

Sitka Historical Society Strategic Plan

The Sitka Historical Society is a 57 year old organization operating the Sitka Historical Museum.

Mission: To preserve and promote the events, stories and artifacts of the human history of the Sitka area for the inspiration, education and benefit of the public and future generations.

Core Values: Accessibility Advocacy Collaboration Cultural Sensitivity Stewardship

Envisioned Future: An expanded capability dedicated to preserving all aspects of Sitka's human history and making it more accessible to the public and researchers

Long-Term Strategic Direction 2010-2015

- Secure Collections Storage Space & Meet Museum Storage Standards
- Expand & Enhance Core Exhibits & Space
- Secure reliable municipal funding to maintain and/or increase professional staff, & provide benefits

Goals ED:

Who: ED: Executive Director, C: Curator, S: Staff, V: Volunteers, B Board

Priority 1

	<u>Timeline</u>	<u>Who</u>
• Collections into Past Perfect Database, w/50% Online (Inventory)	2011	C, S, V
• Exhibit/Display Planning, Updates, New Installs	Ongoing	C, S
o One new exhibit per year		
o Two updates per year		
o One community exhibit per year		
• Increase collections storage and exhibit space	Ongoing	ED, B
• Membership growth and enhancement	2010-11	ED,B,S
• Fund Development Program: Giving, Grants	2010-11	ED,B,S
• Board & Member Committees: Direct Service and Active	ongoing	ED, B
• Staff Addition: Collections Manager & Researcher	2011	ED, B
o Collection record keeping, research requests		

Goals

Priority 2

	<u>Timeline</u>	<u>Who</u>
• Increase Public Awareness / Branding	2010-11	S, B
• Marketing Survey & Marketing Plan Development	2010-11	S
o Tourist, Locals, Families, Youth, and Schools		
• Community Outreach to members, schools, public (Explorations, etc)	Ongoing	S, B
• Local & Web Based Outreach and Education	2011-12	S

Collaborations/Partnerships:

- Continue to collaborate and actively engage with:

City of Sitka	Native Elders
Forest Service Sitka	Maritime Historical Society
National Park Service	ANB / ANS
STA / STE	Fishing Community
Shee Atika	Sitka Trail Works
Sitka School District / MEHS	Local Libraries
Sitka Historical Preservation Commission	Coast Guard
University of Alaska	State of Alaska