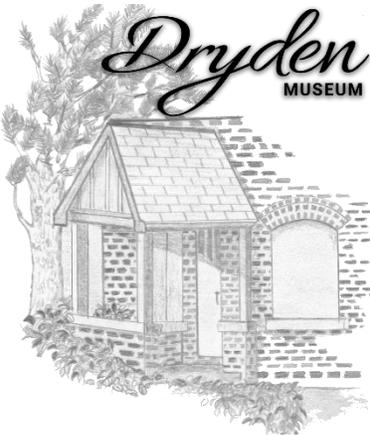


DRYDEN & DISTRICT MUSEUM STRATEGIC PLAN 2020-2023



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INTRODUCTION

CITY OF DRYDEN

The City of Dryden is centered along the Trans-Canada Highway, approximately equal distance between Thunder Bay, Ontario and Winnipeg, Manitoba. According to the 2016 Census, Dryden's population is 7,749.

Settlement in Dryden began in 1895 following a railway stop by Ontario's Minister of Agriculture, John Dryden. An experimental farm was started, and advertisements were placed throughout southern Ontario to develop the new agricultural area, sometimes referred to as New Prospect.

In 1910, the area was incorporated as the Town of Dryden. Following an amalgamation with the township of Barclay in 1998, the town became known as the City of Dryden.

THE DRYDEN & DISTRICT MUSEUM'S HISTORY

The idea for a local museum came about during the Town of Dryden's 50th anniversary celebrations. The following three years were used to explore options for a museum. It was suggested a tourist bureau would be the ideal place for one. In April 1963, a by-law was passed to purchase land for use as a tourist bureau and museum. Artifacts started being collected in 1964.

The museum was operated by volunteers until 1977 when a curator was hired. In 1979, the Town of Dryden established its first Board of Museum Management. Soon the space limitations were noticed, and exploration of a new facility began.

The Hambleton House, 15 Van Horne Avenue, was chosen. The museum opened in the new location, unofficially, in 1987. The official opening took place on June 30, 1988.

WHO WE ARE

VISION STATEMENT

The Dryden & District Museum will contribute to a vibrant community by preserving, promoting, and sharing history, arts, and culture.

MISSION STATEMENT

The Dryden & District Museum will preserve our ongoing history and engage the community by sharing knowledge and experiences.

PLANNING PROCESS

Our strategic plan was developed over a six-month period in 2019. Museum staff worked with a Strategic Planning Team comprised of the Manager of Community Services, the Museum Advisory Board, Museum volunteers, community partners.

- June – The Strategic Planning Team met to examine current services offered by the Museum in a Start, Stop, Continue exercise, as well as the completion of SWOT (Strengths, Weaknesses, Opportunities, and Threats) and PEST (Political, Economic, Social, Technological) analysis.
- July – A public survey was developed.
- August – The survey was made available to the public.
- September – The survey results were compiled, and an Open House was organized for additional consultation.
- October – Results of the survey were discussed with the Strategic Planning Team to aid in developing objectives and goals.
- November – A draft plan was completed and shared with Strategic Planning Team for input and/or identify changes needed.
- December and January – Final plan completed and presented to City Council. New plan made available at the Museum and on the Museum’s website.

The following tables include the museum’s workplan in order to achieve the four goals that were established:

- Promoting Visibility – To engage the community, visitors, and local organizations
- Sharing Experiences – To discover our stories
- Preserving Assets – To sustain our facilities and collections for long-term enjoyment
- Managing Resources – To ensure a sustainable organization

***Note: In the following tables Museum staff refers to the Museum and Heritage Coordinator, as well as potential summer students or interns

GOAL: PROMOTING VISIBILITY

→ TO ENGAGE THE COMMUNITY, VISITORS, AND LOCAL ORGANIZATIONS

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
Create a greater presence in the community	Self-guided and guided walking tour of downtown	Downtown walking tour will be added to museum website Tours will be led monthly during Spring, Summer and Fall	2020	Museum and Heritage Coordinator Printed tour booklet
	Look for partnerships to create pop-up exhibits outside of the museum	At least one pop-up exhibit will be created each year	2020-2023	Museum and Heritage Coordinator Space for exhibits
	Participate in outreach events hosted by community organizations	The museum will participate in events such as National Aboriginal Awareness Day, Dryden Days of Summer, etc.	2020-2023	Museum staff Museum Advisory Board
Explore other social media platforms	Discuss option with IT Department and create distinct 'personality' for different site i.e. Instagram features behind the scenes photos	New social media pages will be created	2020-2021	Museum and Heritage Coordinator
Wayfinding signs	Explore possibility of installing wayfinding signs within Dryden city limits	Signs will be installed	2021-2022	Museum and Heritage Coordinator

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
				Economic Development Manager
Engage with visitors and members	Short surveys for visitors while at the museum	Surveys will be occur biannually	2020-2023	Museum staff Museum Advisory Board Print survey and/or digital survey
	Create program evaluation forms	Program evaluation for school groups and workshops will be distributed for each program	2021-2023	Museum staff
	Establish an annual member only event	An annual event will be created	2020-2023	Museum staff Museum Advisory Board Identify portion of annual Public Relations budget for event expenses
Remain engaged with Sunset Country Museum Network	Attend biannual meetings	Meetings will be attended by Museum and Heritage Coordinator and at least one Board member	2020-2023	Museum and Heritage Coordinator

GOAL: SHARING EXPERIENCES

→ TO DISCOVER OUR STORIES

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
Develop a 3-year exhibit plan for temporary gallery	Develop exhibit proposals for in-house exhibits	The topics and scheduling for exhibits produced in-house will be decided	2020-2021	Museum and Heritage Coordinator Operational budget for exhibits
	Contact organizations for travelling exhibit availability and cost <i>Depending on travelling exhibit fees, apply for MAP grant</i>	Travelling exhibits will be booked and loan agreements will be signed <i>Funding applications will be successful</i>	2020-2022	Funding i.e. Museum Assistance Program
	Work with community partners on community curated exhibits i.e. Open Roads, The Dryden Artists' Association	Confirm with community exhibitors the time frame of exhibits	2020-2023	Museum and Heritage Coordinator Community partners
Increase educational programs for schools	Develop set programs to be done at the museum	There will be an increase in school groups visiting the museum annually	2020-2022	Museum staff Volunteers Community partners Operational budget for interpretation and education

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
	Create educational kits classes can rent	At least three educational kits will be created, and schools will begin renting kits	2020-2022	Museum staff Volunteers Community partners Operational budget for interpretation and education
Enhance Exhibit Experience	Create a tour booklet for the permanent exhibits	A booklet will be created visitors can use when touring the museum to add interpretative content	2020	Museum and Heritage Coordinator Research of artifacts
	Add more exhibit labels	At least 5 labels will be added to each vignette in the permanent exhibits	2020-2021	Museum and Heritage Coordinator Volunteers Research of artifacts
	Add more local content	Local content will be added to each vignette in the permanent exhibits	2021-2022	Museum staff Volunteers
Increase accessibility of collection to researchers	Create a partnership with the Dryden Public Library and Genealogical Society to digitize the Dryden Observer	Newspapers will be made available online	2020-2022	Museum and Heritage Coordinator Community Partnerships Funding ie Documentary Heritage Community Programs, Rotary Grant, and Moffat Family Fund

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
	Have some of the archival collection available online Documents available digitally	Photographs will be available on the museum's website as well as a list of the research material available at the archives	2020-2023	Museum staff Volunteers Funding
	Advertise to museum members and Genealogical Society regarding appointments to do research at the museum	Continue to have 'Collections and Research' section on the museum's website. Information will be included in the museum newsletter and in social media posts	2020-2023	Museum and Heritage Coordinator
	Work with the Dryden Public Library to raise awareness of local history collections at both organizations	A list of research material available at each location will be exchanged	2020-2022	Museum and Heritage Coordinator Partnership with Dryden Public Library
Identify audio/visual technologies to add to exhibits	Add ambient music	Music will be added in both the temporary and permanent exhibit to help make the museum more welcoming as well as add to the interpretation of exhibits	2021-2023	Museum and Heritage Coordinator Museum Advisory Board Fundraising Funding
	Identify existing or new technologies that would support delivery of interpretive component of exhibits	Technology will be purchased, and content will be developed to include for visual/audio aids	2021-2023	Museum staff Community Partners Museum Advisory Board Fundraising Funding

Objectives	Tasks	Outcomes/Evaluation	Time Frame	Resources
List of Goals	What do we need to achieve the goals?	How will we identify the success?	When do we need to complete the tasks?	What or who can help complete the tasks?
Complete accurate and objective research	Research will be conducted for exhibits produced in-house and for education programs	Exhibits and programs will be designed using research from primary and secondary sources	2020-2023	Museum staff Volunteers

GOAL: PRESERVING ASSETS

→ TO SUSTAIN OUR FACILITIES AND COLLECTIONS FOR LONG-TERM ENJOYMENT

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources Who or what are needed to complete the tasks?
Meet conservation requirements to preserve the collection	Continue to record temperature, relative humidity, and lux measurements	Information will be recorded daily	2020-2023	Museum staff
	Include artifact handling and storage training for new volunteers	Trained volunteers will be able to safely handle artifacts with minimal staff supervision	2020-2023	Museum and Heritage Coordinator Volunteers
	As artifacts are accessioned a condition report will be completed	All recent donations will have a complete condition report with their catalogue record	2020-2023	Volunteers
Complete outstanding projects in the archives	Complete registers and enter registers into PastPerfect	Outstanding projects identified by Archival Coordinator will be completed	2020-2022	Volunteers Museum staff
Start a collections inventory	Enter information from ledgers into PastPerfect	Entire collection will be entered into PastPerfect	2020-2023	Volunteers
	Section by Section inventory of artifacts in collection storage at the museum and in the permanent exhibits	Inventory will be completed for museum storage before and after collections storage re-org Inventory started by a museum summer student will be completed of	2020-2021 2022-2023	Museum staff Volunteers Museum staff Volunteers

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources Who or what are needed to complete the tasks?
		artifacts in the permanent exhibit		
Collections Storage Re-Org	Complete evaluation of space and a Museum Assistance Program grant application (done 2019)	Grant will be successful, and project can proceed	2020-2021	Museum staff Volunteers MAP Grant Contribution from bequest
Accession backlog of donations	'How To' Guide for accessioning and for PastPerfect	Artifacts will be accessioned into the Museum's permanent collections and stored following museum standards	2020-2023	Volunteers Museum Staff
Address challenges with the digital age	Digital collection policy	A policy will be completed and approved by the Advisory Board	2020	Museum and Heritage Coordinator Museum Advisory Board Available online resources
	Professional development re: copyright and permissions of use	Museum staff will have a better understanding regarding copyright law in Canada	2020	Museum and Heritage Coordinator Online training Training budget
	Investigate establishing a research fee	A decision will be made if the museum should begin charging a research fee; if	2020-2021	Museum and Heritage Coordinator

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources Who or what are needed to complete the tasks?
		yes, it will be included in fee schedule for 2021 consulting other regional museums		Museum Advisory Board
Address aging building structure	Create a long-term facility and building maintenance plan	A long-term plan will be created	2020-2023	Manager of Community Services Museum and Heritage Coordinator
	Repairs to eaves and fascia	Capital budget allocations toward museum improvements Eaves and fascia will be repaired	2020	Manager of Community Services Museum and Heritage Coordinator Contractors Capital budget allocation
	Improve accessibility of museum entrance	Successful grant application Walkway and vestibule will be rebuilt to meet accessibility standards	2020-2021	Manager of Community Services Museum and Heritage Coordinator Contractors Capital budget allocation Capital contribution from bequest Funding i.e. Enabling Accessibility
	Complete repairs to grounds	Repairs will be completed to prevent future water	2020	Museum and Heritage Coordinator

Objectives List of Goals	Tasks What do we need to achieve the goals?	Outcomes/Evaluation How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources Who or what are needed to complete the tasks?
		damage in the museum basement		Manager of Community Services Contractors Allocated grounds maintenance budget
Explore options to add an additional work area	Discuss with IT department the option of having a laptop at the museum Mock-up floor plans to re-arrange the Friendship room	At least one additional work area will be created to accommodate volunteers and/or contract staff	2020-2021	Museum and Heritage Coordinator

GOAL: MANAGING RESOURCES

→ TO ENSURE A SUSTAINABLE ORGANIZATION

Objectives List of Goals	Tasks What do we need to achieve the goals?	Success Criteria How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
The Museum follows a Vision Statement and objectives outlined in the Mission Statement.	The Museum Advisory Board will work with the Museum and Heritage Coordinator in an advisory capacity for the museum to ensure vision and mission statements are met	The Museum Advisory Board will meet at least 8 times a year.	2020-2023	Museum Advisory Board Museum and Heritage Coordinator
	Provide an orientation package with museum policies and exhibit plan to new Board members	New Board members will be knowledgeable about museum procedures and their role	2020-2023	Museum and Heritage Coordinator
Maintain a vibrant Board and volunteer base	Advertise on social media and in museum newsletters when new Board members are needed	The vacancies on the board are filled	2020-2023	Museum and Heritage Coordinator City of Dryden (advertise for board recruitment following a municipal election)
	Continue to advertise on social media and in museum newsletters regarding opportunities to volunteer at the museum	The museum will have an increased number of volunteers Volunteers enjoy volunteering at the museum and continue with the museum	2020-2023	Museum and Heritage Coordinator

Objectives List of Goals	Tasks What do we need to achieve the goals?	Success Criteria How will we identify the success?	Time Frame When do we need to complete the tasks?	Resources What or who can help complete the tasks?
Seek additional funding from available grants	Identify projects, priorities, and staff requirements	A list of projects will be made with the Museum Advisory Board	2020-2023	Museum and Heritage Coordinator Museum Advisory Board
	Research and apply for grants	Applicable grants will be identified, and applications will be submitted.	2020-2023	Museum and Heritage Coordinator Budget allocations for contribution required by the museum Fundraising
Explore a “Friends of the Museum” concept to increase local interest and support	Investigate concept of a “Friends” group and what their contribution to the museum would be; consult with local and regional organizations that have a “Friends” group	If there is interest, a “Friends of the Museum” forms; if there is not interest, investigate other options for additional fundraising	2020-2023	Museum staff Volunteers
Develop Risk Management Plans	Update existing disaster plan, consult with Dryden Fire Department	Disaster plan is updated	2020-2022	Museum and Heritage Coordinator Manager of Community Services Museum Advisory Board
	As there is only one staff, develop contingency plan regarding staffing emergency	Succession plan is in place for the Museum and Heritage Coordinator	2020-2021	Museum and Heritage Coordinator Manager of Community Services

Objectives	Tasks	Success Criteria	Time Frame	Resources
List of Goals	What do we need to achieve the goals?	How will we identify the success?	When do we need to complete the tasks?	What or who can help complete the tasks?
				Museum Advisory Board
The museum will follow City of Dryden policies to meet legislative requirements	Update staff, Board, and volunteers regarding policy changes	Required authorization of understanding will be signed	2020-2023	Museum and Heritage Coordinator Museum Advisory Board Volunteers
	Provide a health and safety orientation to new Board members and volunteers	Volunteer Health & Safety Checklists will be submitted to the Health & Safety Coordinator	2020-2023	Museum and Heritage Coordinator Museum Advisory Board Volunteers