

# Berrien County Historical Association

Strategic Plan 2019-2024



## Overview

To live the mission of the organization to collect, preserve and communicate the history of Berrien County, BCHA needs to work towards two goals over the next 5 years:

### Goal #1: An Open Door

Provide a welcoming and vibrant atmosphere on the grounds of the Courthouse complex that attracts Berrien County residents and visitors.

### Goal #2: Enhance Relevance

Design programming for multi-generational audiences and communicate historical relevance as a means of building social identity to anchor residents to the community.

In order to achieve these goals, the strategic efforts of BCHA should focus on the following four strategic directives.

### **Strategic Directive 1:** *Design and implement interactive programming that engages visitors and communicates the history of Berrien County.*

- Shift the current passive model to an experiential model of engagement.
- Develop interpretive aids for the courthouse and surrounding buildings.
- Design engagement events to utilize the exterior space of the courthouse complex.
- Conduct collaborative events with public agencies such as the Village of Berrien Springs, county history centers, the Berrien County Bar & Courts, and the Berrien County Parks Dept.
- Develop and implement a Marketing & Communication Plan to inform public of events and services.

### **Strategic Directive 2:** *Cultivate a culture of volunteerism.*

- Develop a formal volunteer program to provide enrollment, direction, task significance, feedback and safety to those who volunteer at BCHA.
- Use a concentric-circle model of recruiting volunteers; transition volunteers into members.
- Empower volunteers to lead projects they are most passionate about (“Lane 1” initiatives).

### **Strategic Directive 3:** Communicate the relevance of history to the next generation.

- Promote educational services, resources and programs to Berrien County schools.
- Create interpretive and reenactor experiences on the Courthouse Square property.
- Coordinate field trip experiences for Berrien County schools.
- Develop a School Promotion Plan to market specific programming for elementary & high school age/grades to give them a different experience at each encounter.
- Design targeted programming in civics, government, social justice, law and law history.



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- Assist the County Administration in creation of Capital Improvement Plan to maintain and restore historical buildings within the museum complex.
  - Work with the Village of Berrien springs to adopt the Courthouse Complex as the cornerstone of the Historical District.

#### **Strategic Directive 4: Attain Financial Stability.**

- Secure grants for school programming and various lecture series.
- Maintain rigorous financial controls through monitoring, audits & budgets.
- Increase the number of paid programming to comprise 30% of gross event revenue.
- Improve and expand existing revenue streams (i.e. gift shop, signature event, etc.).
- Increase association membership by 10% each year.
- Develop and nurture relationships with major donors and community sponsors.
- Maintain appropriate staffing mix to sufficiently meet the administrative requirements of the Association.
- Cultivate "Lane 2" fundraising initiatives.