

**Cable Natural History Museum
Strategic Plan
2014 – 2017**

Approved by the Cable Natural History Museum Board of Directors on August 15, 2014

Mission

The Cable Natural History Museum connects people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility.

Vision

We will be a trailhead, a community hub, and a regional destination with universal appeal. We inspire people toward stewardship of the environment and improve their lives.

Strategic Initiative Areas

*Financial Stability
Sufficient Staff
Value to Community*

*Accreditation
Collection Utilization*

Introduction

The mission of the Cable Natural History Museum (CNHM) is connecting people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility. The CNHM serves residents and seasonal visitors of the five counties in northwestern Wisconsin (Bayfield, Douglas, Ashland, Sawyer, and Washburn). This area (5,895.3 sq. mi.) is primarily rural, encompassing large portions of the Chequamegon-Nicolet National Forest and more than 750,000 acres of state and county forest land.

The CNHM received almost 10,000 visitors in 2013. Summer vacationers and second-home owners comprise a significant number of our visitors. Over the course of a year, the Museum provides almost 200 educational programs for local residents, seasonal visitors, and community groups. In addition, over 600 students attend the Museum for class field trips focused on our annual exhibit, and Museum Naturalists present outreach programs to over 2,000 students in nine schools. These MuseumMobile programs highlight the Museum's collections, fulfill the Museum's mission, and provide hands-on collections-based content to students.

Each year Museum staff and volunteers design a theme-based exhibit for the exhibition hall. Specimens from the Museum's collections form the centerpiece of the exhibit. The exhibition hall also holds the Curiosity Center, a permanent exhibit designed especially for children. In addition, the classroom provides gallery space for a variety of rotating art exhibits by local artists and photographers, and the Wisconsin Junior Duck Stamp Contest.

Additional outreach is provided through a weekly newspaper column called "Natural Connections" that highlights seasonal changes, challenges facing local flora and fauna, and ways that people can connect to

nature. Natural Connections is published in at least three area newspapers and is sent by e-mail to each Museum member.

The Cable Natural History Museum was founded in 1967, by Mary Griggs Burke, as a tribute to Mrs. Burke's mother (Mary Griggs), and as a gift to the town of Cable. Mrs. Burke was a long-time, seasonal resident of the Cable Area, with a reputation for caring for the community. Mrs. Burke said, "I am glad more people are enjoying the beauty of nature - but only if people value the land and treat it with respect can they preserve what they enjoy." The Museum's mission of connecting people to Northwoods nature through educational experiences that inspire wonder, discovery, and responsibility, relates directly to Mrs. Burke's original philanthropic vision.

In summary, for over 46 years, the Museum has provided high-quality educational experiences to people of all ages and backgrounds. Our work in promoting respect and stewardship of the natural world benefits all who come in contact with the Museum. Our area depends on the natural world to attract tourism and future generations everywhere rely on a healthy environment to be successful. It is imperative that children and adults are informed to help them understand the consequences of their actions on the natural world.

Initiative 1: Financial Stability

The Cable Natural History Museum is currently addressing a significant fundraising challenge – to raise \$357,000 before 2017, the 50th anniversary of the Museum's founding by Mary Griggs Burke and Lois Nestel. Success in generating these funds will enable the Museum staff and leadership to expand programming, enhance exhibits, improve display of specimens and care for the beautiful new facility that serves as infrastructure for all these enterprises. Funds raised in response to the *A Moment of Awe* campaign will help eliminate indebtedness remaining from construction of the Museum. This will permit the annual mortgage interest paid to be re-allocated to the high-quality exhibits, programs and services for which the Museum is well-known.

In order for the Museum to carry on its mission, it is vitally important for the Museum to be financially strong. The following strategic initiatives will contribute toward increasing financial vitality into the future:

- Eliminate the existing mortgage indebtedness.
- Increase alternative revenue from sources such as educational programs to reduce dependence on fund raising events.
- Create a new fundraising initiative that will generate an annuitized income stream with minimal staff/volunteer assistance.
- Develop a long-term planned giving program to encourage members and friends to include the Museum in their financial and estate planning. Such a program would help grow the Museum's current endowment fund in future years and provide continued supplemental revenue.

Goal: Achieve Financial Stability for the CNHM

A. **Objective:** Achieve mortgage balance of \$180,000 by 12/31/17

1. **Action Step:** Solicit Museum members for a three year pledge to *A Moment of Awe Campaign*

- a. Financial resources needed: \$150 for mailing
- b. How resources will be obtained: \$150 is built into the 2014 Development Budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income

- c. Completed by: August 31, 2014
- d. Responsibility: Board Chair and Museum Director
- e. Evaluation mechanisms/measures of success: Goal of \$180,000 reached by 12/31/17

B. Objective: Promote the White Pine Society to Museum members and inform them of the opportunity to include the Museum in their estate planning

1. **Action Step:** Create a brochure with an appropriate message to accomplish this objective
 - a. Financial resources needed: \$900
 - b. How resources will be obtained: 2015 Development Budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: December 31, 2015
 - d. Responsibility: Finance Committee and the Museum Director will provide outline for brochure with input from the Marketing Committee
 - e. Evaluation mechanisms/measures of success: Brochure completed
2. **Action Step:** Distribute brochures to appropriate members in the target group
 - a. Financial resources needed: \$200
 - b. How resources will be obtained: 2016 Development Budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: June 1, 2016
 - d. Responsibility: Museum Board and office staff
 - e. Evaluation mechanisms/measures of success: Mailing completed and 10 new White Pine memberships received

C. Objective: Increase revenue streams from alternative sources

1. **Action Step:** Increase the proportion of Museum revenue from programming to 10 percent
 - a. Financial resources needed: Will be offset by program revenue
 - b. How resources will be obtained: By increasing program fees and numbers of programs offered.
 - c. Completed by: December 31, 2017
 - d. Responsibility: Marketing & Education Committee, Museum Naturalists and Director
 - e. Evaluation mechanisms/measures of success: Increase program income to 10% of Museum revenue (now comprises 3% of revenue)
2. **Action Step:** Continue the Benefactor's Circle fundraiser on an annual basis
 - a. Financial resources needed: Budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - b. How resources will be obtained: Donor support for all expenses secured through 2017, budgeted staff (payroll) time to assist with details
 - c. Completed by: Through June of 2017
 - d. Responsibility: Finance Committee

- e. Evaluation mechanisms/measures of success: Benefactor's Circle generating \$30,000 of income each year

Initiative 2: Sufficient Staff

The Cable Natural History Museum has a creative and dedicated staff. The staff consists of the Museum Director, Naturalist/Educator, Naturalist/Curator and Office Manager/Bookkeeper. The staff works together as a team – offering each other support when necessary. If the Museum is to grow and expand offerings, we need to determine not only where we are going, but also how to plan adequate staff to maintain the professional standard expected of our institution. Perceived needs that will require exploration and creative solutions, as well as, funding sources include: a third naturalist, a full-time office manager, and summer office support.

Goal: Provide sufficient staff to carry out functions of CNHM

A. Objective: Determine future Museum needs for staffing

1. **Action Step:** Interview current staff members individually to listen to concerns and ideas for improved staffing
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: February, 2015
 - d. Responsibility: Personnel Committee (Ron Anderson, retired CFO - Aid Association for Lutherans, LJ Menzel, business owner and educator, Ralph Owen III, retired treasurer - Aircraft Industries, Mimi Crandall, retired V. P. - Wisconsin Indianhead Technical College)
 - e. Evaluation mechanisms/measures of success: Documented interviews complete
2. **Action Step:** Interview staff as a group to listen to synergistic exchange
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: February 2015
 - d. Responsibility: Personnel Committee
 - e. Evaluation mechanisms/measures of success: Completed group listening sessions
3. **Action Step:** Create spreadsheet of each staff member's skill set
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: February 2015
 - d. Responsibility: Personnel Committee and Museum Director
 - e. Evaluation mechanisms/measures of success: Completed spreadsheet
4. **Action Step:** Identify present skill gaps at the Museum
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: February 2015
 - d. Responsibility: Personnel Committee and Museum Director
 - e. Evaluation mechanisms/measures of success: Skills gap report complete
5. **Action Step:** Research staffing patterns at similar institutions across nation
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: March 2015
 - d. Responsibility: Personnel Committee

- e. Evaluation mechanisms/measures of success: Four different staffing options presented to the Board of Directors
- 6. **Action Step:** Utilize survey outcomes provided by Marketing team and determine opportunities for expanded programs and services
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: May 2015
 - d. Responsibility: Personnel Committee and Museum Staff
 - e. Evaluation mechanisms/measures of success: At last 5 new programs and services (i.e. longer hours) under evaluation, pending the availability of sufficient staffing
- 7. **Action Step:** Use information from surveys to create staffing plan to offer new programs and services
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: July 2015
 - d. Responsibility: Museum Board and Staff
 - e. Evaluation mechanisms/measures of success: Completed staffing plan
- 8. **Action Step:** Develop job description(s) if need for additional staff is determined
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: September 1, 2015
 - d. Responsibility: Museum Staff and Personnel Committee
 - e. Evaluation mechanisms/measures of success: Job description(s) completed
- 9. **Action Step:** Identify funding needs for staffing - research to determine appropriate pay scale for current staff and new staff
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: September 15, 2015
 - d. Responsibility: Personnel Committee
 - e. Evaluation mechanisms/measures of success: Pay scale report complete
- 10. **Action Step:** Present staffing proposal to Finance Committee
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: October 12, 2015
 - d. Responsibility: Personnel Committee
 - e. Evaluation mechanisms/measures of success: Finance committee approves or denies ability to fund
- 11. **Action Step:** Secure approval of 2016 budget which includes new staffing
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed

- c. Completed by: December 2015
- d. Responsibility: Finance Committee
- e. Evaluation mechanisms/measures of success: New staffing funds included in approved 2016 budget

B. Objective: Increase use of Museum Volunteers to assist the CNHM in providing programming (current volunteer hours 7,500)

1. **Action Step:** Complete volunteer skills database
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2014 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: December 2014
 - d. Responsibility: Office Manager
 - e. Evaluation mechanisms/measures of success: Database created and used validated by 1000 addition hours of volunteer time in 2015
2. **Action Step:** Develop training documents for docents, events and exhibit volunteers
 - a. Financial resources needed: \$100 plus budgeted payroll
 - b. How resources will be obtained: \$100 added to the 2015 Volunteer budget plus budgeted payroll for staff to complete tasks. 2015 budget is funded by contributions, memberships, fundraisers, program fees, Museum Shop sales and misc. income.
 - c. Completed by: March 2015
 - d. Responsibility: Katie Connolly – Exhibits, Emily Stone – Docents, Leslie Strapon – Events
 - e. Evaluation mechanisms/measures of success: Documents are used – survey volunteers on the value of training and garner additional suggestions for further training

C. Objective: Hire employees as needed, determined by expanded program and service plan above

1. **Action Step:** Create national recruitment plan
 - a. Financial resources needed: \$300 for posting jobs on websites
 - b. How resources will be obtained: \$300 will be identified in the 2015 Human Resource budget for job postings. The 2015 budget is funded by contributions, memberships, fundraisers, program fees, Museum Shop sales and misc. income.
 - c. Completed by: December 15, 2015
 - d. Responsibility: Personnel Committee
 - e. Evaluation mechanisms/measures of success: Ready to implement by December 15, 2015
2. **Action Step:** Begin recruitment process
 - a. Financial resources needed: \$200 to post ad in newspapers, \$550 for interviewee expenses, identify as a line item expense in 2016 budget at same time as request for new hire(s) is submitted to Finance Committee
 - b. How Resources bill be obtained: \$750 will be identified in the 2016 Human Resource budget for job postings in newspapers and \$550 for interviewee expenses. The 2015 budget is funded by contributions, memberships, fundraisers, program fees, Museum Shop sales and misc. income.
 - c. Completed by: January 1, 2016 process begins, completed by April 1, 2016
 - d. Responsibility: Office Manager and Museum Director

- e. Evaluation mechanisms/measures of success: Robust pool of applicants and successful hire of new employee(s)

D. Objective: Recruit, train, and effectively utilize 3 Museum interns annually

1. **Action Step:** Identify intern skill sets related to Museum activities using interviews and surveys. Use that information to assign job duties
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2014 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: May 2015
 - d. Responsibility: Naturalist/Curator, Naturalist/Educator
 - e. Evaluation mechanisms/measures of success: Exit interviews with interns to determine whether assignments were built on their strengths while expanding learning
2. **Action Step:** Identify staff or volunteers to train and supervise interns
 - a. Financial resources needed: Possible part time position \$2,000
 - b. How resources will be obtained: \$2000 will be added to the 2015 budget if a part time position is created. The 2015 budget is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: May 2015
 - d. Responsibility: Museum Director
 - e. Evaluation mechanisms/measures of success: Increased accountability and performance of interns. Measure by intern self-evaluation and written evaluation by Museum Naturalists
3. **Action Step:** Expand internship opportunities at the Museum in coordination with regional institutions, such as, Northland College, UW-Stevens Point, etc.
 - a. Financial resources needed: \$9,000 plus housing and budgeted payroll
 - b. How resources will be obtained: the 2016 intern budget will be increased to \$9,000 from \$6,350 in 2015. This increase will possibly be written into a grant or be added to the 2016 budget depending on our projected 2016 income. Housing will be provided at the JB House owned by the Museum. Staff, interns and researchers are housed at this property throughout the year. The 2016 budget is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income. We investigating innovative fundraising ideas.
 - c. Completed by: May 2016
 - d. Responsibilities: Museum Director and Naturalists
 - e. Evaluation mechanisms/measures of success: Hire additional intern (possible college credit)

Initiative 3: Increase the Value of the CNHM to the Community

It is important for the CNHM to understand its audiences' goals versus the Museum's goals, and attempt to bring both closer together. Is the audience interested in recreation, sociability, celebration, learning or enchanting experiences? The action steps below should open communication so that the Museum is truly engaging its audiences and letting them design their own experiences as they relate to our mission.

The longevity of the CNHM gives the local community a false sense of constancy. As a result, many local residents don't feel an urgency to actively support the Museum. The value-enhancing goals and strategies discussed below will broaden access to the Museum. Exposure to interesting topics and meaningful experiences in outlying communities will increase the perceived value of the CNHM in the local area.

Goal: Enhance the recognized/actual value of the Cable Natural History Museum

A. Objective: Discover the communities perception of the CNHM

1. **Action Step:** Conduct a perception survey in the broader community
 - a. Financial resources needed: \$100 for data input
 - b. How resources will be obtained: The \$100 is part of the 2014 marketing budget. The 2014 budget is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: September 15, 2014
 - d. Responsibility: Museum interns, docents and volunteers
 - e. Evaluation mechanisms/measures of success: 375 surveys completed. Data gathering and analysis completed. Board is educated on current community perceptions. Education committee gains demographic changes and programming suggestions
2. **Action Step:** Create a research plan that focuses on broad community input to guide future Museum direction
 - a. Financial resources needed: None
 - b. How resources will be obtained: No resources needed
 - c. Completed by: December 31, 2015
 - d. Responsibility: Marketing Committee
 - e. Evaluation mechanisms/measures of success: Plan is ready to implement January of 2016

B. Objective: Utilize secondary (2005-2011 focus group and survey information) community input and board direction to increase the depth of our presence in our community. Utilize new survey data to enhance Museum planning

1. **Action Step:** Increase outreach programs off campus by 20%
 - a. Financial resources needed: \$1,500 for payroll, room rental and mileage
 - b. How resources will be obtained: \$1,500 will be added to the December 2017 budget in these three categories: Payroll, room rental and mileage. The 2017 budget is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: December 2017
 - d. Responsibility: Naturalists, teaching volunteers, and Museum Director
 - e. Evaluation mechanisms/measures of success: See an increase in outreach programs in Museum calendar by 20%
2. **Action Step:** Continue MuseumMobile school programs through 2016
 - a. Financial resources needed: \$600 for supplies and \$10,000 of existing salaries per year
 - b. How resources will be obtained: We will continue budgeting for MuseumMobile through 2016. The 2015 and 2016 budgets are funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: December 2016
 - d. Responsibility: Naturalists and Museum Director, Education Committee to give direction and set priorities

- e. Evaluation mechanisms/measures of success: Maintain or increase the number of schools served
3. **Action Step:** Increase Citizen Science Programs by 10%
- a. Financial resources needed: \$200
 - b. How resources will be obtained: \$200 is built into the 2015 program expense budget. The 2015 budget is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: December 2015
 - d. Responsibility: Naturalists and Museum Director
 - e. Evaluation mechanisms/measures of success: Increase of 10% of Citizen Science Programs in Museum calendar
- C. **Objective:** Based on community suggestions, determine needs for increased Museum online accessibility, programs and services – implement and temper existing plans for 2015 based on secondary research and with results of 2014 community perception survey
- 1. **Action Step:** Be open Thursday evenings until 7:00 PM June - August in 2015
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: August 31, 2015
 - d. Responsibility: Museum Naturalists and Director
 - e. Evaluation mechanisms/measures of success: Track number of visitors during evening hours
 - 2. **Action Step:** Museum will be open Mondays from 10:00 to 4:00 June - August starting in 2015
 - a. Financial resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: August 31, 2015
 - d. Responsibilities: Museum Naturalists, Director, and volunteers
 - e. Evaluation mechanisms/measures of success: Track number of visitors during Monday hours
 - 3. **Action Step:** Redesign current website
 - a. Financial resources needed: \$2,000
 - b. How resources will be obtained: Built into 2016 Marketing budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: May 1, 2016
 - d. Responsibilities: Museum Naturalists, Director and Consultant
 - e. Evaluation mechanisms/measures of success: Website redesign complete
- D. **Objective:** Utilize new research to create marketing campaign that utilizes technology, social media and the CNHM website to provide current, interactive information to the public and increase market penetration
- 1. **Action Step:** Maintain website
 - a. Financial resources needed: Budgeted payroll

- b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: Daily
 - d. Responsibilities: Naturalists and Office Manager
 - e. Evaluation mechanisms/measures of success: Increased website hits and online donations by 10% using baseline 2014
2. **Action Step:** Campaign to sharpen awareness of Museum and grow number of visitors by 10% using baseline of 2014
- a. Financial resources needed: \$1,000 from marketing budget
 - b. How resources will be obtained: 2015 Marketing budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: January 2016
 - d. Responsibility: Marketing Committee
 - e. Evaluation mechanisms/measures of success: Measurable outcomes by geographic locations (baseline percentage from 2014). Success would be an increase of 5% for each targeted geographic area. Targeted areas include: North of Cable/Drummond area, south of Cable/Drummond area and the Cable/Drummond area. These would be defined by zip codes and breaking down areas by township to be able to cross reference with rich census data

Initiative 4: Accreditation

Accreditation by the American Alliance of Museums (AAM) is a widely recognized seal of approval that brings national recognition to a museum for its commitment to excellence, accountability, high professional standards, and continued institutional improvement.

The purposes of the Accreditation Program are to:

- Strengthen individual museums and the museum profession as a whole by contributing to the development and dissemination of standards for the museum community
- Recognize excellence in individual museums and the museum community
- Serve as the field's primary vehicle for quality assurance and self-regulation
- Emphasize the public service role and strengthen the public image of all museums

Benefits of Accreditation:

- National recognition of a museum's commitment to excellence
- Positive public image and validation of a museum's work and accomplishments
- Increased credibility with funding agencies and donors
- Reflection by staff and board on how they do their work
- Improved relationships with other museums resulting in more loans and traveling exhibitions
- A way to leverage support for capital improvements
- Increased level of professionalism and fostering of sustained organizational development & improvement

Goal: Become accredited by the AAM

- A. **Objective:** The CNHM's Core Documents are verified by the AAM

1. **Action Step:** Apply for Core Document verification
 - a. Financial Resources Needed: \$150
 - b. How resources will be obtained: Built into 2014 budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: September 20, 2014
 - d. Responsibility: Katie Connolly and Museum Director
 - e. Evaluation mechanisms/measures of success: Core Documents submitted to American Alliance of Museums electronically by September 20, 2014

- B. **Objective:** The CNHM becomes accredited by the AAM
 1. **Action Step:** Complete application for Accreditation
 - a. Financial Resources needed: \$250
 - b. How resources will be obtained: Built into 2014 budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: December 1, 2014
 - d. Responsibility: Museum Accreditation Committee
 - e. Evaluation mechanisms/measures of success: Application submitted to AAM by December 1, 2014
 2. **Action Step:** Complete Self-Study portion of Accreditation process
 - a. Financial Resources needed: Budgeted payroll
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: September 1, 2015
 - d. Responsibility: Accreditation Committee and Museum Staff
 - e. Evaluation mechanisms/measures of success: Self-study completed and submitted to the AAM
 3. **Action Step:** Host site visit from AAM Accreditation representatives
 - a. Financial Resources needed: Approximately \$1,800 for travel expenses
 - b. How resources will be obtained: Built into 2015 budget which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income.
 - c. Completed by: April 15, 2016
 - d. Responsibilities: Accreditation Committee and Museum Staff
 - e. Evaluation mechanisms/measures of success: AAM Accreditation representatives complete site visit

Initiative 5: Collections Utilization

The CNHM boasts a collection of approximately 5,000 specimens that represent the natural history of the Northwoods of Northern Wisconsin. The CNHM is committed to being strong stewards of our collections, ensuring their proper care and security, while also making our collections accessible to visitors, members, and researchers for study.

Our current state of collections is unorganized, and needs to be catalogued so that the specific contents as well as the history of each object, and other pertinent scientific data are clearly documented. The Museum also needs

clear procedures for accessioning and building our collections in the future, so that our collections continue to house objects that will advance our mission and scientific knowledge of the Northwoods ecosystem.

Goal: At least 80% of the CNHM collections are accessioned and cataloged.

A. Objective: Accession and catalogue 80% of collections

1. **Action Step:** Naturalist/Curator will accession and catalogue at least 80% of collection
 - a. Financial resources needed: Salary and benefits
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: July 1, 2015
 - d. Responsibility: Naturalist/Curator
 - e. Evaluation mechanisms/measures of success: 80% of Museum Collections are accessioned and catalogued using Past Perfect software

Goal: Collections Plan is written and approved by the Board of Directors

A. Objective: Complete Museum Collection Plan by June 1, 2015

1. **Action Step:** Complete first draft of collections plan
 - a. Financial resources needed: Salary and benefits
 - b. Completed by: February 1, 2015
 - c. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - d. Responsibility: Naturalist/Curator and Education Committee
 - e. Evaluation mechanisms/measures of success: First draft of collections plan is completed and submitted to Education Committee for review
2. **Action Step:** Edit and review first draft of collections plan
 - a. Financial resources needed: None
 - b. How resources will be obtained: None
 - c. Completed by March 1, 2015
 - d. Responsibility: Education Committee
 - e. Evaluation mechanisms/measurers of success: First draft of collections plan is reviewed and edited by the Education Committee
3. **Action Step:** Revise collection plan based on edits and comments
 - a. Financial resources needed: Salary and benefits
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by: April 1, 2015
 - d. Responsibility: Naturalist/Curator and Education Committee
 - e. Evaluation mechanisms/measurers of success: Second draft of collections plan is submitted for review by the Education Committee
4. **Action Step:** Present final collections plan to Board for approval
 - a. Financial resources needed: Salary and benefits
 - b. How resources will be obtained: Built into 2015 budgeted payroll which is funded by contributions, memberships, fundraising, program fees, Museum Shop sales and misc. income
 - c. Completed by June 1, 2015
 - d. Responsibility: Naturalist/Curator and Education Committee

- e. Evaluation mechanisms/measurers of success: Final draft of Collections Plan receives board approval at the Board of Directors Meeting in late May

The Cable Natural History Museum Strategic Plan Committee is made up of the 2014 Board of Directors and the Museum Staff. A Strategic Plan Retreat was held March 14 – 15, 2014 in the Museum Education Room. Tim Kane from the University of Wisconsin Extension was the facilitator. Meetings were scheduled following the retreat to address each of our goals.