

Liberty Hyde Bailey Museum Strategic Plan 2015-2019 (New Strategic plan delayed because of Covid)

Goal 1 Provide for organizational stability and growth

1.a Plan and implement additional staffing

Status/Comments

Actions

	Create job description for full-time director	Done
	Meet with City to negotiate for full-time status	No longer applicable- changed status with city
	Hire full time director	In Process- looking for part time director

1.b Grow membership

Actions

	Plan and implement dues increase	Done
	Establish list of "new" contacts for distribution of membership "flyer"/materials to new audiences, e.g. farms, farm markets,	Done
	Consider and promote discounts or "members-only" benefits or opportunities	Done
	Send end-of-year thank you/donor statement, annually	In Process
	Expand data on member backgrounds, in database to enhance member communications	Ongoing

1.c Establish large gift donors "club"

Actions

	Develop name (Roots Club?) and marketing material	In Process
	Establish "gift level" (\$1000 annually?) and benefits to members	Done

1.d Enhance board development

Actions

	Review and update board job descriptions	Done
	Recruit new board members	Ongoing
	Provide board training annually for new board members	Ongoing

1.e Create development committee

Actions

	Solicit members	Ongoing
	Establish fundraising goals (see 1.f below)	
	Develop planned giving program	
	Promote matching gifts	
	Committee assist staff to find and apply for grants	Ongoing
	Promote the Community Foundation endowment	Done

1.f Provide for fiscal stability

Actions

	Create annual budget with estimated expenses and income	Done
	Establish annual fundraising goals with staff and fundraising committee	
	Create annual calendar and plan projects and events in advance to reduce spur of the moment projects	Done

Parking lot: Develop online gift shop

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Goal 2 Enhance facility to maximize visitor and curatorial services

2.a Create healing/meditation garden

Status/Comments

Actions

	Develop conceptual plan	In process
	Fundraise	On going
	Install garden	On going

2.b Define city responsibility for house maintenance

Actions

	Establish MOU for on-going maintenance responsibilities	Done
	Identify and itemize ADA needs	Done
	Identify and itemize infrastructure needs	Done
	Communicate needs to city annually	Done

2.c Create "Use / Development Plan" (Master Plan) for site

Actions

	Write long-range plan for barn	In process
	Write long range plan for woods and trail	In process

2.d Take advantage of location and traffic to promote site

Actions

	Ask city to install wayfinding signs to direct visitors/residents to site	Can't be done at this time- need alternative plan
	Contact MDOT to install "attraction" sign on highway	Can't be done at this time

2.e Promote rental of facility

Actions

	Establish rental fees	Done
	Create rental policy, rules and procedures	Done

2.f Improve storage and access to collections

Actions

	Catalog books from Bailey's library that are currently stored offsite	Done
	Committee assist staff to find and apply for grants	In Process

Parking lot:

Restore artifacts, improve library storage and display artifacts

Investigate interpretive planning to enhance exhibit messaging and connections with audience/museum visitors

Develop plan to dispose of, sell, or re-patriate miscellaneous collections with limited/no relevance to museum

Microfiche key resources from Bailey library

David has contact for book restoration

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Goal 3 Become a recognized and viable resource within the community and beyond

3.a Define our image

Status/Comments

Actions

	Through board/staff discussion, clarify best communicative name Liberty Hyde Bailey, Baily Museum? The Bailey Center?	Done
	Develop brand identify plan including logo	Done

3.b. Promote museum locally

Actions

	Create rack card and other cohesive marketing materials	Done
	Distribute to area sites and partners such as Chamber, visitor center, LHB members, Sarrett, library, summer visitors	Done

3.c Create and market quality education programs for children and adults

Actions

	Further develop and schedule Brown Bag series	Program has changed to other lecture events
	Partner with like-entities to offer workshops on wildflowers, trees, butterflies	Done- expanded to Annual Bailey Conference
	Seek out being a host site for Master Gardener or Master Naturalist programming/training and volunteer hours	Done

3.d Develop "attention provoking" unique events

Actions

	Plan 1-2 "friend-raising" events on annual basis	Done
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3.e Enhance website resources and electronic connections/collaborations

Actions

	Upgrade newsletter, logo etc. (See 3.a)	Done
	Provide links to related resources	Done
	Upload key Bailey resources to web site	Done

Parking Lot:

- Restore LHB library collections. Document all artifacts in museum.
- Promote LHB in various publication, e.g., American Horticultural Society
- Raise profile and involvement with LHB Award
- Catalog books at Bill Lundy's

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Goal 4 Foster connections with educational institutions (e.g., Cornell, WMU, MSU, LMC, area school districts)

Status/Comments

4.a Recruit and utilize staff/instructors for partnered workshops

Actions

	Offer programs on trees, plants, horticulture, organics, etc. led by partnered speakers. See 3.c	Done
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4.b Host teacher trainings

Actions

	Discuss opportunities with science curriculum specialists at area schools	On going
	Plan/offer teacher training on various outdoor topics with partners (e.g. Sarrett, Audubon, KNC, Monarch network)	
	Communicate offerings to schools	

4.c Develop/enhance internship program

Actions

	Contact colleges and universities to offer internships	
	Develop job descriptions for internships in public history, horticulture, museum studies, interpretation, marketing	

4.d Develop programs for farmers and growers

Actions

	Meet with MSU extension staff to brainstorm ideas for programming	Done
	Offer talks, workshops or series in partnership with Extension	Done

4.e Share exhibits with other institutions

Actions

	Share LHB exhibits or collections with other institutions as traveling exhibit	
	Invite exhibits from other institutions to be displayed at LHB	

Parking lot:

- Develop classes for online credit for high school and home school
- Consider offering high school internship

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Goal 5 Foster partnerships with like-minded entities to enhance programming and presence

Status/Comments

5.a Develop meditation, healing, secret garden

Actions

	Meet with social worker at hospital and nearby medical offices to brainstorm ideas	
	See Goal 2	

5.b Partner with Sarrett Nature Center for programming

Actions

	Meet with Sarrett staff to discuss expanding children's program offerings	On going
	Look into ecotours with Sarrett (partner, offer to LHB members)	Done
	Incorporate speakers from Sarrett for Brown Bag programming	Brown bag program has changed

5.c Enhance outdoor education opportunities with North Shore Elementary

Actions

	See separate action plan develop by Rebecca Lindstrom	No longer applicable
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5.d Partner with community at large

Actions

	List volunteer opportunities on web site and newsletter	
	List wish list needs on web side and newsletter	

5.e Collaborate with HASH

Actions

	Develop and present Stanley Johnson/Founding Fruit Belt Farmers exhibit	Done
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5.f Support growing /farming community

Actions

	Create/obtain contact list of farms/farm markets in area to promote and to share LHB museum info	Done
	Discuss with Chamber of Commerce and Extension office the idea of an Agritourism/farm tour as special event	Done
	Talk with Kim Overhiser about a Farm Tourism Trail	Done

Parking lot:

Continue building relationship with garden club/garden walk