

Agricultural

Strengths

- Good volunteers & committee

Weaknesses

- Quantity of volunteers
- Implementation, installation, and approval of updates of display electronics
- Communication

Goals

- Volunteers
 - o Cultivate potential IT volunteers
 - o Potential interns
- Video Harvest Festival

Archives

Strengths

- Wide-ranging collection
- Good storage space
- Books are cataloged reasonably well
- Good volunteers
- Good committee

Weaknesses

- Quantity of volunteers
- Environment – too hot, must keep door open
- Reorganization
- Communication
- Hard Drive of Photos from Puzzles

Goals

- Organize library by end of next year
 - o Printed off list
- Seek volunteers
 - o Library intern
- Volunteer
 - o Reach out to organizations
 - o Develop volunteer workshop
 - Develop workshop materials
- Outreach and Cooperation

- Reach out to Floyd (WNHRC) and Gering Library for cooperation and materials trading
- Develop adult educational programs

Building and Grounds

Strengths-

- Good varied knowledge from volunteers
- Good community support for equipment
- Interested committee members
- Hiring of a part time maintenance employee

Weaknesses-

- Need more volunteers
- No dedicated spot for building and grounds equipment
- Building and grounds responsibilities not always clear
- Not always clear what is expected of the maintenance employee
- More work that can be done by a part time maintenance employee

Goals-

- Organize a designated shop for building and grounds
- Develop a schedule of what needs to be done and when it needs to be done
- Control weeds early

Board Development and Personnel

Strengths

- Very responsive committee
- Cares about staff
- Willing to utilize resources for employee improvement

Weaknesses

- Spelled out steps for employees on grievance steps
- More board development opportunities

Goals:

- Develop Board Retreat
- Invite Board members to conferences

Capital Campaign

Strengths

- Community support still very high
- Multiple avenues to donate (capital campaign, donations, memorials)
- Positive Image in Community

Weaknesses

- Only a couple of people raising money
- Limited resources/time
- Need to develop a sustain donors program

Goals:

- Develop sustain donors program
- Recruit people to fundraise
- Recruit fundraising volunteers
- Recruit for events committee

Education

Strengths:

- Centralized location for area
- Quality exhibits, facilities, location
- Knowledgeable staff and volunteers
- Solid history of success
- Variety of tours and educational exhibits
- Local connections with schools and groups
- Provide ways to experience history
- See our mission as to develop lovers of history and future museum supporters.

Weaknesses:

- Easy to become overwhelmed with all the ideas and depth of projects we can imagine!
- Tours appear to be aimed at elementary though some secondary have been done. Secondary scheduling is much harder for teachers when kids have to miss other classes.
- Marketing/web/social media presence is required but so many to handle. Hard to build in all the “pages” that are probably needed.
- Less clear about how to address native perspective.

- Don't always have touch-ables and handicapped accessible learning materials or know where they are located.
- In addition to ESU evaluations on kinder and grade 4 events, need a simple museum-based system to collect input from other programs.
- Limited number of volunteers for education, aging, need additional.
- Lack of storage with common place for docent materials including program summaries, quick reviews, ready to use by any docent.
- Limited training, especially in managing behaviors and involvement as well as museum content.

Possible Short Term Goals:

- Develop evaluation system that also give quotes which can be used for marketing. (Revise & simplify last used eval form)
- Plan for how to contact schools and agencies more efficiently, including how to get input for needed programs. Need a clearer procedure form to gather more info at front desk to be able to schedule groups. Prior visit rules: how to pay, numbers of students, etc.
- Pull together the program descriptors into a clear list of services (Penny has compiled this) and post on best social media and in a brochure to schools/agencies with appropriate audiences and to volunteers. Educational programming brochure needs developing..
- Standards need to be correlated to programming. (Penny will work on this) Museum etiquette rules to go to teachers prior to visit.
- With ESU leadership – develop special needs expectations for students while at museum. Set up a quiet area with bag of sensory items, suggestions for when to pull the kid out.
- Clean, organize and put most education materials in a common accessible location with packets for volunteers to review. Include more hands-on touchables for docents to use.

Possible Five Year Goals:

- Consider moving current 3rd grade program to 4th &/or Sr facility programming.
- Develop visiting living history program for Sr facilities or their attendance on site.
- Family Heritage Day: Develop grandparent/grandkid visit day to share family stories- participation day. World map to indicate where their families came from.. Collaborate with Floyd at Heritage Center. Make a family tree, design a family crest, make a family book by end of the day. Market family memberships.
- Bus tours living history people scattered about museum

- Develop school vacation days of activities at museum
- Develop early childhood programming.
- Investigate specific awards-based activities for Scouts, etc. to earn badges
- Enhanced gift shop items to sell. Ed be part of a sub committee on marketing to deal with gift shop suggestions related to education

Possible Long Term Goals (Ten Year)

- Hire educator: look for grant to fund a multi-year educator staff member
- Develop programming as requested from teachers, based upon our capabilities
- Enhance collaborations: Agate Fossil Beds, SCBL, Ft Laramie, Chimney Rock for grant & outcome. WNCC for theater assist.
 1. DL programming: develop expertise on how to conduct & develop, YouTube, etc. videos of various activities.
 2. Internships videography, knowing how to do videography
 3. Career connections through internships and programming for HS students
- Participate or start museum/regional attractions common meetings – resurrect Platte Valley Attractions
- Volunteer drive, contact with recent retirees, HS student volunteers
- Programming invitations to new groups i.e. senior citizens, senior living, day cares, high schools
- Improve marketing and communication systems for timeliness and efficiency throughout museum operations

Fiancé

It

Strengths

- Good volunteers & committee
- Good pre-show
- New computers
- PastPerfect installation

Weaknesses

- Quantity of volunteers
- Implementation, installation, and approval of updates of display electronics
- Communication

- Utilization of our YouTube channel

Goals

- Volunteers
 - o Cultivate potential IT volunteers
 - o Potential interns
- QR code development
- Create policy for use and development of YouTube channel

Japanese Hall

STRENGTHS

- Good volunteers
- Knowledge of volunteers
- Single focus
- Fresh perspectives
- Outside community support
- Great outreach
- Grand Opening generating interest

WEAKNESSES

- Need more volunteers
- How to keep Hall open for visitors
- Loss of knowledge of those who know the history
- Keeping up with accessioning
- Storage
- More publicity (especially local) about the Hall

GOALS

- Open the Hall. Soft opening in April 2024, grand opening June 2024.
- Staff Japanese Hall for visitors. Prepare job description and initial plan to staff Japanese Hall before April 2024. Determine the hours Hall will be open. Volunteers will be needed until funds are available for a paid staff position. Work with Dave regarding schedule for any paid staff.
- Improve Japanese Hall processes, documentation. Be sure they align with Museum's processes. Goal to complete is one year. Develop Docent documents for use during soft and grand opening. Schedule a training session for volunteers before the soft opening and the grand opening.
- Schedule one Japanese Hall event per year, maybe based on Japanese festivals. Include presentations and exhibit display (if it works with museum schedule). Start in 2025.

- Continue advertising for Japanese Hall through newspaper articles, social media, Inspire, radio, etc. Maybe play videos with documentaries such as The Invisible People. Develop a marketing plan. Need someone to represent Japanese Hall on the Museum's Marketing Committee.
- Additional storage for artifacts and archives. How much room is needed, where would it be located, how will it be funded. Goal to complete a plan in 5 years.
- Long Range Perspective: Formalize the Japanese Hall Committee responsibilities, how will Advisory Council be integrated into the Japanese Hall Committee. For instance, who will approve/pay bills. How will fundraising be done. How will gift shop items be incorporated with the Museum.
- Evolution of purpose. Need someone to continue the vision and passion for preserving the Japanese history for all generations.

Marketing

Strengths:

- market events and attractions
- our strong relationships
- communication

Weaknesses:

- Need more people on the committee

Goals:

- Different events that cater to different clientele (Corn Maze Wine Walk)

Preservation

Strategic Plan Discussion

- Setting goals

Get 3 new collections volunteers by end of year

- Check with schools for volunteers
- Check with scouts organizations
- Check with volunteer organization
- Check with business & professional women

Add a collections section to the newsletter

- Talk to Dave
- Set up themes

Collections/Display workshop

- Develop workshop materials
- Schedule workshops

Write up guidelines for front desk volunteers receiving donations

- Develop procedures
- Develop written materials

Storyline

Charge: To maintain, and expand, interest in the museum through relevant and accessible exhibits

Immediate (1-2 years)

- Completion of pole barn to house donated Krejci Collection and Holt combine
- Creation of a fenced, accessible playground
- Finalizing displays for/determining access into Warner cabin
- Record, and assess (including designating condition and cross-checking for duplicates) all museum possessions/property outside of main building
- Application of Blacksmith Shop funds to repair and augment shop
- Resurrect speaker series

Near-term (3-4 years)

- Increased presence in elementary and middle schools to augment on-site education programs
- Graded and rocked pathway with interpretive displays
- "Railhead" with grade, track (250') engine, caboose, passenger car, beet piler, and freight car
- Purchase of one central electronic kiosk with (searchable) database for access to NPVM Heritage wall
- photos, archive catalogue, memorials, family histories, and selected artifact images and their provenance
- Establishment of Theme areas on grounds/in buildings
- Textual, electronic, and photographic documentation of all physical museum collections (by end of 2026)
- Completion of all projects in Phase II of Capital Campaign (by September 2028; progress has previously been limited by financial and material limitations resulting from Covid-19)

Future (5+ Years)

- MOU with Nebraska State Historical Society Foundation (financial support and information dissemination)
- Development of an "Evolution/History of Energy" exhibit with accompanying on-site geothermal/wind infrastructure
- Permanent (interpretive) cartographic display
- Creation of a continually funded LOTP scholarship (two per year to HS student; \$1000 each) for students attending an in-state school
- "Changing Fauna[wildlife]" display in main building (possibly in conjunction with Nebraska Game and Parks)