

HISTORICAL SOCIETY OF THE TOWNSHIP OF CHATHAM

STRATEGIC PLAN

MISSION

The Historical Society of the Township of Chatham is dedicated to increasing knowledge, awareness and preservation of Chatham Township history.

GOALS OF THE SOCIETY

To guide the Society in achieving its mission, six goals have been identified:

1. Nurture public appreciation for our area's historical heritage
2. Develop educational resources
3. Provide access to the Society's store of knowledge
4. Maintain and develop the Society's existing resources
5. Strengthen the Society's financial position
6. Expand membership

GOAL I: Nurture Public Appreciation For Our Area's Historical Heritage

Objective 1: Promote Historical Awareness

Continue outreach through Fishawack, Fourth of July, open days at the Museum, library handouts and exhibits, website, etc. Explore future annual history day, history camp, additional school and community programs.

Objective 2: Continue Placement of Marker Plaques on Historic Buildings and Sites

Seek new locations.

Objective 3: Collaborate With Other Community Organizations

Seek joint activities with organizations such as Kiwanis, Senior Services of the Chathams, Library of the Chathams, Friends of the Great Swamp, Museum of Early Trades and Crafts, The Town and Country Garden Club, The Art League of the Chathams, etc. Explore creation of "Passaic River Valley Group" with other historical societies.

Objective 4: Design Engaging Programs and Activities

Continue to develop monthly programs, annual second grade school visit to the museum, and sharing of programs with other organizations. Explore possibility of traveling programs and presentations; explore inclusion of other school grades and local clubs in Society's activities.

Objective 5: Create Significant Exhibits

Using the Society's collections and private loans, develop compelling exhibits that illustrate the history of the area. Use current venues for displays at the Red Brick Schoolhouse Museum, Library of the Chathams, and Chatham Township Municipal Building. Seek additional locations for displays.

GOAL II: Develop Educational Resources

Objective 1: Enhance the Society's Collections

Identify gaps in our collection. Document our archives, build and organize the database. Seek donations of photographs, memorabilia, oral histories, books, maps, etc.

Objective 2: Conduct Historical Research

Collect oral histories, conduct memory discussion groups. Document houses, identify districts in the township. Research individuals in the community. Investigate human habitation in and exploitation of the Great Swamp. Chronicle the rural to suburban shift in the township.

Objective 3: Develop Educational Materials

Continue to develop school programs and projects, develop traveling programs, new brochures and pamphlets. Create self-guided tours and traveling presentations. Investigate website and mobile technology applications.

GOAL III: To Provide Access To The Society's Store Of Knowledge

Objective 1: Publish and Disseminate Books, Pamphlets, Newsletters, and Other Printed Materials

Objective 2: Embrace Technological Developments

Continue to utilize new technology and software for curatorial and publishing purposes. Improve website and its use for on-line research. Explore mobile and other media applications.

Objective 3: Provide Appropriate Museum Space

Improve and update museum spaces. Improve displays on both floors. Evaluate and improve all storage spaces.

Objective 4: Provide Space for a Public Research Room

Explore options at the Red Brick Schoolhouse, Library of the Chathams and other locations. Explore opportunities for research via our website.

Objective 5: Utilize the Knowledge and Experience of the Membership

Ask members for their connections, ideas and memories. Encourage talks and articles from membership.

GOAL IV: Expand And Develop The Society's Existing Resources.

Objective 1: Recruit and Train Volunteers

Recruit society members, community members, and students for roles as docents, archivists, scanners, writers, and technological aides.

Objective 2: Create a Community Outreach Program that Focuses on Youth.

Develop additional school programs. Explore history day and history camp.

Objective 3: Interact with the Community at Large

Connect with homeowners of historic properties. Publicize all activities.

Objective 4: Maintain and Protect the Collection

GOAL V: Strengthen The Society's Financial Position

Objective 1: Continue the Short and Long Range Planning Process

Perform an annual review of and amendments to our short and long range plan.

Objective 2: Establish an Annual Budget and a Long Term Financial Plan

Hire an accountant and financial advisor.

Objective 3: Maximize Grant Opportunities

Objective 4: Develop Revenue Generating Programs

Objective 5: Explore Corporate Sponsorship and Matching Funds

Objective 6: Strengthen Trustee Relationships

Develop trustee orientation and materials packet. Purchase Directors and Officers Liability Insurance.

GOAL VI: Expand Membership

Objective 1: Expand and Maintain Membership

Encourage members to invite friends and others to join the Society. Publicize giving memberships as gifts.