



SOLEBURY TOWNSHIP HISTORICAL SOCIETY

3-YEAR STRATEGIC PLAN 2014-2016

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OVERVIEW

Solebury Township Historical Society's (STHS) 3-year strategic plan is updated annually: it should be presented to the board by January 15 for approval. It is expected the plan will contain goals, organization updates, a 12-month projected calendar, specific projects, and the budget in detail that will support these activities. It will be published on the Web.

I. VISION

The Solebury Township Historical Society seeks to be the most respected, well known, and valuable historical resource in the community.

II. MISSION

Our resources, the schoolhouse, archives and people, will work to educate and promote an appreciation of Solebury's history. The Board and member volunteers will reach out to our township, County, State and others by bringing together citizens in regular social and educational events as well by individually assisting those seeking family and local history information.

III. OBJECTIVES

- Continue to accumulate historical data, papers, Oral histories and photos in an organized, accessible archiving system that is open to all users.
- Provide personal help for those seeking information about the township, its founders, families and properties through the years.
- Reach out via an active calendar of educational, social and development events to local students & teachers, members and interested parties.
- Maintain and improve our center, the Schoolhouse, as a destination to study our archives for historical interest and as a center for teaching and community events.

IV. GOALS

A. 2014



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1. Invigorate our membership efforts and target building to 250 members. Also focus on Business memberships for funding potential.
2. Qualify the Schoolhouse for historic registration status.
3. Hold one fundraiser event to fund remodeling projects.
4. Fund Raising
 - a. Set up efforts to apply and receive Grants for our work.
 - b. Increase emphasis on fund raising at select, regular social events.
 - c. Continue to add local businesses who give our members discounts and promote these supporters and membership benefits.
5. Continue to develop & execute the landscape plan.
6. Reorganize interior fixtures of Schoolhouse to accommodate talks.
7. Implement suggestions received during "Hidden Collections" audit.
8. Expand our collaborations with Sister organizations like NHHS and Phillips' Mill Association in joint programs for our membership; to archive historic items like Oral Histories, social interactions to increase our membership ,and similar ideas as each board member finds counterparts with whom to engage.
9. Address and act on how to open schoolhouse to the public at least one other day (total 2X week) each week for 2-3 hours.
10. Maintain our successful efforts to attract more volunteers for project, social events and future Board members.
11. Hold first "at the schoolhouse" educational evenings.
12. Continue to investigate if we could expand Schoolhouse footprint.

B. 2015

1. Funding & permitting potential assumed, develop detailed building remodel plans.
2. Open talks, if not yet accomplished, to acquire land from School Board; Develop plan for use of the land: landscape, parking, community facility.
3. Continue to focus the Society on Schoolhouse events, teach-ins, and visits from community organizations & school clubs, etc.
4. If membership drives and other fund raising events prove fruitful, increase the number of scholarships awarded and amount of money given for each one.
5. A paid, part time Administrator of the Society is a must if we hope to serve our community well. Our fund raising and Budget plans must achieve a level, by 2015/2016, which will support hiring for this position.
6. In the spring of 2015 organize a large fund drive based on the successful (fall 2013) "Dinner at a Classic House" formula. We see this as a good event to set up every 18 months.
7. Work on landscape planning and implementation. The hope is to make our "Heart of Solebury" corner a 4 season garden of particular interest.
8. Drive membership level to 275.
9. Relook at Web site: Are we getting many hits? How can we further enhance and publicize the site? Do a comparison with other sites to discover useful



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approaches.

C. 2016

1. Try to bring building remodel project (attach a back room for a 2d entrance, a kitchen and handicapped toilet facility) to maturity
2. Have a full year's calendar of events foreseen and publicized by January 30
3. Achieve 300 plus membership level
4. Up-grade schoolhouse's interior fixtures

V. ORGANIZATION: BOARD AND OFFICERS

- The board appoints the officers: president, vice-president, secretary and treasurer (see by-laws). In 2014 the Board is composed of the officers and following committee chairs: Archives, Development/Fund Raising, Education, Events, Grants, Membership, and Oral History.
- Each officer and chair is urged to build a plan and committee to help them achieve their objectives. Committee members are welcome at board meetings. Individual plans should become part of this overall vision plan.

VI. PLANS AND PROJECTS BY COMMITTEE CHAIR

ARCHIVES

1. The Archives Committee is responsible for opening the School house each week (2 hours, Wednesdays) to serve visitors in their quest for information. In addition they answer email and phone in requests.
2. 2014 respond to the recommendations of the PA Small Repositories audit.
3. Organize research materials more guest friendly manor. This is tied to reorganization of the Schoolhouse space objectives.
4. The Board needs to designate at least one more (two is better) archivist who will focus on photo identification and web filing of our photo archives.
5. Add members to specifically staff an open weekend day (2 hours.)

DEVELOPMENT AND FUND RAISING

1. We will appeal to local businesses and groups to raise funds for re-modeling projects & to make the schoolhouse more accessible for lectures, power points & educational projects in exchange for website and newspaper acknowledgement.
2. We will continue to promote local sponsors & business members w/ a shop local campaign-
3. We will also continue to add local businesses who will give our members discounts as part of our membership campaign.
4. We will solicit the businesses and foundations through the PA Foundations network with our one year subscription which began February 2014.
5. We will work on setting up other efforts to apply for and receive grants for our work.
6. We will continue to work towards a dinner event planned for spring 2015 with the intention of holding one every 18 months.



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7. We will continue to search for a viable, different and fun fundraising event to be hopefully held next early fall.

EDUCATION

Education is responsible for organizing:

1. Community walks and talks; target 4 per year
2. Communication and action with the School Board regarding teacher education programs
3. Web based distribution of educational material (in coordination with Archives)
4. Ned Harrington Scholarship awards program

EVENTS

1. Hold a lecture and tour of Solebury Underground Railroad sites
2. Manage, hopefully with committee, New Year's Day Brunch, Spring Open Schoolhouse, August Member's Picnic, November Annual Meeting/Pot luck dinner

GRANTS

Obtain grants for STHS events from national, state, private foundations/organizations

In progress:

1. PA Humanities Council: Underground Railroad, application in process
2. Raab Foundation: Letter of Inquiry scheduled for completion early March
3. Univest: donated in past for annual meeting; seek donation for community event/annual meeting (pending event selection)
4. Completed PA Foundation membership; search for grants

2014 Goals:

1. Follow through on items 1, 2, 3 above with SWOT analysis/report
2. Seek/process grants for ongoing/new STHS projects/events
3. Increasing Grant Committee members to increase successful grant awards
4. Create an ongoing detailed documentation of pre/post grant awards to submit at STHS Annual Meeting
5. Increase joint programs/events/grants with New Hope/Solebury area
6. Fall: research funding for part-time administrative staff member

2015 Goals

1. Expand search for grants
2. Increase grant networking with area historical societies/community organizations for events, assist increase of STHS membership, and assist in developing events for/by student/teachers
3. Selection of part-time staff member

MEMBERSHIP

1. On-going pursuit of new members
2. Annual membership drive
3. Pursue new members at all events and functions
4. Generate original programs to drive membership



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ORAL HISTORY

1. Finalize and publish on Web our process and document trail (copyright sign off, etc.) to take and archive oral history interviews.
2. Develop/document interview techniques/procedures. Determine the training teacher(s) and attract volunteers with appropriate skills for the taking of oral histories.
3. Develop an overall plan of what oral histories and themes we want to create in a systematic approach along with notable random interviews.
4. Initiate a program with high school students (via their counselors) who need community credit programs. Set up a process for them to learn about and take oral histories of their families or other interesting community members. The objective is to interest the students in history and our community and as a by-product perhaps add interesting histories to our collection. Program in harmony with educational projects.

VII. BUDGET

(See separate document.)

VIII. ANNUAL SCHEDULE OF MAJOR EVENTS

1. January 1: New Year's Day Brunch
2. Mid April: Open house at the schoolhouse for the community.
3. April/May: Teacher's education day
4. May/June: Spring walk/talk
5. June: Scholarship awards days at New Hope-Solebury High School and the Solebury School
6. Late August: Membership picnic
7. September/October: Fall walk/talk
8. Early November: Annual Meeting of membership; election/reelection of board members
9. Early December: Board dinner for new and retired board members and spouses