

# FORT FRANCES MUSEUM



259 SCOTT STREET | FORT FRANCES | ONTARIO | 807.274.7891 | [WWW.FORTFRANCES.CA/MUSEUM](http://WWW.FORTFRANCES.CA/MUSEUM)

# STRATEGIC PLAN





# VISION

Forging past and present together in a culturally dynamic resource centre.

# MISSION

The Fort Frances Museum will provide a platform to preserve and promote the rich heritage and history of the Fort Frances area.

# VALUES

1. **Inclusivity** – The Fort Frances Museum will be welcoming to all; open to emerging ideas; accessible; and will recognize diversity.
2. **Education** – The Fort Frances Museum will support research and partner with other educators to foster growth, innovation and the arts.
3. **Accountability** – The Fort Frances Museum will practice the highest ethical standards in governance, fund-raising and transparent reporting.
4. **Integrity** – The Fort Frances Museum will remain steadfast in our stewardship of public trust and in our prudent management of assets.
5. **Sustainability** – The Fort Frances Museum will be committed to using all available resources effectively to maintain the long-term viability of the museum.





# GOALS

## 1. To Raise the profile of the Fort Frances Museum in the community through advocacy and stakeholder relations:

- Continue to advocate for increased financial support with a focus on local funding and CMOG Program
- Creating a marketing strategy for the promotion of museum initiatives
- Continue monitoring and maximizing utilization of local initiatives that affect the museum (eg. Market Square, Canada Day activities etc.)

## 2. To Facilitate accessibility to the museum's collection:

- Continue to digitize photos and documents
- Continue interactive program development
- Ensure accessibility for all museum visitors to exhibits and facilities

## 3. To Promote membership, networking and communication opportunities:

- Develop social media communication strategies (eg. Facebook, webpage, etc.)
- Create a membership initiative to develop ways to increase membership and volunteerism
- Expand community partnerships

## 4. To Enable organizational capacity building:

- Increase participation by advisory committee members, volunteers and staff at conferences, meetings and PD Workshops
- Build upon and actively recruit technologically skilled volunteerism

## 5. To Enhance the sustainability of the Fort Frances Museum:

- Review and adhere to the established fee structure of the museum
- Initiate dialogue with funding sources to increase available budget funds to align with increased costs
- Project future staffing needs and ensure that qualified trained staff are in place
- Examine financial practices to ensure maximal use of funds available



## **Goal 1: To raise the profile of the Fort Frances Museum in the community through advocacy and stakeholder relations.**

### **Objective 1**

Continue to advocate for increased financial support with a focus on local funding and the Canadian Museum Operational Grant Program.

#### **Actions**

1. Maintain Canadian Museum standards based on annual grant application requirements
2. Explore opportunities for additional grants and subsidized internships
3. Approach town council yearly for funding appropriate to meet the demands of the action plan and museum operating costs.

### **Objective 2**

Create a marketing strategy for the promotion of museum initiatives.

#### **Actions:**

1. Create a plan to market the museum using all available media and complete a follow up analysis on the effectiveness of each type.

### **Objective 3**

Continue monitoring and maximizing utilization of local initiatives that affect the museum. (eg. Market Square, Canada Day activities, etc.)

#### **Actions**

1. Develop a calendar that reflects community events that offer opportunities for museum participation.
2. Plan activities that elevate the museum profile.

## **Goal 2: To ensure accessibility to the museum's collection.**

### **Objective 1**

Continue to digitize photos and documents.

#### **Actions**

1. Maintain ongoing digitization of photos and archived materials by accessing grants and the use of volunteers.
2. Include digitized material on museum website.

### **Objective 2**

Continue interactive program development.

#### **Actions:**

1. Provide time for staff to continue developing interactive programming.
2. Record our seniors' stories.
3. Identify pieces in our collection that need to be included on the tablets.
4. Identify and edit existing videos that showcase our history and add them to interactive programming.
5. Identify additional subjects to be filmed/recorded.

### **Objective 3**

Ensure accessibility for all museum visitors to events, exhibits and programming.

#### **Actions:**

1. Follow museum standards for exhibit preparation (eg. Flow, font size, colour, glare, etc.)
2. Procure proper equipment to move stored items safely.
3. Ensure that arts programming is available and affordable to all.

## **Goal 3: To promote membership, networking and communication opportunities.**

### **Objective 1**

Develop social media communication strategies (eg. Facebook, Webpage, etc.).

#### **Actions:**

1. Identify tasks regarding Facebook updates and the frequency of Facebook updates.
2. Create an informing and fun Facebook Page.

### **Objective 2**

Create a membership initiative to develop ways to increase membership and volunteerism.

#### **Actions:**

1. Organize an annual open house to show the benefits of membership and opportunities to volunteer.
2. Promote membership benefits at all museum events and personally approach visitors about memberships.



### Objective 3

Expand community partnerships.

#### Actions:

1. Create an informative and comprehensive standalone user friendly website.
2. Identify types of information to be posted to the website.

## Goal 4: To enable organizational capacity building.

### Objective 1

Increase participation by advisory committee members, volunteers, and staff at conferences, meetings and Professional Development Workshops.

#### Actions:

1. Access bursaries to cover registration costs.
2. Increase budget for training and conferences.
3. Ensure that at least one member of the advisory committee attends every regional meeting.

### Objective 2

Build upon and actively recruit technologically skilled volunteerism.

#### Actions:

1. Advertise for volunteers with all the skills required through all available means.
2. Approach those with skills and invite them to participate.
3. Continually make involvement in museum affairs appealing.

## Goal 5: To enhance the sustainability of the Fort Frances Museum:

### Objective 1

Review and adhere to the established fee structure of the museum.

#### Actions:

1. Review entrance fee structure regarding how to establish value of fees.
2. Establish a workable fee structure to enhance sustainability.
3. Present recommendations to council for approval.

### Objective 2

Initiate dialogue with funding sources to increase available budget funds to align with increased costs.

#### Actions:

1. Prepare a report summarizing efficiencies over the past three years and the implications of these efficiencies.
2. Investigate ways other museums have adjusted to budget decreases, especially communities with vibrant well-funded museums.
3. Prepare presentation for council regarding budgetary needs..

### Objective 3

Project future staffing needs and ensure that qualified trained staff is in place.

#### Actions:

1. Prepare a report indicating staffing needs. (eg. number of staff and qualifications of staff.
2. Present report to council.
3. Create succession plan.







**FORT FRANCES MUSEUM**

259 SCOTT STREET | FORT FRANCES | ONTARIO | 807.274.7891 | [WWW.FORTFRANCES.CA/MUSEUM](http://WWW.FORTFRANCES.CA/MUSEUM)







# THE PLAN

Goal	Item	Action	Outcome	Priority	Lead	Timeline
1	1.1.1	Maintain Canadian Museum standards based on annual grant application requirements	Standards in place	H	Curator	2017-20
	1.1.2	Explore opportunities for additional grants and subsidized internships	Applications submitted for all available grants	H	Curator	2017-20
	1.1.3	Approach Council yearly for funding appropriate to the demands of the action plan and museum operating costs	Presentation to town council	H	Chair of Advisory Committee	2017-20
	1.2.1	Create a plan to market the museum using all available media and complete a follow up analysis on the effectiveness of each type	Marketing plan in place	H	Curator, Advisory Committee	2017-20
	1.3.1	Develop a calendar of community events that offer opportunities for museum participation	Calendar developed and in place	H	Curator, Advisory Committee	2017-20
	1.3.2	Plan activities that elevate the museum profile	Activities scheduled and completed	H	Prog. Event Coord., Advisory Committee, Friends of Museum	2017-20
2	2.1.1	Maintain ongoing digitization of photos and archived materials by accessing grants and using volunteers	All photos digitized and archived	M	Curator, Volunteers	2017-20 ongoing
	2.1.2	Include digitized material on museum website	Digitized material on website	M	Curator, Volunteers	2017-20 ongoing
	2.2.1	Provide time for staff to continue developing interactive programming	Time provided for staff to continue developing interactive programming	H	Prog. Event Coord.	2017-18
	2.2.2	Record our seniors' stories	Record of stories in place	H	Prog. Event Coord., Volunteers	2017-18
	2.2.3	Identify pieces in our collection that need to be included on the tablets	Collection complete and up to date	H	Prog. Event Coord., Volunteers	2017-18
	2.2.4	Identify and edit existing videos that showcase our history and add them to interactive programming	Videos identified and included	H	Prog. Event Coord., Volunteers	2017-20
	2.2.5	Identify additional subjects to be filmed/recorded	Subjects identified and recorded	H	Prog. Event Coord., Volunteers	2017-20
	2.3.1	Follow museum standards for exhibit preparation	All exhibits meet standards	M	Curator	2017
	2.3.2	Procure proper equipment to move stored items safely	Cart/trolley in place	H	Curator	2017-20
	2.3.3	Ensure that arts programming is available to all	Programming in place and available to all patrons	H	Prog. Event Coord., Friends of Museum, Advisory Committee	2017-20
	3.1.1	Identify tasks regarding Facebook updates and the frequency of Facebook updates	Facebook page updated and appropriate number of posts	M	Prog. Event Coord., Volunteers	2017-18
	3.1.2	Create an informative and fun Facebook page	Facebook page in place	M	Prog. Event Coord., Volunteers	2017-18
3	3.2.1	Organize an annual open house to show the benefits of membership and opportunities to volunteer	Open house takes place	M	Prog. Event Coord., Volunteers, Curator	2017-20
	3.2.2	Promote membership benefits at all museum events and personally approach visitors about memberships	Membership increased by 20%	M	Curator, Volunteers, Advisory Committee	2017-20
	3.3.1	Create an informative and comprehensive standalone user friendly website	Website is up and running	M	Volunteers, Town I.T.	2017-20
	3.3.2	Identify types of information to be posted to the website	List of appropriate information is created	M	Curator	2017-20
	4.1.1	Access bursaries to cover registration costs	List of bursaries created	M	Curator	2017-20
	4.1.2	Increase budget for training and conferences	Budget increased to cover costs	M	Curator, Chair of Advisory Committee	2017-20
4	4.1.3	Ensure that at least one member of advisory council attends every regional meeting	One member attends every regional meeting	M	Curator, Prog. Event Coord.	2017-20
	4.2.1	Advertise for volunteers with all the skills required through all available means	Advertisements created and posted	M	Curator, Advisory Committee	2017-20
	4.2.2	Approach those with skills and invite them to participate	15% more skilled volunteers added	M	Curator, Advisory Committee, Prog. Event Coord., Friends of Museum	2017-20
	4.2.3	Continually make involvement in museum affairs appealing	Plan in place	M	Advisory Committee, Curator	2017-20
	5.1.1	Review entrance fee structure regarding how to establish value of fees	Review completed and recommendations created	H	Curator, Advisory Committee	2017-20
	5.1.2	Establish a workable fee structure to enhance sustainability	Fee Structure decided	H	Advisory Committee	2017-20
5	5.1.3	Present recommendations to council for approval	Recommendations presented to council	H	Curator, Advisory Committee	2017
	5.2.1	Prepare a report summarizing efficiencies over the past 3 years and their implications	Report completed	H	Curator, Advisory Committee	2017-20
	5.2.2	Investigate ways other museums have adjusted to budget decreases	Report completed	H	Curator, Advisory Committee	2017-18
	5.2.3	Prepare presentation for council regarding budgetary needs	Presentation prepared and completed	H	Curator, Advisory Committee	2017-18
	5.3.1	Prepare a report indicating staffing needs and qualifications	Report completed	H	Curator, Advisory Committee	2017
	5.3.2	Present staffing report to council	Report presented to council	H	Advisory Committee	2017
	5.3.3	Create succession plan for curator	Succession plan completed	H	Curator, Advisory Committee	2017-18