



Museum Strategic Plan

2022-2026



MUSEUM

STRATHROY-CARADOC

Discover Our Story!

34 Frank Street
www.strathroymuseum.ca

Strategic Plan Overview

Introduction.....	3
Guiding Principles.....	4
Vision & Mission.....	4
Strategic Direction.....	5
Engagement.....	6
Experience.....	7
Partnership.....	8
Collection.....	9
Resources.....	10
Conclusions.....	11
Acknowledgments.....	11

Introduction

The creation of Museum Strathroy-Caradoc's Strategic Plan for the period of 2020-2024 was delayed due to the unforeseen circumstances of COVID-19. As such, the new and revised Strategic Plan will be for the period of 2022-2026, after which it will be revised to reflect current trends, and new goals and objectives will be set to reflect the Museum's needs moving forward.

A number of significant projects and events have occurred in the past seven years. In March of 2020 the Museum closed due to the global pandemic COVID-19. The shutdowns brought forth new projects, construction in 34 Frank St. and periodic staff layoffs. Staff continued to engage the public through the development of heritage walking tours, developing at home material, and an increase virtual presence. Additionally, the construction in the building from 2020-2021 saw many new changes, including the loss of the Art Space and the addition of a new programming space. These changes resulted in the Art Space track relocated into the Museum gallery for hanging items, and a different working relationship with local artists and the Art Group. This relationship continues to be defined as COVID-19 saw the closure of 34 Frank St. and the Museum. The construction of a new programming space has been a great addition, allowing for new programs for children and adults. The success of the space will continue to rely on the positive relationship between the Municipality (Museum Strathroy-Caradoc) and Middlesex County (Strathroy Library) as the room is shared between these two organizations.

Over the next five years, Museum Strathroy-Caradoc will continue many of its ongoing projects, but will look for new opportunities to enhance our role in the community and revitalize our services. Museum Strathroy-Caradoc's Strategic Plan describes the direction the Museum will follow to ensure the organization achieves its vision, mission, goals and objectives. The tactics to be used to achieve these goals are broken down into Short, Medium, and Long Term categories. While many tactics are continuously ongoing, the Short term is estimated to be completed in the next year, Medium within 2-3 years and Long in the next 4-5 years. The plan will be reviewed twice a year by the Museum Advisory Committee and staff, to ensure progress is moving forward. The plan was created by the Museum Advisory Committee with the support of municipal staff.

This five-year Strategic Plan was developed to optimize opportunities, enhance and develop programs and services that increase the Museum's profile, and most importantly, ensure the long-term viability and vibrancy of the Museum. The plan summarizes key projects and goals to be addressed over the next five years and will identify and promote strategies that are essential in achieving the objectives of the Museum and the Municipality.

Guiding Principles

The following guiding principles were used to shape the Strategic Directions of the Museum Strathroy-Caradoc Strategic Plan:

- Maintain high levels of community satisfaction and enhance the visitor experience;
- Reach a diverse audience through marketing efforts and profile building;
- Increase the community's knowledge of the natural and cultural heritage of Strathroy-Caradoc – tell our story;
- Continue to be relevant to future generations;
- Be recognized as an investment in our community's heritage and culture;
- Be a provincially recognized leader for successful community museums;
- Build upon the Museum slogan – “Discover Our Story”

To provide a framework for future planning and operation of Museum Strathroy-Caradoc, the following vision and mission statements were retained as part of the planning process, inspired by the museum slogan ***Discover Our Story***.

Vision

To Encourage the
Discovery of Our Story

Mission

Preserve the past
Share the experience
Engage the community

Strategic Directions

Engagement Ensure that the museum remains relevant, engaging, and accessible in the years ahead.

Experience Create and deliver great experiences through diverse exhibitions, programs, events, and material.

Partnership Develop partnerships that increase community involvement and support in the museum.

Collection Develop and maximize the value of our heritage collection.

Resources Manage our resources efficiently and effectively.

Stefan Aguirre @Railok · 7h
 @strathroymuseum Gabriella, 12 years old, asks: "What is the most beautiful object in your collection?"

Strathroy Museum
 @strathroymuseum

Replying to @Railok

Hi Gabriella! We have a lot of beautiful objects in our collection - one of my favourites is this gold & pearl decorated egg.

#AskACurator



9:07 AM - 13 Sep 2017

🗨️ 📌 ❤️ 📺



Engagement

Goal: Ensure that the museum remains relevant, engaging and accessible in the years ahead.

Strategies:

- Provide new, exciting, and relevant exhibits, programs, and events.
- Improve visibility of the Museum through various marketing strategies.
- Provide affordable services.

Tactics:

Short Term

- Engage new and diverse artists.
- Enhance communication to local schools through exhibit promotional packages and classroom outreach visits.
- Continue to aim to display curriculum-based exhibits during school months (exhibition periods of January – April and September – December) to capitalize on potential school tours.
- Reinstating and revitalizing of Museum Insider.
- Enhance interactive components (audio, touch-screen, etc.) in exhibition space.

Medium term

- Development of signature event, for example a Heritage Fair.
- Enhance directional signage/banners signifying the cultural district of the community and the location of the museum.
- Utilization of municipal message board signage at the Fair Grounds Recreation Complex and Strathroy Fire Hall locations.
- Modernize Museum logo, solidify branding and identity.
- Re-design and modernize museum brochures.

Long Term

- Develop a strategy for regular historical publications, coordinating with exhibit development.
- Provide online material for members of the public to access.
- Facilitate the development and production of public art installations throughout the community.
- Continue to develop YouTube series.



Experience

Goal: Create and deliver great experiences through diverse exhibitions, programs, events, and material.

Strategies:

- Provide unique experiences that engage and inspire visitors.
- Continuous rotation and development of new exhibitions and interpretive displays, programs and activities, tours and events.

Tactics:

Short Term	Medium term	Long Term
<ul style="list-style-type: none"> • Add a workstation for staff/volunteers at the front desk, allowing better access to visitors and a more welcoming entrance. • Expand and enhance Middlesex Heritage Trail Signage program. • Enhance interactive components (audio, touch-screen, etc.) in exhibition space. • Create gift shop and include items made by local artists. • Continue to bring in relevant and modern traveling exhibitions. 	<ul style="list-style-type: none"> • Enhance educational component (programming, workshops, lectures, outreach, PD Day, etc.) • Expand and enhance long-term or re-occurring programs and events for multiple age groups. • Create new material for at home engagement. • Incorporate interpretation to the aquarium feature. • Create a more enticing donation bin. • Purchase new mannequins and display mounts for exhibition development. 	<ul style="list-style-type: none"> • Develop a “Visiting Artist” residency program to bring professional artists to Strathroy on an annual basis, producing work and facilitating workshops at the Museum. • Develop new traveling exhibition to enhance the museum’s standing and exposure. • Development of new online exhibitions and content.



Partnership

Goal: Develop partnerships that increase community involvement and support in the museum.

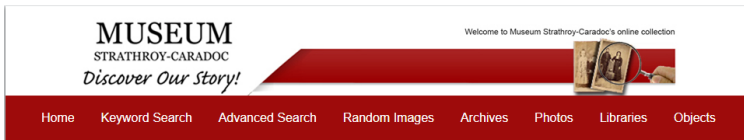
Strategies:

- Retain and develop partnerships within the Municipality, including businesses, media outlets, community organizations, charities, etc.
- Retain and develop partnerships with local Indigenous Communities.
- Retain and develop partnerships other museums and heritage community.

Tactics:



Short Term	Medium term	Long Term
<ul style="list-style-type: none"> • Enhance partnerships with local elementary and secondary schools to facilitate student engagement. • Ensure the Museum continues to represent the entire Municipality in its efforts to preserve, document and interpret our story and neighbouring communities that influenced its development. • Retain and develop partnerships with local Indigenous Communities through programs, exhibit content, and sharing of resources. 	<ul style="list-style-type: none"> • Establish partnerships with post-secondary institutions to provide opportunities for internship placement. • Evaluate and enhance volunteer program. • Participate in Regional and Local Tourism Strategy. • Revitalize the Museum exhibit Corporate Sponsorship campaign. 	<ul style="list-style-type: none"> • Re-evaluate SydenhamDiscovery.ca and develop long term plan for the site and display. • Clarify working relationship with the Museum Foundation and establish mutual fundraising priorities (immediate needs vs. future needs).



Collection

Welcome to our Online Collections Database!

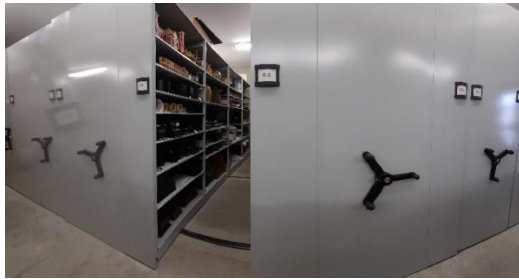
Tips for Searching

Keyword Search

The **Keyword Search** button allows you to perform a general search across multiple fields for any catalog records online. Keyword searches use OR as the default connector between words (e.g. a search for Hanley Ranch will return records associated with Hanley OR Ranch). If you want to find records where both keywords are found, type in AND between the two words. To search for a specific phrase, be sure to put the phrase within quotes (e.g. "Rocky Pine Ranch"). You can also use the asterisk (*) as a wildcard (e.g. a search for histor* would come up with records containing history, histories, historical, etc.). Searches are not case sensitive.

Advanced Search

The **Advanced Search** button can help you be more specific with your search. You can search for a word or phrase within a particular search category or



Goal: Develop and maximize the value of our heritage collection.

Strategies:

- **Protect our heritage collection through conservational technics.**
- **Provide research opportunities.**
- **Provide public access to the collection.**

Tactics:

Short Term	Medium term	Long Term
<ul style="list-style-type: none"> • Enhance heritage collection related to the communities of Melbourne and Mount Brydges. • Development and relaunch of behind the scenes tours. • Assess and investigate new database management systems. 	<ul style="list-style-type: none"> • Continue to develop its collection in a focused manner by specifically identifying and addressing gaps within the collection. • Utilize video format (YouTube, etc.) to provide a behind-the-scenes look at the Museum Collections Storage facility and artifact highlights. • Re-organize and maximize existing storage space. 	<ul style="list-style-type: none"> • Space for photography of artifacts and items, lighting, etc. • Structural updates to the collections building. • Inventory and assessment of collection.



Resources

Goal: Manage our resources efficiently and effectively.

Strategies:

- **Investment in professional development.**
- **Become more active and visible in other municipal events.**
- **Seek new opportunities and resources.**

Tactics:

Short Term	Medium term	Long Term
<ul style="list-style-type: none"> • Increasing efficiency in fundraising: finding potential sources of funding for events through grant writing, corporate sponsorship, events, targeted fundraising campaigns, etc. to reduce overall costs. 	<ul style="list-style-type: none"> • Work with the Municipality's Human Resource Department on the implementation of a Volunteer Strategy to support the priorities of the Museum as part of a broader municipal plan (including volunteer recognition). • Acquire new staff dedicated to programming and education (intern, students, part-time, or full-time). 	<ul style="list-style-type: none"> • Formation of a grant sub-committee/task force as part of the Museum Advisory Committee, with the purpose of identifying and applying for grant opportunities that support the implementation of the Strategic Plan.

Conclusion

This five-year Strategic Plan for Museum Strathroy-Caradoc is developed to optimize opportunities, drive community engagement, enhance and develop the Museum's services, and ensure its long term viability. It is also intended to support the priorities of the Municipality of Strathroy-Caradoc, and to promote and preserve the community's heritage.

Museum Strathroy-Caradoc will strive to achieve the above noted Strategic Directions as part of an overall plan for the future of the Museum. The recommendations of this Strategic Plan will serve as the guiding work plan for staff, volunteers, Museum Advisory Committee and Council.

Acknowledgments

Thank you to the many residents who took time to share their views on what they like most about the Museum Strathroy-Caradoc and what needs to improve. From the types of exhibits and programs, to general interests and opinions for what is needed to improve the access to the community's heritage, everything was reviewed and this feedback drove the development of this Strategic Plan. Thank you also to community groups who shared the survey and contributed ideas.

Thank you to employees, Council members and Committee members who shared their views and ideas. The service and dedication of those involved are fundamental to the museum's success. Together with employees and the community, we have established a long-term vision and a road map for the Museum Strathroy-Caradoc.

Appendix A – Future Exhibition Plan

Future Exhibits	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2022												
All Aboard												
Art Group Art Show												
The Life & Legacy of General Sir Arthur Currie												
Museum Strathroy-Caradoc: 50 Years and Counting												
Community Art Show												
Space to Spoon (travelling exhibition)												
2023												
Space to Spoon (travelling exhibition) (CONTD)												
Art Show												
Summer Fun: Summer Activities in Strathroy-Caradoc												
Travelling Exhibition												
2024												
Students Art and History												
Buildings of Strathroy-Caradoc: Through the Architects Lens												

Future Exhibits	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Early Hollywood: The Strathroy Connection						■	■	■	■			
Art Show										■		
Strathroy Cenotaph: Honouring the Centennial 2025											■	■
Travelling Exhibition	■	■	■	■								
Community Art Show					■							
Food Culture of Strathroy-Caradoc						■	■	■	■			
Community Forest: The “Family” Tree of Strathroy - Caradoc and Beyond 2026										■	■	■
Travelling exhibition	■	■	■									
Art Show				■								
Build and Play					■	■	■	■				
Dentistry & Barbers: The Not So Odd Connection									■	■	■	■

This plan is subject to change based up new interest and topics in the community, such as local excavation projects or the passing of Queen Elizabeth II. Museum Strathroy-Caradoc will also aim to display curriculum-based exhibits during school months (exhibition periods of January – April and September – December) to capitalize on potential school tours. General interest/community-based exhibits will be scheduled during the summer exhibition period (May - August).