**Appalachian Women’s Museum Strategic Plan**

**August 2014-August 2018**

**Mission Statement:**

**The Mission of the Appalachian Women’s Museum is to gather, preserve, and share the stories of the women of Southern Appalachia.**

**Vision Statement:**

**To become a recognized and respected home for the history of the women of Southern Appalachia that is a resource and repository for the artifacts, archives, and other research materials that tells the stories of these women and of the people whose lives they touched.**

**Strategic Direction #1: Expand productive relationships with community and regional partners.**

Goal 1.1: Increase the use of the property for outreach.

* Method: Create an exhibit to be housed in the canning house.
* Responsible Parties: Education Committee and Volunteer Committee.
* Benchmarks: Exhibit should be ready by September, 2014; there should be a minimum of 12 viewing days per calendar year.

Goal 1.2: Increase outreach to K-12 schools.

* Method: Develop a program for K-12 schools that will share the stories of Appalachian women.
* Responsible Parties: Education Committee and Volunteer Committee.
* Benchmarks: The first program will take place by October, 2016 and, at a minimum, one program should be held each year thereafter.

Goal 1.3: Collect histories from the community.

* Method: Invite the public to share their stories via our web site and keep a written record.
* Responsible Party: Education Committee.
* Benchmark: Four stories per year should be shared on our web site beginning September, 2016.

Goal 1.4: Cultivate and build relationships and awareness with parties vested in the Monteith grounds.

* Method: Establish annual meeting for Sylva Garden club, Jackson County Master Gardeners Association, WATR, Community Garden Group, and the Town of Dillsboro, Jackson County, and relevant government agencies.
* Responsible Party: Monteith Site Committee.
* Benchmark: The first meeting should take place by September 2015.

Goal 1.5: Explore opportunities for outreach beyond our region and state.

* Method: Make contact with other groups focused on Appalachian history and preservation.
* Responsible Party: Education Committee and Development Committee.
* Benchmark: Create a significant list of regional partners developed by 2018.

**Strategic Direction #2: Create consistent revenue streams to support education and outreach.**

Goal 2.1: Continue fundraising presence at important community and regional events.

* Method: At a minimum, have educational and promotional materials, aprons, and other goods available as gifts for donations at the annual Dillsboro Pottery Festival and Mountain Heritage Day.
* Responsible Party: Development Committee
* Benchmark: Fundraising at these events should double from 2014 to 2018.

Goal 2.2: Secure annual funding from Jackson County.

* Method: Apply for annual funding from the non-profit fund.
* Responsible Party: Governance Committee
* Benchmark: Application should be submitted and funded annually through 2018.

Goal 2.3: Establish an Appalachian Women’s Museum Friends Program.

* Method: Invite community partners to become Friends for a set contribution. Determine what benefits the Friends will receive.
* Responsible Party: Development Committee.
* Benchmarks: Friends drive should begin no later than Winter, 2016. Benefits provided by Summer, 2016.

Goal 2.4: Establish Annual Mother’s Day Capital Campaign.

* Method: Identify potential private donors and solicit their donations that includes a coinciding online fundraising component (PayPal and online funding platform).
* Responsible Parties: Governance, Development, and Volunteer Committee.
* Benchmarks: Campaign should be initiated and completed annually with significant fundraising goal set each year.

Goal 2.5: Secure grant money to continue restoration of the Monteith House.

* Method: Identify and apply for grants that provide funding for construction and renovation.
* Responsible Parties: Governance Committee.
* Benchmark: Grants totaling at least $30,000 should be secured annually.

**Strategic Direction #3: Create a permanent home to share stories of the women of Appalachia.**

Goal 3.1: Maintain Monteith house, grounds, and outbuildings.

* Method: Hold at least one workday each season.
* Responsible Parties: Monteith Committee and Volunteer Committee
* Benchmarks: House, grounds, and outbuildings should at a minimum be maintained in stable condition.

Goal 3.2: Create a priority list for restoration of the Monteith house.

* Method: Using the Matthews Master Plan, work with experienced contractor and State Historic Preservation Representatives to create a priority list.
* Responsible Parties: Independent contractor and Monteith Committee
* Benchmark: Priority list should be completed by September, 2014.

Goal 3.3: Complete one restoration project each year.

* Method: Using the Matthews Master Plan and funding secured from Strategic Direction #2, work with experienced contractor to complete projects.
* Responsible Party: Monteith Site Committee, contractor
* Benchmark: 4 restoration projects should be complete by 2018.

**Strategic Direction #4: Raise awareness of the mission and vision of the AWM.**

Goal 4.1: Create and maintain a significant web presence that reflects the mission and vision of the AWM.

* Method: Contract with a third party to complete renovation of the web site, and expand social media presence.
* Responsible party: President of the Board, Governance Committee.
* Benchmarks: There should be twice as many visitors to both the web site and the Facebook page in 2015 as there were in 2014.

Goal 4.2: Ensure local and appropriate national media are aware of the work of the AWM.

* Method: Create press releases, pitch feature stories and cultivate relationships with media to disseminate information about AWM on a local and national level.
* Responsible Party: President of the Board and Development Committee.
* Benchmark: There should be twice as many articles in the media about the AWM in 2018 as there were in 2014.

Goal 4.3: Create and distribute promotional literature for a local and regional audience.

* Method: Create a new brochure about the AWM for distribution at the Monteith Site, fundraising events, educational events, local national parks, and other relevant locations.
* Responsible Party: Sub Committee.
* Benchmark: Brochure should be ready for distribution by Fall 2016.

Goal 4.4: Expand the list of registered volunteers.

* Method: Create procedures for recruiting, training, utilizing, and rewarding volunteers. Recruit volunteers at the Dillsboro Pottery Festival, Mountain Heritage Day, and through the web site.
* Responsible party: Volunteer Committee.
* Benchmark: Expand and significantly increase volunteer participation at educational events, fundraising activities, and workdays.