



SOLEBURY TOWNSHIP HISTORICAL SOCIETY

3-YEAR STRATEGIC PLAN 2015-2017

TABLE OF CONTENTS

Overview
Vision
Mission
Objectives
Goals
Organization: Board and Officers
2015 Plans and Projects by Committee Chair
Budget (separate document)
Annual Schedule of Major Events

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 and 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. 2015

1. Invigorate our membership efforts and target building to 250 members. Also focus on business memberships. Add elements of measurement to our program.
2. Qualify the schoolhouse for Bucks County historic registration status.



SOLEBURY TOWNSHIP HISTORICAL SOCIETY

3. Hold one major fundraiser event to fund future remodeling and general fund, "dinner at a classic house" formula.
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 that give our members discounts, and promote these supporters and membership benefits.
 - d. Evaluate #GivingTuesday results, and if positive, participate in 2015.
5. Implement archive classification system, physically and on our Web site.
6. Continue to collaboration with non-profits like NHHS, Phillips' Mill Association and Michener Art Museum in joint programs.
7. Address and act on how to open schoolhouse to the public on Saturdays (total 2X week) each week for 2-3 hours.
8. Maintain our successful efforts to attract more volunteers for project, social events and future board members. Create committees around each key board function.
9. Hold "at the schoolhouse" educational evenings.
10. Continue to investigate if we could expand schoolhouse footprint and develop the landscape for social events. Open talks with school board and township about sale of land or variance.
11. Build, either by hiring or finding a volunteer, a public relations effort that focuses on social media as well as local publications. If we hire a person a few hours a week it would be the start of a part time administrator. Focus: PR to build membership and volunteers.
12. Develop a finance committee and several new financial measurement tools to help us focus on the immediate and a long term financial plan.

B. 2016

1. Funding and permitting potential assumed, develop detailed building landscape and remodel plans and financial projections.
2. Continue to focus the Society on schoolhouse events, teach-ins, and visits from community organizations and school clubs, etc. We should plan at least one major "trolley tour" and speaker event in 2016 following the successful tours in 2013 and 2014.
3. If membership drives and other fund raising events prove fruitful, increase the number of scholarships awarded and amount of money given for each one.
4. Part time administrator: hire if not already done in 2015. Adjust hours per fund availability and need.
5. In the fall of 2016 continue our major fund drive based on the successful "dinner at a classic house" formula.
6. Drive membership level to 325.
7. Archives should continue to be an organizational focus with emphasis on mounting good web research sites and occasional in-schoolhouse presentations which can be linked to our evening educational talks. Seek out interesting archive additions.

C. 2017

1. Try to bring landscape and building remodel projects (attach a back room for a second entrance, a kitchen and handicapped toilet facility) to maturity
2. Achieve 325-350 plus membership level



SOLEBURY TOWNSHIP HISTORICAL SOCIETY

3. Up-grade schoolhouse's interior fixtures as needed, especially if addition is not yet possible.

V. ORGANIZATION: BOARD AND OFFICERS

- The board appoints the officers: president, vice-president, secretary and treasurer (see by-laws). In 2015 the Board is composed of the officers and following committee chairs: Archives, Development/Fund Raising, Education, Events, Membership, and Oral History. In 2015 we will investigate the potential for a board leader devoted to raising and "distributing" volunteers.
- 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. 2015 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. Recruit two volunteers to open on Saturdays.
3. Continue to implement recommendations of the PA Small Repositories audit.
4. Finalize a classification system. Begin organization of research materials into the classification system
5. The photo archivist will seek at least one more (two is better) volunteer who will focus on photo identification and web filing of our photo archives.

DEVELOPMENT AND FUND RAISING

1. Organize and hold a series of social and paint lessons at the schoolhouse.
2. September 26th hold a "dinner at a classic house," our major fund raiser.
3. Continue to add local businesses who will give our members discounts as part of our membership campaign.
4. Participate in #GivingTuesday to fund scholarship and build member participation.
5. Set up several measuring tools to project funding needs against campaign results.

EDUCATION

Education is responsible for organizing:

1. Community walks and talks; target 4 per year
2. Ned Harrington Scholarship awards program
3. Visits, when permitted, of school children to the schoolhouse for history presentation.
4. Recruit volunteer high school students to carry out archiving and other projects.

EVENTS

1. See calendar of events to manage.
2. Appoint board member and refresh committee.

GRANTS

Obtain grants for STHS events from national, state, private foundations/organizations. Investigate the possible commercial companies that give to local non-profits: merchandise or grants.

In progress:

1. Completed PA Foundation membership: search for grants before membership runs out in 2015
2. Search for oral history grant



SOLEBURY TOWNSHIP HISTORICAL SOCIETY

3. Increasing grant committee members to increase successful grant awards.
4. Fall: research funding for part-time administrative staff member.
5. Increase grant networking to learn and seek promising avenues.

MEMBERSHIP

1. On-going pursuit of new members
2. Annual membership drive
3. Follow up specific opportunities: visitors to schoolhouse, people who attend events.
4. Generate original programs to attract membership. Measure response from specific campaigns.
5. Campaign to approach people 18 to 24 months AFTER they have settled in area.
6. Make it clear "Love Solebury Wherever You Live." Members can come from all areas around us.
7. On the web site, under board-members-only page, store membership reports, measurements, examples (postcards, emails) of all campaigns so we can build continuing themes and learn from results over time.

ORAL HISTORY

1. Attract volunteers with appropriate skills for the taking of oral histories.
2. Develop an overall plan of what oral histories and themes we want to create in a systematic approach along with notable random interviews.
3. Repeat efforts to start 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.
4. Join with other local historical societies and Michener Art Museum in posting old and creating new oral histories.

VII. BUDGET & FINANCE

1. Establish a stronger finance decision committee to revamp "finance and Investment policy." Execute the new investment plan.
2. Revamp budget software (move to Quick Books) and expand budget lines in order to allocate expenses and income by event to create better measuring tools.
3. Move banking to more automatic payments to eliminate bookkeeping labor and increase visibility of details.
4. Assure our banking patronage continues to bring in annual donation support.

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 and dinner fundraiser
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.