

Santa Clarita Valley Historical Society
Strategic Plan Goals: Action Plan

Planning Session June 12, 2022
Amended and Adopted October 24, 2022

- **Marketing**

Develop a comprehensive marketing program. Recruit/hire a non-board member marketing professional to assist. Develop a variety of printed materials for placement in Chamber of Commerce mailings, Realtors' packets, hotel brochure racks, etc. Rebrand and develop a new SCVHS logo. Revamp the SCVHS website to ensure engagement.

- **Disaster Plan**

Write a formal disaster plan; plan for the evacuation of important artifacts and assets. Install fire extinguishers in all on-site buildings. Refer to AASLH for guidelines.

- **Visitor Development**

Identify target audiences to gain an understanding of how younger generations think, what interests them, and how to bring the group(s) in. Considerations for the identified groups should include visitation, membership, museum content, donations, volunteerism.

- **Fundraising**

Develop a comprehensive fundraising plan. Create sustainable avenues of finance and funding opportunities through filming, donors, grants and other property uses. This plan could include an annual gala concept and an overview of participants who can target and apply for grant opportunities.

- **Digital Preservation**

Grow the Society's digital preservation activities; support sustainability efforts related to SCVHistory.com and use it for public distribution of Society's digital assets.

- **Diversity, Equity, and Inclusion**

Preserve and share the rich histories of our entire community by embracing diversity, equity, and inclusion, beginning at the Board level.

- **Professionalism**

Provide a best-in-class museum experience to the visiting public; use best practices in the handling and curation of historic material; engage the services of professionals in various museum disciplines as appropriate.

- **Take the Show on the Road**

Develop small, temporary or permanent exhibits for installations in libraries, colleges, other government buildings, shopping centers, restaurants, etc., in the community. Work with City Arts Commission. Identify what SCV history is to be told in the exhibits.

- **Collaborate with Local Colleges on History Projects**

Define our geographical and temporal spheres of interests. Get local colleges involved. Develop class projects to investigate “unexplored country” in SCV history. Pursue and expand internship opportunities with COC and CSUN for archiving.

- **Volunteer Development**

Designate a volunteer coordinator. Two aspects: (1) Recruit and coordinate volunteers for archiving; (2) Develop a list of activities and recruit/coordinate docents and general volunteers.

- **Policies and Procedures**

Review existing baseline documentation for facilities management and other activities. Designate a committee and create a new manual. Review standing rules to determine what is relevant.

- **Internet Service**

Find a better Internet service provider to replace current inadequate service. Note: Must schedule annual replacement of 1/3 of drives in the internal server.

Progress to Date, October 2022:

(Marketing): Marketing director has been hired. Rebranding is in progress.

(Visitor Development, Professionalism): Professional consultant for Pardee Museum exhibit planning has been hired.

(Digital Preservation): SCVHistory.com sustainability efforts are in progress.

(Take the Show on the Road): Displays in the (3) Santa Clarita Public Library facilities are planned for 2023.

(Policies and Procedures): A committee has convened to begin drafting a collections policy.

(Internet Service): The inadequate service has been replaced.