



History Center for Aransas County Strategic Plan Program of Work & Implementation Plan April 13, 2024

Members of the Board of Directors and other stakeholders met for a strategic planning session Saturday, April 13, 2024. Board survey results were reviewed. Strengths, weaknesses, opportunities and threats were identified. Mission and vision statements and values were refreshed. Goals, and action plans to achieve those goals, were generated from the group. The plan encompasses the years 2024 to 2026. The Program of Work and Implementation Plan follows. It will map who is doing what and in what timeframe.



Mission Statement

To ensure local history is preserved, showcased and celebrated at the History Center of Aransas County.

Vision Statement

The Friends of the History Center will keep local history alive and relevant for residents and visitors of all ages.

Diane Probst, facilitator - Creator & Founder of Chamberology

INCREASE OUR VISIBILITY

1. Boost our visibility through targeted marketing to attract new visitors, volunteers, and donors, amplifying its impact on preserving Aransas County's heritage.	WHO (Oversee)	COMPLETED WHEN	STATUS
a. First, catalog the current marketing strategy and determine what is working and what could be enhanced. P. Stranahan to show the marketing plan in place. (i.e. much like the one used for the sesquicentennial)	C. Parker, Stranahan, Fox, Anderson and xx	APRIL-MAY 2024	
b. Hold Committee Meeting to review and give assignments to add displays, signage, etc. Determine budget. Assignments should be monitored and mapped to coordinate with the marketing plan.	C. Parker, Stranahan, Fox, Anderson and xx	MAY-JUNE 2024	
c. Form a Focus Group to identify branding and logo components. Give this information to a logo design team. Bring designs for board approval.	C. Parker, Stranahan, Fox, Anderson and xx	MAY-JUNE 2024	
d. Develop a plan to transition to the new logo. Establish a Branding & Style guide to lock in approved fonts/digital images.	C. Parker, Stranahan, Fox, Anderson and xx	JULY-AUG 2024	
e. Create a YouTube Points of Interest game featuring 50 items of historical significance. Identify the 50 items of interest and the process to make the videos. Present to the Board for approval.	Parker, Stranahan, Fox, Anderson and xx	SEPT-OCT 2024	



“We are excited about ways we can increase visibility of the History Center. We are going to catalog our current marketing strategies and bring in new and innovative ways to increase our visibility. We will also refresh our logo and work on our overall branding.”

Pictured (l to r) are Charlie Parker, Pam Stranahan, Joe Fox, xx, Vicki Anderson and Allan Hxx.

CREATE A VOLUNTEER PROGRAM

1. Establish a robust volunteer program to engage the community in supporting our mission, enhancing operations, and expanding our reach in preserving our County's heritage.	WHO (Oversee)	COMPLETED WHEN	STATUS
a. Create a volunteer coordinator. Clearly define role and responsibility and present to the Board for approval. This person needs to give a Board report each month.	Maggie, Parker, Koenig, Albrecht, Sandy and Kroskie	APRIL 2024	
b. Solicit volunteers and put a system in place for cataloging and managing volunteers.	Maggie, Parker, Koenig, Albrecht, Sandy and Kroskie	MAY/JUNE ONGOING 2024	
c. Pursue the possibility of purchasing software for volunteer management.	Maggie, Parker, Koenig, Albrecht, Sandy and Kroskie	MAY 2024	
d. Establish incentives for volunteers; quarterly volunteer appreciation lunch, t-shirts, etc.	Maggie, Parker, Koenig, Albrecht, Sandy and Kroskie	JUNE 2024	
e. Once the volunteer program is going strong, expand the hours of operation.	Maggie, Parker, Koenig, Albrecht, Sandy and Kroskie	OCT/NOV 2024	



“We are focused on creating a volunteer program for the History Center. This will allow us to expand our programs and hours of operation. It will also open doors to many more great things for the History Center.”

Pictured (l to r) are Maggie Exx, Amy Parker, Eric Koenig, Leslie Albrecht, Sandy Rx, and David Kroskie.

INCREASE YOUTH INVOLVEMENT

1. Increase youth involvement by creating initiatives that inspire younger generations to explore, appreciate, and engage in the preservation of Aransas County's cultural heritage.	WHO (Oversee)	COMPLETED WHEN	STATUS
a. Determine programs for the youth. Design and create each program.	L. Stranahan, Mel K., & Albrecht	MAY-JUNE 2024	
b. Create a budget for programs and assign a person per program. Present to the Board for approval.	L. Stranahan, Mel K., & Albrecht	JUNE-JULY 2024	
c. Develop criteria for participation, recruit participants.	L. Stranahan, Mel K., & Albrecht	MAY-JUNE 2024	
d. Review upcoming exhibits and determine areas for youth participation. Create an online interest form.	L. Stranahan, Mel K., & Albrecht	MAY-JUNE 2024	
e. Determine incentives for teachers and partners to help recruit youth participants.	L. Stranahan, Mel K., & Albrecht	MAY-JUNE 2024	



“Engaging our youth into the programs and activities of the History Center is what we focused on for our session. We are excited about the possibilities and opportunities this will bring.”

Pictured (l to r) Leslie Stranahan, Mel K., and Leslie Albrecht.

ESTABLISH AN ENDOWMENT FUND

1. Create an endowment fund to ensure the History Center's long-term financial stability and support for preserving Aransas County's heritage for future generations.	WHO (Oversee)	COMPLETED WHEN	STATUS
a. Lay the groundwork to get started: form a committee, get CPA, attorney, and determine what type of endowment.	Gudim, Katy D. Melvin & Staff	MAY 2024	
b. Get approval for target date and annual giving day.	Gudim, Katy D. Melvin & Staff	MAY 2024	
c. Develop an action timeline and get approval from the Board to proceed.	Gudim, Katy D. Melvin & Staff	JUNE 2024	
d. Fundraise to fund the endowment. Establish a goal.	Gudim, Katy D. Melvin & Staff	AUGUST-NOVEMBER 2024	
e. Fundraising; grants, retail area, membership, donations, event rentals, and services such as oral history videos.	Gudim, Katy D. Melvin & Staff	MAY-AUG 2024	

“We are excited about what we can do to create an endowment fund for the History Center. This will ensure the financial stability of the organization for future generations to come. ”

Pictured (l to r) are Melinda Gudim, **Katy D.** and Ron Melvin.

