

Lowell Area Historical Museum Strategic Plan 2021-2025



Process

The Lowell Area Historical Museum is dedicated to preserving and presenting the history of the Lowell area. The Museum is widely recognized for its exhibits, public engagement, education programs, community involvement and professional management of history. The Board of Directors and staff of the LAHM entered a period of reflection and planning to set out a plan for the next five years of Museum management and development that included internal and external surveys. The following report outlines the goals that surfaced through this planning process.

Participants

Participants in the planning of the Lowell Area Historical Museum's 2021-2025 Strategic Plan included Board members: Ardis Barber, Carolyn Jane Blough, Bev Anderson, Tina Cadwallader, Tony Dommer, James Doyle, Cathy Haefner, Dale Kropf, Don Leeman, Becky Reagan, Nancy Roth; and staff members: Shantell Ford, Luanne Kaeb and Lisa Plank. In addition a public survey was conducted to gain insight from volunteers, community stakeholders and the general public.



Mission: To enrich, delight and inspire our community and its visitors through the preservation and presentation of Lowell area history

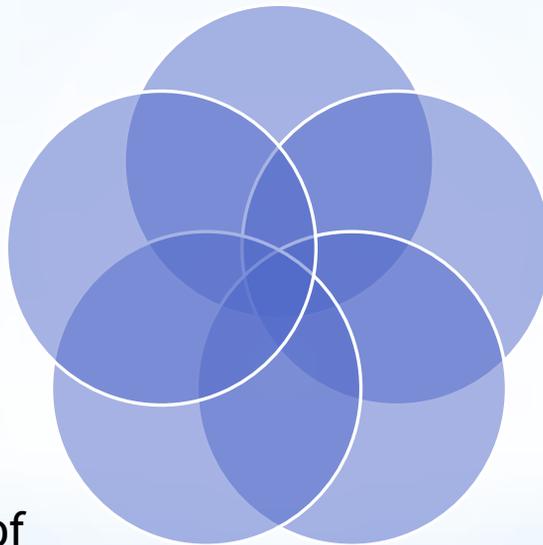
Engage the Public in Meaningful Ways

Maintain a Strong Education Program

Strong Stewardship of Museum Collections

Foster Long term health of Museum

Foster Collaboration with Museum Communities



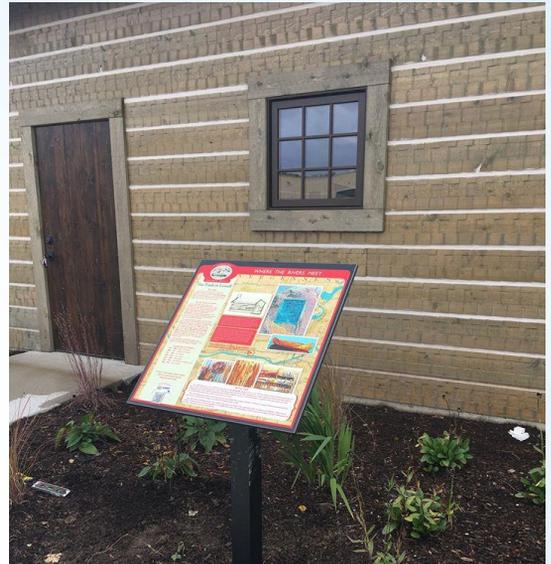
Goal 1

Engage the Public in Meaningful Ways

- Develop exhibits that explore a wide variety of topics and times in Lowell History
 - Historic District Store signs
 - Storefront displays
 - Township Park signs
 - Vergennes Trail signs
 - Explore diversity more deeply
- Provide Public Programs that engage
- Connect to audiences in new ways
 - Downtown tours
- Increase public awareness of and involvement in Museum mission and programs

Technology

- Utilize technology to present and share history
- Continue to use website, Facebook, email and other social media
- Develop Collective Access to its potential



Goal 2

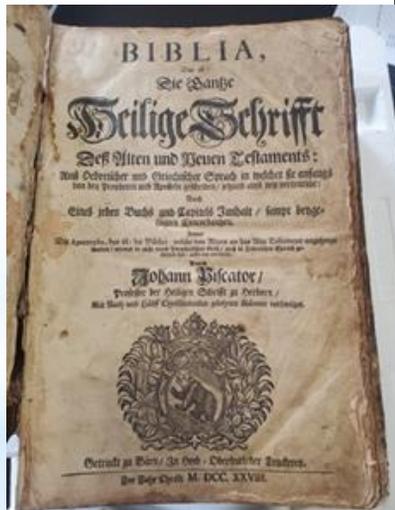
Maintain a strong education program

- Continue and support current programs through staff and volunteer educators
- Explore new programs, resources to reach a variety of grades
- Foster programs that encourage youth involvement with the Museum
 - Foreign Exchange student event
 - School/Family nights



Goal 3 Strong Stewardship of Museum Collections

- Continue best practices for managing collection
- Maximize storage space
- Explore the need for off site storage
- Continue to foster oral history program



Goal 4

Foster long term health of Museum

- Diversified and strong funding
- Seek out and apply for a diverse range of grants
- Develop Summerfest fundraiser to its potential making it a signature event
- Develop corporate sponsors for events and exhibits
- Explore, develop and nurture a planned giving program
- Continue to evaluate staffing and develop a plan for future needs
- Physically maximize storage
- Maintain exterior of building in historically accurate manner
- Explore the need and possibilities for future growth of off-site space for storage and public programs and what that would mean for the current storage/office areas
- Grow and strengthen volunteer programs
 - Develop volunteer appreciation/enrichment
 - Develop volunteer jobs offering flexibility and leadership



Goal 5

Foster collaboration with the Museum's communities

- Collaborate and engage with local organizations and businesses to promote awareness of Lowell area history
- Continue to emerge as a regional model and mentor for other small museums including Fallasburg Historical Society, members of the Tri-Rivers Museum Network and the larger museum community
- Foster relationships with the larger Museum professional community
- Work with the City and Townships to promote historical awareness in the larger community

