



Approved by the Board of Directors of the Dorothy Molter Museum On December 4, 2017.

## Mission

The Dorothy Molter Museum preserves and interprets Northwoods wilderness heritage through learning opportunities inspired by Dorothy Molter, the last non-indigenous resident of the Boundary Waters Canoe Area Wilderness (BWCAW).

## Vision

Inspiring the next generation of Northwoods stewards to make a significant contribution toward a better world through Dorothy's legacy of perseverance, integrity and generosity.

## Values Statement

The Dorothy Molter Museum is a dynamic and widely recognized educational organization, highly valued for its historical integrity and educational impact. As we continue to remember Dorothy and keep her spirit alive, we strive to embody the same principles that she espoused:

### *Perseverance*

To maintain long-term sustainability in an ever-changing social, political and financial climate.

### *Integrity*

To maintain the highest degree of historical accuracy and visitor satisfaction.

### *Generosity*

To be a positive, active and contributing member of the diverse communities we are a part of.

## Five-Year Strategic Goals

1. Develop and implement management processes that ensure adherence to best practices in not for profit and museum management.
2. Expand programming to retain cultural and historical integrity while ensuring that the programming meets the needs of a changing and diverse population
3. Develop and implement a five year marketing strategy that increases funding, sales, and visits by 20% by the end of 2023.



Goal	Strategic Objectives	Time Frame
<b>1. Develop and implement management processes that ensure adherence to best practices in not-for-profit and museum management.</b>		
	1.1 Develop a Board orientation, recruitment, training and management plan	2019
	1.2 Increase funding by a minimum of 20% by 2023 with an emphasis on long-term fund stability and diversification of funding sources	Ongoing
	1.3 Develop a progressive staffing plan to include prioritizing skills needed, timelines, and role of potential volunteer staff	2019
<b>2. Expand programming and exhibits to retain and enhance cultural and historical integrity while ensuring that programming is relevant and sensitive to the needs of changing and diverse populations</b>		
	2.1 Develop, implement, evaluate and revise a programming and facilities management plan	2018-2020
	2.2 Expand personal and non-personal interpretive opportunities to ensure relevance	Ongoing
<b>3. Develop and implement marketing strategy that increases funding, sales, and visitors by a minimum of 20% by the end of 2023</b>		
	3.1 Develop marketing strategy that includes multi-media strategies to enhance fundraising, sales, and visitors to the museum	2018
<b>Evaluation</b>		
As a standard, each goal will be assessed for outcomes on an annual basis with accomplishments and updates added at the Museum’s annual meeting, which is open to all membership. Assessments will include quarterly reports, metrics to measure progress and anecdotal evidence of successes.		
<b>Strategic Planning</b>		
	Develop a new 5-year strategic plan for 2024-2029	2023