



HOWLAND STONE STORE MUSEUM

2956 ROUTE 34 B – SHERWOOD
BOX 124 AURORA, NEW YORK 13026
www.HowlandStoneStore.org

A STRATEGIC PLAN FOR FUTURE GROWTH

Vision Statement: Share the historic contributions of Sherwood’s past to inspire current and future generations.

Mission Statement: The Howland Stone Store Museum promotes an interest in, and appreciation of the cultural heritage of Southern Cayuga County, with particular interest in Sherwood and its environs, for the education and enjoyment of the public. To accomplish its purposes, the organization shall preserve and maintain (an) historic site(s) and structure(s), preserve and make available for study objects of material culture, and sponsor and encourage programs and exhibitions reflecting the scope of its nationally significant collections related to abolition, women’s rights and education.

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**Guidelines for Implementation:** To implement the above Vision and Mission Statements, the following should be addressed by the Howland Stone Store Museum Board.

1. The Howland Stone Store Museum (HSSM) seeks to attract a larger audience to view its exhibits, attend its programs, and learn about the significance of Sherwood and its residents in local, state and national history. To achieve this, the HSSM should:
  - Increase exhibit space, including areas dedicated exclusively to exhibits
  - Have meeting space to accommodate seventy-five to one hundred people

- Identify and market to potential audiences
  - Plan programming to attract a larger and more diverse audience
  - Plan more family-oriented activities and exhibits
  - Increase attendance of local students/school groups
  - Promote the significance of items in our collection, particularly the Women's Rights posters—for protection of this collection, *better security must precede this step*
  - Promote the museum programming, including development of a program brochure
  - Increase our web presence so that a wider audience may know about our collection, and so that some items of our collection are available for long-distance viewing via the web
  - Collaborate with local historic groups, museums, and tourism organizations to increase awareness and to share outreach events and ideas
  - Increase number of hours/days museum is open to the public
  - Increase membership
2. To better protect and preserve its collection of local, state, and national significance, the HSSM should:
- Provide appropriate security for the collection, for both storage and exhibit areas
  - Provide proper climate control for the best long-term preservation of the various types of items in our collection
  - Determine and provide ample and appropriate storage and exhibit space for the various types of documents, photographs, and artifacts
  - Provide space to increase the collection as appropriate items become available
  - Develop and implement a Collections Management Policy following accepted museum standards and practices
  - Develop a plan for proper preservation of significant items within our collection
  - Provide periodic review of the contents of our collection
3. To facilitate the above procedures for better care of our collection, and to provide better access to items in our collection, the HSSM should:
- Have office space where staff and volunteers can do their work: manage collections, prepare exhibits, service requests for information
  - Have work space, outside of secure storage areas, where researchers can work without interfering with museum operations, or the security of the collections
  - Further develop record keeping, accessioning, and a filing system to have better access to the items in our collection

- Make portions of our collection available in digital format, for display purposes, for easier access to the public, and for preservation and protection of sensitive original documents in our collection
  - Develop a plan for emergency procedures in the event of fire, flood, or other disasters
4. The HSSM should seek to provide the following amenities in order to accommodate staff and Board and to attract visiting public:
- A large meeting room
  - Secure exhibit area with rest spaces (seating)
  - Public rest room(s)
  - Handicap accessibility to the exhibit and meeting areas
  - Adequate off-the-road parking
  - Small kitchenette with running water, counter space, refrigeration
5. The HSSM must work toward more effective governance and structuring of our organization. To achieve this, it should:
- Initiate/implement a sound budget process, including development of income sources, to maintain fiscal stability and growth
  - Create job descriptions/handbooks for officers, board members, curators, docents, and other designated volunteers and staff
  - Create a committee structure to evaluate and make recommendations to the Board on issues such as budget/spending, building care, collections management, and education /programming (These groups could include current Board members, former Board members, and interested community members.)
  - Provide a dedicated location for the records of the organization
6. The HSSM should give careful consideration to having paid staff to achieve its broader goals.
7. The HSSM should explore collaboration with other organizations in the sharing of common building/facilities.