

## **Baker Heritage Museums**

### **Strategic Plan**

2480 Grove Street, Baker City OR 97814 (Baker Heritage Museum)

2305 Main Street, Baker City OR 97814 (Adler House Museum)



### **MISSION STATEMENT**

Baker Heritage Museums preserve, interpret, and share Baker County's historic objects and archives. With focus, we provide hands-on learning for all ages and maintain robust and powerful exhibits that inspire exploration of our rich cultural heritage.

### **VISION STATEMENT**

Baker Heritage Museums will continue to be recognized as places that strengthen the fabric of our community and build bridges connecting visitors to our past and future.

**We will focus our efforts on:**

1. Collections
2. Facilities
3. Organization Structure
4. Funding
5. Visitor Experience
6. Expanding Partnerships

1. COLLECTIONS: develop and implement a standard management system for *mission-related* historic objects and archives

A. Preservation

- I. develop a strategy for executing preservation goals.
- II. formulate a database of regular maintenance and long-term preservation goals and concerns
- III. Continue to proactively reference the museums' preservation database for upcoming volunteer work, off-season projects, and funding or grant opportunities – incorporate preservation goals with other projects and goals

B. Use

- I. periodically update exhibits
- II. enhance interpretation throughout the museum
- III. create hands-on experiences

C. Storage

- I. expand storage capacity
- II. evaluate of current storage practices and determine priority re-organization projects with available volunteers
- III. Strive to apply industry-standard storage practices for the museums' collections and future acquisitions

D. Situational Acquisition

- I. evaluate and acquire objects that are appropriate to the needs of BHM
- II. implement the inventory strategy for organizing collections and completing backlog of registrar (incoming artifact management) work;
- III. complete all accessioning backlog. (written strategy and updated backlog by Dec 31, 2025).

2. FACILITIES: maintain an inviting environment – establish a multi-year maintenance schedule and pursue funding. Strive for industry standard of nationally accredited

museums.

- A. our facility both complements and enhances our exhibits
    - I. interior paint receives regular off-season touch-ups
    - II. aesthetic interior or exterior projects list is examined for upcoming grant, funding, or staffing opportunities
  - B. safety standards are met or exceeded
    - I. regular safety checks are performed with an emphasis on pre-opening checks, including fire extinguishers and alarms
    - II. fire and emergency protocol are known to volunteers and staff
  - C. efficiency
    - I. assess concerns for environmental and financial sustainability
  - D. structural integrity
    - I. actively monitor facilities
    - II. periodic maintenance plan is developed to ensure routine checks and repair work
  - E. physical comfort (clean, restrooms, temperature)
    - I. accessibility is planned at the beginning of all facilities projects
    - II. existing systems (plumbing, HVAC, electrical, lighting, etc.) will receive upgrades or be replaced.
3. OUR ORGANIZATION: Strengthen the museums' governing foundation by developing, maintaining, and sustaining dynamic, viable, evolving leadership
- A. the Museum Commission is active, committed and forward-thinking
  - B. paid staff is skilled, committed, and competent
  - C. unpaid staff individuals (volunteers and interns) are knowledgeable, committed, reliable, and willing to learn
  - D. continue to improve volunteer management plan with annual volunteer feedback surveys.
  - E. support groups are goal-oriented and align with museum objectives
4. FUNDING: implement strategies to sustain and grow revenue through careful planning and management
- A. Maintain a realistic and effective annual budget
  - B. Increase revenue by 5% overall each year
  - C. Maintain revenue sources through
    - I. sponsorships (corporate, planned giving)
    - II. Annual Appeal
    - III. Friends of Baker Heritage Museum
    - IV. admissions
    - V. donations (memorial, visitors)
    - VI. grants

- VII.events / rental fees
- VIII.endowment
- IX.County operational support

5. VISITOR EXPERIENCE: build our capacity to provide dynamic and diverse opportunities for our visitors

A. enhance visitor experience

- I. accessibility, including blindness, low-vision, and hearing impaired
- II. information and interpretation (signs)
- III.English as a Second Language (ESL) or English as a foreign language
- IV.children’s learning and experience
- V. adult learning experiences
- VI.Develop historical and culturally specific exhibits relative to their historic and current presence in Baker County

B. education

- I. interpretation and information – improve the exhibit signage throughout the museum
- II. advocate for museum tours in schools throughout the state and region
- III.events – continue topical presentations open to the public
- IV.programs – develop and strengthen the children and adult education programming
- V. strengthen interpretation for the Adler House and Baker Municipal Natatorium buildings

C. research

- I. continue to provide archival information to the public
- II. provide assisted access to archive (documents and photographs) database to visitors with research interests and appropriate protocols
- III. Update and reorganization of library for accessibility

6. Expanding Partnerships and Marketing

A. increase community ownership

- I. through financial, operational, and strategic transparency
- II. promoting inclusion and equity in volunteer work and historical interpretation; celebrate cultures, invite special interest groups
- III.maintaining relevancy in exhibits and interpretation through incorporation of contemporary themes and elements, including disputed or challenging topics (eg. immigration, inequality, wildlife management / reintroductions)

B. public outreach and public relations (locally, regionally, on-line)

- I. create marketing strategies and goals for promoting the museum locally, regionally, and statewide
- II. Connect with interest groups and community members to better utilize

museum spaces

III. online experience

- a. improve our online presence by website upgrades (updates, redesign)
- b. increase the visibility and awareness of the Baker Heritage Museums

IV. actively coordinate with partners including but not limited to

- a. Local School Districts
- b. Visitor and tourism associations
- c. Chambers of Commerce
- d. Leo Adler Foundation
- e. Historical, Cultural, and Natural Museums and Historical Societies (such as; National Historic Oregon Trail Interpretive Center, Crossroads Art Center, Baker Historical Society, Union County Museum, Sumpter Municipal Museums, Haines Museums)