 750,000 acres of state and county forest land.

The CNHM received almost 10,000 visitors in 2017. Summer vacationers and second-home owners comprise a significant number of our visitors. Over the course of a year, the Museum provides almost 300 educational programs for local residents, seasonal visitors, and community groups. In addition, over 600 students attend the Museum for class field trips focused on our annual exhibit, and Museum Naturalists present outreach programs to over 2,500 students in fourteen schools. These MuseumMobile programs highlight the Museum’s collections, fulfill the Museum’s mission, and provide hands-on collections-based content to students.

Each year Museum staff and volunteers design a theme-based exhibit for the exhibition hall. Specimens from the Museum’s collections form the centerpiece of the exhibit. The exhibition hall also holds the Curiosity Center, a permanent exhibit designed especially for children. In addition, the classroom provides gallery space for a variety of rotating exhibits.

Additional outreach is provided through a weekly newspaper column called “Natural Connections” that highlights seasonal changes, challenges facing local flora and fauna, and ways that people can connect to nature. Natural Connections is published in many newspapers and is sent by e-mail to each Museum member.
The Cable Natural History Museum was founded in 1967, by Mary Griggs Burke, as a tribute to Mrs. Burke's mother (Mary Griggs), and as a gift to the town of Cable. Mrs. Burke was a long-time, seasonal resident of the Cable Area, with a reputation for caring for the community. Mrs. Burke said, “I am glad more people are enjoying the beauty of nature - but only if people value the land and treat it with respect can they preserve what they enjoy.” The Museum’s mission of connecting people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility, relates directly to Mrs. Burke’s original philanthropic vision.

In summary, for over 50 years, the Museum has provided high-quality educational experiences to people of all ages and backgrounds. Our work in promoting respect and stewardship of the natural world benefits all who come in contact with the Museum. Our area depends on the natural world to attract tourism and future generations everywhere rely on a healthy environment to be successful. It is imperative that children and adults are informed to help them understand the consequences of their actions on the natural world.

### Initiative: Museum Expansion

The Building and Grounds Committee is made up of Museum board members and volunteers and is responsible for facilities management and maintenance issues. Our goals this strategic plan will address signage, development of our Wayside Wonderings Natural Play Area and expansion of our current Museum facility.

**Goal: Provide additional Museum space and signage**

**A. Objective:** Increase Museum visibility with Outside electronic signage

1. **Action Step:** Research signage zoning and permits by contacting Bayfield County Zoning
   a. Financial resources needed: None
   b. How resources will be obtained: N/A **COMPLETED**
   c. Completed by: 9/1/2017
   d. Responsibility: Bill McKinney/Building and Grounds Committee
   e. Evaluation mechanisms/measures of success: Information obtained

2. **Action Step:** Research sign companies, sign types, designs
   a. Financial resources needed: None
   b. How resources will be obtained: N/A **COMPLETED**
   c. Completed by: 9/1/2017
   d. Responsibility: Building and Grounds Committee
   e. Evaluation mechanisms/measures of success: Examples of ideas obtained

3. **Action Step:** Obtain cost estimates of sign types
   a. Financial resources needed: None
   b. How resources will be obtained: N/A **COMPLETED**
   c. Completed by: 9/1/2017
d. Responsibility: Building and Grounds Committee
e. Evaluation mechanisms/measures of success: Estimates obtained

4. **Action Step**: Make recommendations to Museum Board and Finance Committee on sign type and costs
   a. Financial resources needed: None
   b. How resources will be obtained: N/A **COMPLETED**
   c. Completed by: 9/1/2017
d. Responsibility: Building and Grounds Committee
e. Evaluation mechanisms/measures of success: Recommendations made

5. **Action Step**: Contact vendor and order sign for delivery spring of 2018
   a. Financial resources needed: Estimated $25,000
   b. How resources will be obtained: Budgeted item – **VOTED TO PUT ON HOLD – REVISIT IN 2020 AFTER CURIOSITY CENTER IS BUILT**
   c. Completed by: 1/1/2018
d. Responsibility: Building and Grounds Committee
e. Evaluation mechanisms/measures of success: Order form

6. **Action Step**: Install Museum Sign
   a. Financial resources needed: Included in estimate
   b. How resources will be obtained: Budgeted item - **VOTED TO PUT ON HOLD – REVISIT IN 2020 AFTER CURIOSITY CENTER IS BUILT**
   c. Completed by: 5/1/2018
d. Responsibility: Building and Grounds Committee
e. Evaluation mechanisms/measures of success: Sign completed

B. **Objective**: Development of Wayside Wonderings Natural Play Area – **PUT ON HOLD UNTIL 2020 BECAUSE OF FINANCE COMMITMENT TO NEW CURIOSITY CENTER**

1. **Action Step**: Conduct discussion sessions with Museum staff and community members regarding storage building, rest rooms, education/classroom space, and additional playground components.
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 6/1/2018
d. Responsibility: Building and Grounds Committee
e. Evaluation mechanisms/measures of success: Information obtained

2. **Action Step**: Decide on plan from needs and wants discussion
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 12/1/2018
d. Responsibility: Building and Grounds Committee  
e. Evaluation mechanisms/measures of success: Plan completed  

3. **Action Step**: Meet with architect from lumber company or volunteer to design ideas  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 6/1/2019  
   d. Responsibility: Building and Grounds Committee  
   e. Evaluation mechanisms/measures of success: Completed drawings  

4. **Action Step**: Take design to lumber company to get cost estimates  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 9/1/2019  
   d. Responsibility: Building and Grounds Committee  
   e. Evaluation mechanisms/measures of success: Estimates in hand  

5. **Action Step**: Make recommendations to Museum Board and Finance Committee  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 9/30/2019  
   d. Responsibility: Building and Grounds Committee  
   e. Evaluation mechanisms/measures of success: Recommendation made  

6. **Action Step**: Explore funding  
   a. Financial resources needed: Unknown at this time  
   b. How resources will be obtained: TBD  
   c. Completed by: 12/31/2019  
   d. Responsibility: Finance Committee/Board of Directors  
   e. Evaluation mechanisms/measures of success: Funding sources identified  

7. **Action Step**: Secure funding  
   a. Financial resources needed: Unknown at this time  
   b. How resources will be obtained: TBD  
   c. Completed by: 6/1/2020  
   d. Responsibility: Finance Committee/Board of Directors  
   e. Evaluation mechanisms/measures of success: Funding secured  

8. **Action Step**: Build Approved Structures  
   a. Financial resources needed: TBD  
   b. How resources will be obtained: Finance Committee will identify  
   c. Completed by: 9/30/2020
d. Responsibility: Building and Grounds Committee  
e. Evaluation mechanisms/measures of success: Structures completed  

C. **Objective:** Increase Physical Space of Museum  

1. **Action Step:** Staff and Building and Grounds Committee evaluate existing space for collections, exhibits, programming and storage.  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 6/1/2018  
   d. Responsibility: Building and Grounds Committee  
   e. Evaluation mechanisms/measures of success: Information obtained  

2. **Action Step:** Staff and Building and Grounds Committee make suggestions to address the needs of collections, exhibits, programming and storage.  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 12/1/2018  
   d. Responsibility: Building and Grounds Committee  
   e. Evaluation mechanisms/measures of success: Information obtained  

3. **Action Step:** Present ideas to Board of Directors  
   a. Financial resources needed: none  
   b. How resources will be obtained: N/A  
   c. Completed by: 12/31/2018  
   d. Responsibility: Building and Grounds Committee  
   e. Evaluation mechanisms/measures of success: December board meeting minutes  

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**Initiative: Increase Museum Staff and Hours**  

The Personnel Committee is made up of Museum board members and volunteers and is responsible for hiring staff and all policy issues relating to staff. Our goals this strategic plan will address expanded Museum hours and increase in staff with the goal of hiring a Museum Experience Coordinator.  

**Goal:** Increase Museum staff and increase Museum hours  

A. **Objective:** Increase Museum open hours  

1. **Action Step:** Identify holidays for which we could be open  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A - **COMPLETED**  
   c. Completed by: 1/1/2018  
   d. Responsibility: Personnel Committee and Staff  
   e. Evaluation mechanisms/measures of success: Information obtained
2. **Action Step:** Staff will plan staffing patterns for additional open hours  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A - **COMPLETED**  
   c. Completed by: 1/1/2018  
   d. Responsibility: Museum Staff  
   e. Evaluation mechanisms/measures of success: Plan complete

3. **Action Step:** Evaluate open holidays – numbers and interactions summer of 2018  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: July 1, 2019  
   d. Responsibility: Staff and Personnel Committee  
   e. Evaluation mechanisms/measures of success: Number of new visitors (12 or more)

4. **Action Step:** Update Employee Handbook with open hour changes and get Board approval if evaluation is positive  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 12/31/2019  
   d. Responsibility: Personnel Committee and Board  
   e. Evaluation mechanisms/measures of success: Completed and approved plan

B. **Objective:** Increase year round staff

1. **Action Step:** Museum directional meeting scheduled to discuss increase in year round staff  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A - **COMPLETED**  
   c. Completed by: 8/1/2017  
   d. Responsibility: Staff  
   e. Evaluation mechanisms/measures of success: Feedback from meeting to Personnel Committee

2. **Action Step:** Personnel Committee review Museum directional suggestions  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 6/1/2018  
   d. Responsibility: Personnel Committee  
   e. Evaluation mechanism/measures of success: Minutes

3. **Action Step:** Personnel Committee meets with Finance Committee regarding year round staffing recommendation  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A
C. Objective: Hire Museum Experience Coordinator (MEC)

1. **Action Step:** Develop a job description for Museum Experience Coordinator
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 6/1/2018
   d. Responsibility: Personnel Committee and Museum Staff
   e. Evaluation mechanisms/measures of success: Completed job description

2. **Action Step:** Secure financial resources for Museum Experience Coordinator
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: TBD
   d. Responsibility: Development and Finance Committees
   e. Evaluation mechanisms/measures of success: Funding Secured

3. **Action Step:** Seek Museum board approval to hire Museum Experience Coordinator
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: TBD
   d. Responsibility: Museum Board
   e. Evaluation mechanisms/measures of success: Board meeting minutes

4. **Action Step:** Hire Museum Experience Coordinator
   a. Financial resources needed: $500
b. How resources will be obtained: Budgeted item  
c. Completed by: TBD  
d. Responsibility: Personnel Committee and Museum Staff  
e. Evaluation mechanisms/_measures of success: MEC hired

**Initiative: Value to Community**

The Marketing Committee is responsible for ensuring that the Museum continues to add value to the greater Northwoods community centered on Cable, Wisconsin and communicates this effectively. In this strategic plan we propose that the geographic community serviced by the Museum be expanded, and by suggesting strategies that will increase awareness and participation in the Museum’s exhibits and programs by members of this expanded community.

**Goal: Increase Awareness of and Participation in the Museum and its Programs, Events and Exhibits**

A. **Objective: Increase Awareness**

1. **Action Step:** Evaluate CNHM Messenger Newsletter; recommend changes to timing, format and content to make it more “reader-friendly”
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: Make suggestions by May 2018  
   d. Responsibility: Marketing Committee and Staff  
   e. Evaluation mechanisms/measure of success: New suggestions are implemented

2. **Action Step:** Identify the Museum’s various target audiences in terms of demographics and location; conduct an inventory of existing museum programs, exhibits, events, taking note of the target audience of each activity; identify whether any target audiences are under-served
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: May 1 of 2019 and 2020  
   d. Responsibility: Marketing Committee with Education Director and Museum Assistant Director  
   e. Evaluation mechanisms/measure of success: 5% increase in target programs and events, eliminate unsuccessful programs and events

3. **Action Step:** Provide full-time staff and summer interns (as appropriate) with clothing that identifies them as representatives of the Museum
   a. Financial resources needed: $600 per year **COMPLETED**  
   b. How resources will be obtained: General Operations Budget  
   c. Completed by: January 2018 and each year thereafter, as needed  
   d. Responsibility: Staff  
   e. Evaluation mechanisms/measure of success: Positive feedback from community

4. **Action Step:** Discuss Museum sign and make recommendation of location to Building and Grounds committee.
   a. Financial resources needed: none
b. How resources will be obtained: N/A
c. Completed by: August 2019
d. Responsibility: Marketing Committee
e. Evaluation mechanisms/measures of success: Recommendation made

5. **Action Step**: Evaluate Exhibit Promotion Plan and make recommendations.
   a. Financial resources needed: none
   b. How resources will be obtained: N/A
c. Completed by: August 2019
d. Responsibility: Marketing Committee
e. Evaluation mechanisms/measures of success: Recommendation made

**B. Objective**: Increase Participation

1. **Action Steps**: Evaluate the Museum’s Calendar of Events. Recommend revisions to make it more “user-friendly”
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
c. Completed by: Evaluate by June 2019; implement August of 2019
d. Responsibility: Marketing Committee with Education Director
e. Evaluation mechanisms/measures of success: Changes receive positive comments from member participants

2. **Action Step**: Identify ways to attract more volunteers
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
c. Completed by: June 2019
d. Responsibility: Marketing Committee; brainstorm with Volunteer Coordinator and Museum Director
e. Evaluation mechanisms/measures of success: Implement two new ideas; gain ten new volunteers

3. **Action Step**: Identify ways to promote opening the Museum on major holidays.
   a. Financial resources needed: None (Use existing methods - update phone message to reflect holiday opening; message board, Calendar of Events, etc.)
   b. How resources will be obtained: N/A
c. Completed by: Ongoing
d. Responsibility: Assistant Director
e. Evaluation mechanisms/measures of success: Increased attendance during holiday weekends

**Initiative: Financial Stability**

The Finance Committee is continuing to strengthen our financial stability by refinancing its current capital debt and locking in a fixed rate while taking into consideration a possible building expansion. Additionally the Finance Committee wants to grow our current endowments and establish an endowment to fund a Museum Experience Coordinator.
Goal: Maintain Financial Stability

A. **Objective:** Establish a plan to fund the Museum Experience Coordinator position

1. **Action Step:** Determine cost of new position
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 9/1/2018
   d. Responsibility: Personnel Committee
   e. Evaluation mechanisms/measures of success: Information obtained

2. **Action Step:** Look for major donors to create an endowment for the position
   a. Financial resources needed: None
   b. How resources will be obtained: Our database and determining corporate opportunities
   c. Completed by: 11/1/2018
   d. Responsibility: Development Committee
   e. Evaluation mechanisms/measures of success: List of donors obtained

3. **Action Step:** Research potential grant opportunities to fund the position
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 11/1/2018
   d. Responsibility: Development Committee
   e. Evaluation mechanisms/measures of success: List of grants obtained

B. **Objective:** Establish plan to fund building expansion.

1. **Action Step:** Determine cost of Building & Grounds expansion proposal
   a. Financial resources needed: None
   b. How resources will be obtained: Get quotes from contractors
   c. Completed by: 5/1/2019
   d. Responsibility: Building & Grounds Committee
   e. Evaluation mechanisms/measures of success: Information obtained

2. **Action Step:** Look for major donors to fund the expansion
   a. Financial resources needed: None
   b. How resources will be obtained: Our database and determining corporate opportunities
   c. Completed by: 9/1/2019
   d. Responsibility: Development Committee
   e. Evaluation mechanisms/measures of success: List of donors obtained
3. **Action Step:** Research potential grant opportunities
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 9/1/2019
   d. Responsibility: Development Committee
   e. Evaluation mechanisms/measures of success: List of grants obtained

C. **Objective:** Fund new exterior sign

1. **Action Step:** Determine cost of the sign
   a. Financial resources needed: None
   b. How resources will be obtained: N/A - **COMPLETED**
   c. Completed by: 9/1/2017
   d. Responsibility: Building & Grounds Committee
   e. Evaluation mechanisms/measures of success: Information obtained

2. **Action Step:** Include cost of sign in 2018 Budget – **VOTED TO PUT ON HOLD** – **REVISIT IN 2020 AFTER CURiosity CENTER IS BUILT**
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 1/1/2018
   d. Responsibility: Development Committee
   e. Evaluation mechanisms/measures of success: List of donors obtained

D. **Objective:** Research mortgage and lock in fixed rate

1. **Action Step:** Determine feasibility of funding additional building with the mortgage
   a. Financial resources needed: None
   b. How resources will be obtained: N/A - **COMPLETED**
   c. Completed by: 8/11/2017
   d. Responsibility: Ron Anderson and Finance Committee
   e. Evaluation mechanisms/measures of success: Information obtained

2. **Action Step:** Approach local banks
   a. Financial resources needed: None
   b. How resources will be obtained: N/A - **COMPLETED**
   c. Completed by: 8/11/2017
   d. Responsibility: Ron Anderson and Finance Committee
   e. Evaluation mechanisms/measures of success: Information obtained

E. **Objective:** Establish plan to grow current endowments.

1. **Action Step:** Establish a Development Committee
a. Financial resources needed: None
b. How resources will be obtained: N/A
c. Completed by: 7/1/2018
d. Responsibility: Finance Committee
e. Evaluation mechanisms/measures of success: Committee established

2. **Action Step:** Look for major donors to contribute to endowments
   a. Financial resources needed: None
   b. How resources will be obtained: Our database and determining corporate opportunities
c. Completed by: 1/1/2019
d. Responsibility: Development Committee
e. Evaluation mechanisms/measures of success: Major donors secured

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**Initiative: Education**

Expanding and enhancing the Museum’s Collections and making them accessible to a broader audience are high priorities. In addition, Museum staff and the Education Committee want to engage our local communities and visitors in thinking and learning about environmental stewardship and practicing it in nature, in their home environments, and their daily lives. Finally, keeping our programs and exhibits fresh, interesting and affordable in cost and staff-time invested requires development of evaluative processes.

**Goal: Enhance the actual/recognized value of the Cable Natural History Museum**

A. **Objective:** Improve attendance and profitability of programming

1. **Action Step:** Try at least three new, innovative programs per year
   a. Financial resources needed: Potential instructor fees and program supplies
   b. How resources will be obtained: Program budget and program fees
c. Completed by: End of each year
d. Responsibility: Education Staff
e. Evaluation mechanisms/measures of success: Creation of three new programs, evaluate their success by attendance and profitability measures

2. **Action Step:** Develop evaluations for exhibits, programs and visitor experience
   a. Financial resources needed: TBD
   b. How resources will be obtained: Budget
c. Completed by: December 31, 2018
d. Responsibility: Education Director/Education Committee
e. Evaluation mechanisms/measures of success: Evaluations developed

3. **Action Step:** Continually evaluate programs to determine which to keep and which to cut
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
c. Completed by: Ongoing  
d. Responsibility: Education Director/Education Committee  
e. Evaluation mechanisms/measures of success: Evaluations completed

B. **Objective:** Provide education where the people are

1. **Action Step:** Maintain and increase Touring Collections  
   a. Financial resources needed: Finance support for cases and signage  
   b. How resources will be obtained: Budget  
   c. Completed by: Ongoing  
   d. Responsibility: Curator/Education Committee  
   e. Evaluation mechanisms/measures of success: Increased number of locations with collections on display

2. **Action Step:** Research feasibility and options for interpretive signage on local trails that would explain/interpret natural environmental phenomena and identify CNHM as the source of the information  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: December 31, 2018  
   d. Responsibility: Education staff/volunteers/partners  
   e. Evaluation mechanisms/measures of success: Research completed

3. **Action Step:** Improve the educational content of the Museum Messenger  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 6/1/2018  
   d. Responsibility: Education Director/staff  
   e. Evaluation mechanisms/measures of success: New features/articles in newsletter

C. **Objective:** Be a leader in Environmental Stewardship

1. **Action Step:** Walk the Talk: Incorporate more environmentally friendly practices into events, programs, and day-to-day actions  
   a. Financial resources needed: Investment in garbage and recycling receptacles and supplies  
   b. How resources will be obtained: Budget  
   c. Completed by: Ongoing  
   d. Responsibility: Staff and Sustainability Intern  
   e. Evaluation mechanisms/measures of success: Consistent composting and recycling in Museum and at events

2. **Action Step:** Educate people about our Walk-the-Talk Activities
a. Financial resources needed: TBD
b. How resources will be obtained: Budget
c. Completed by: Ongoing
d. Responsibility: Staff and Sustainability Intern
e. Evaluation mechanisms/measures of success: Public comments, questions/FB following

3. **Action Step**: Host an Environmental Expo with the town
   a. Financial resources needed: TBD
   b. How resources will be obtained: Budget, partners’ budgets, Town support
   c. Completed by: December 31, 2020
   d. Responsibility: Museum Staff, Community Partners
   e. Evaluation mechanisms/measures of success: Expo completed

4. **Action Step**: Implement a Community-Based Marketing campaign encouraging stewardship actions with the Junior Naturalist program
   a. Financial resources needed: TBD
   b. How resources will be obtained: Xcel Energy grant
   c. Completed by: Summer 2019
   d. Responsibility: Museum Naturalist and Sustainability Intern
   e. Evaluation mechanisms/measures of success: Campaign completed

5. **Action Step**: Coordinate environmental career day at Drummond School
   a. Financial resources needed: TBD
   b. How resources will be obtained: Grants, Budget, Community Partners
   c. Completed by: May 1, 2019
   d. Responsibility: Museum Staff and Community Partners
   e. Evaluation mechanisms/measures of success: Career Day completed

D. **Objective**: Complete all plans and actions for accreditation

1. **Action Step**: Develop Living Collections Plan
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2019
   d. Responsibility: Museum Naturalist Haley Appleman
   e. Evaluation mechanisms/measures of success: Plan completed

2. **Action Step**: Develop Interpretive Plan
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2019
d. Responsibility: Education Director/Education Committee
e. Evaluation mechanisms/measures of success: Plan completed

3. **Action Step:** Separate teaching collections in Past Perfect and in collections room
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2019
   d. Responsibility: Curator
   e. Evaluation mechanisms/measures of success: Separation completed

E. **Objective:** Enhance Collections

1. **Action Step:** Evaluate collections and develop plan to minimize duplication
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2019
   d. Responsibility: Curator
   e. Evaluation mechanisms/measures of success: Reduced duplication

2. **Action Step:** Expand Living Collections
   a. Financial resources needed: TBD
   b. How resources will be obtained: Budget
   c. Completed by: Ongoing
   d. Responsibility: Naturalist
   e. Evaluation mechanisms/measures of success: Expanded collections

3. **Action Step:** Catalog MuseumMobile teaching specimens
   a. Financial resources needed: None
   b. How resources will be obtained: N./A
   c. Completed by: September 30, 2018
   d. Responsibility: Curator
   e. Evaluation mechanisms/measures of success: Cataloging completed

4. **Action Step:** Define what a Teaching specimen is and update collections appropriately
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2019
   d. Responsibility: Curator
   e. Evaluation mechanisms/measures of success: Collections updated

5. **Action Step:** Separate teaching collections in Past Perfect and in collections room
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2019
d. Responsibility: Curator

e. Evaluation mechanisms/measures of success: Separation completed

F. **Objective:** Develop new permanent exhibits

1. **Action Step:** Redesign and build Curiosity Center
   a. Financial resources needed: $100,000
   b. How resources will be obtained: Capital Campaign
   c. Completed by: May 1, 2019
   d. Responsibility: Staff and Development Committee
   e. Evaluation mechanisms/measures of success: Center funded and completed

2. **Action Step:** Design and build Northwoods Exhibit
   a. Financial resources needed: TBD
   b. How resources will be obtained: Budget and possible campaign
   c. Completed by: December 31, 2020
   d. Responsibility: Staff/Education and Development Committees
   e. Evaluation mechanisms/measures of success: Exhibit completed

3. **Action Step:** Design and build shelter, restrooms, storage, and new elements at Wayside Wanderings Natural Play Area
   a. Financial resources needed: TBD
   b. How resources will be obtained: Budget and possible campaign
   c. Completed by: December 31, 2020
   d. Responsibility: Staff/Education, Development & Building & Grounds Committees
   e. Evaluation mechanisms/measures of success: Facilities completed

**Initiative: Board Development**

The Executive Committee wants to grow and diversify our current Board. The committee will also establish a Board Emeritus to keep past board members active and invested in the Museum.

**Goal: Grow and Diversify the Museum Board**

A. **Objective:** Research adding nonvoting members to the Museum Board from the local school district

1. **Action Step:** Talk with appropriate School District staff regarding youth representation on the Museum Board of Directors
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: 9/1/2018
   d. Responsibility: Executive Committee
   e. Evaluation mechanisms/measures of success: Minutes of meeting
2. **Action Step:** Develop a policy as to the role of youth on the Museum Board  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 9/1/2018  
   d. Responsibility: Governance Committee  
   e. Evaluation mechanisms/measures of success: Policy completed and approved

B. Objective: Attract at least two new board members from more diverse social groups and age ranges

1. **Action Step:** Meet with groups of people (example WOW’s, Ski & Tea, Bike Groups) and educate them about the Museum opportunities to serve  
   a. Financial resources needed: $200 (refreshments)  
   b. How resources will be obtained: Budget  
   c. Completed by: Ongoing  
   d. Responsibility: Museum Board  
   e. Evaluation mechanisms/measures of success: Meetings with groups scheduled

C. Objective: Develop a Honorary Board

1. **Action Step:** Establish an Honorary Board mission statement and job description  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 6/1/2018  
   d. Responsibility: Executive Committee  
   e. Evaluation mechanisms/measures of success: Mission statement and description defined

2. **Action Step:** Identify past board members and others valued by the Museum interested in joining the Honorary Board  
   a. Financial resources needed: None  
   b. How resources will be obtained: N/A  
   c. Completed by: 9/1/2018  
   d. Responsibility: Executive Committee  
   e. Evaluation mechanisms/measures of success: List obtained

**Initiative: Museum Shop**

The goal of our Shop Manager is to increase the presence of the Museum Shop to be a draw for the Museum and enhance the visitor experience. This would be achieved through better marketing, merchandising and continuing to buy uncommon but relevant merchandise.

**Goal: Increase the Visibility of the Museum Shop and Enhance the Visitor Experience**

A. **Objective:** Develop a Museum Shop Marketing Plan

1. **Action Step:** Increase social media  
   a. Financial resources needed: None
b. How resources will be obtained: N/A
c. Completed by: December 31, 2018
d. Responsibility: Store Manager
e. Evaluation mechanisms/measures of success: At least twice a month on a social media platform

2. **Action Step:** Regular presence in existing Museum publications and signage
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: December 31, 2018
   d. Responsibility: Store Manager
   e. Evaluation mechanisms/measures of success: Provide a promotional or informational piece in each publication, newsletter, calendar, annual report

3. **Action Step:** Attend a board meeting at least once a year
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: ongoing annually
   d. Responsibility: Store Manager
   e. Evaluation mechanisms/measures of success: Board Meeting attended

4. **Action Step:** Verbally promote Gift Shop at programs
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: Ongoing
   d. Responsibility: program leader
   e. Evaluation mechanisms/measures of success: Increased sales

5. **Action Step:** Increase advertising in outside publications
   a. Financial resources needed: Increase marketing budget by $400
   b. How resources will be obtained: Budget
   c. Completed by: 12/31/2019
   d. Responsibility: Museum Director
   e. Evaluation mechanisms/measures of success: Two new ads

B. **Objective:** Increase personal interaction, visual appeal and uncommon inventory

1. **Action Step:** Add new fixtures
   a. Financial resources needed: TBD
   b. How resources will be obtained: Budget
   c. Completed by: Ongoing
   d. Responsibility: Shop Manager and Administrative staff
   e. Evaluation mechanisms/measures of success: New look
2. **Action Step:** Add new/more inventory (approximately 20% increase each year)
   a. Financial resources needed: $2,000
   b. How resources will be obtained: Budgeted
   c. Completed by: Each year 2018, 2019, 2020
   d. Responsibility: Shop Manager and Museum Director
   e. Evaluation mechanism/measures of success: Budgeted

3. **Action Step:** Better merchandising (signs, staging, promotions)
   a. Financial resources needed: As currently budgeted
   b. How resources will be obtained: Budget
   c. Completed by: Ongoing
   d. Responsibility: Shop Manager
   e. Evaluation mechanisms/measures of success: Increased sales

4. **Action Step:** Shop training for Docents
   a. Financial resources needed: None
   b. How resources will be obtained: N/A
   c. Completed by: Ongoing
   d. Responsibility: Administrative staff and Shop Manager
   e. Evaluation mechanisms/measures of success: Spring training complete