



2024-2029 Strategic Plan

FOCUS AREAS

Responsible Stewardship

Financial Sustainability

Community Engagement

Development of Museum Professionals

Five-Year Strategic Goals

1. Retain and develop partnerships and programming that increase community awareness, involvement and support
2. Increase the Museum's fiscal sustainability with integrity through expanded financial resources, diverse revenue streams, and purposeful expending of funds
3. Increase and strengthen professional development opportunities for museum board, employees, and volunteers to ensure all have the capacity and support to successfully implement this plan and the mission

1) Retain and develop partnerships and programming that increase community awareness, involvement and support

Strategies & Outcomes

- Continue and strengthen existing partnerships:
 - Ely Folk School: root beer history & making classes
 - Ely Community Resource: on-site summer children's programming
 - Boathouse Brewpub: History Happy Hour programs
 - Ely 4 Ely: Community-based professional development opportunities
 - Ely Cultural Alliance: promotion of cultural learning opportunities in the Ely Area
- Actively engage with Ely Area schools for free programming on-site or off-site
- Begin updating the existing long-range Interpretive Plan (last plan published 2011), which would include facilities management related to visitor services
- Expand programming to retain cultural and historical integrity while ensuring that the programming meets the needs of a changing and diverse population.

- Increase awareness of the Museum's Wilderness First Responder's Scholarship to eligible applicants via the Museums' marketing strategy

2) Increase the Museum's fiscal sustainability with integrity through expanded financial resources, diverse revenue streams, and purposeful expending of funds

Strategies & Outcomes

- Develop a five-year fund-development strategy to support the strategic long-range plan, which includes structure for a legacy fund program and event sponsorships
- Develop a long-range maintenance plan for museum structures and include in fund strategy
- Update the Museum's marketing strategy by current industry standards to enhance fundraising, sales, and visitors to the museum
- Develop a system to measure and evaluate efficacy of marketing and communication efforts
- Continue to seek out and apply for grant funding opportunities

3) Increase and strengthen professional development opportunities for museum board, employees, and volunteers to ensure all have the capacity and support to successfully implement this plan and the mission

Strategies & Outcomes

- Continue to develop, support and sustain a seasonal, professional museum studies internship program
- Develop board recruitment and orientation plan
- Attract and engage potential board members, staff, interns and volunteers to help advance the Museum's goals but also to build a pipeline of opportunity as well as interest in museum careers.
 - Ensure that diverse candidates have equitable access to these opportunities
- Clarify and strengthen organizational structure, teamwork, decision-making, and policies with the aim of realizing strategic goals
- Annually evaluate position descriptions and update/revise to include salary schedules and annual evaluation processes
 - Identify and prioritize position descriptions for staffing to accomplish strategic long-range goals
 - Develop a volunteer rights and responsibilities statement and internal policy

Evaluation

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.