



## Strategic Plan: 2013-2015

### Background

Early in 2011, the NCRTV Board of Directors called for a strategic plan to be developed. A task force held numerous meetings and defined a strategic plan for the 2012-13 period. The Board approved the plan in December 2011. Roughly 70% of what was projected was accomplished early 2013.

In the summer of 2013 a planning committee agreed to continue the current plan while considering additional activities. The team decided not to take on more now, but rather to complete what was on our plate already. This document is the result of that additional planning process.

### We agree that three activities require priority attention and action:

- 1. ENHANCE Harmel Museum: Narrative, signage and exhibits**
- 2. INCREASE Children's Activities (K-6 tour program / Summer Camp)**
- 3. Build Museum REVENUE by Fundraising and Finance Committees**

These concerns lead the proposed plan as cited below, which is designed to further the mission and vision statements:

*Mission:* The National Capital Radio and Television Museum collects, preserves, and interprets artifacts, programming, and publications to educate the public about the development and impact of electronic media.

*Vision:* The National Capital Radio and Television Museum seeks to foster the public's understanding of the impact of electronic media.

### Priority One: Enhance Museum

#### 1. Exhibitions (McMahon)

- a. Develop a narrative plan for museum exhibits
- b. Revise each room based on narrative
- c. Substantially reduce number of objects on exhibit based on chosen narrative
- d. Revisit organization of exhibition to allow for post-1960 exhibits
- e. Transition to self-guided Museum visit; scheduled docent-lead tours
- f. Continue surveys of visitors to better understand exhibition options (Laurie)

#### 2. Collections (O'Neal)

- a. Continue acquisitions moratorium with exceptions of (1) items on the Museum want list; and (2) other exceptions as recommended by the director
- b. Coordinate with Exhibitions Committee to reduce objects on exhibitions
- c. Continue cleanup at Davidsonville, with quarterly work parties

### *3. Docents/Volunteers (Baty)*

- a. Develop and implement a docent training program
- b. Market Museum to attract more volunteers
  - Identify areas and “job” descriptions for volunteers
  - Hold regularly scheduled training
- c. Grow the number of docents and other volunteers by at least 10% each year
- d. Continue to hold a volunteer appreciation event at least once a year, in May, Volunteer Month
- e. Begin work on transitioning to self-guided Museum visit; scheduled docent-led tours

## **Priority Two: Enhance Children’s Programs**

### *1. Museum Children’s K-6 Program (Belanger/Baty)*

- a. Train and supervise program leaders
- b. Market program’s availability
- c. Aim for at least two group visits each month

### *2. K-6 Summer Camp (Belanger/Baty)*

- a. Develop a workable curriculum (completed)
- b. Evaluate options for location, counselors, insurance, budget, etc., including, but not limited to, viable partner to co-host camp as well as camps to “lease” curriculum
- c. Throughout 2014 market, test, and evaluate portions of the program with various partners (e.g., Bowie PL) and groups (e.g., Boy Scouts)
- d. Plan for first NCRTV camp to be held summer 2015

## **Priority Three: Enhance NCRTV Revenue**

### *1. Fundraising (Goodwin)*

- a. Continue to increase Museum membership by 20% each year.
  - Continue MAARC/Electronics Museum 1<sup>st</sup> year NCRTV discount
  - Track number of people who continue their membership after first year
- b. Increase annual individual donations by 10%
- c. Through Foundation For Community Partnerships, develop “donate now” website button
- d. Continue sending an annual appeal letter to all members
- e. Develop plan to seek business and foundation support
- f. Continue to have the Museum listed in the Combined Federal Campaign for both Chesapeake and National Capital Regions
- g. Apply to at least one national corporation foundation for program or general operating funds
- h. Eventually, develop a planned giving campaign
- i. Develop eBay sales program with individuals trained in managing the workflow
- j. Continue Business Supporter Program

- Add two categories to program, with increased value of support
- Increase number of supporters from 12 to 24 in 2014
- k. Develop and implement supporter program for Summer Camp
- l. Lay groundwork for potential supporters
- m. Hold one fundraiser in 2014 and 2015

2. *Finance (Wolf/Green)*

- a. Finance committee continues supervision of investments
- b. Watch financials, with staff prepare annual budget (Green)

**Other priorities as time/personnel allow**

Ongoing activities—(no priority order)

1. *Community Visibility (Baty)*

- Maintain membership in the Chamber of Commerce
- Attend Chamber of Commerce events
- Host a Chamber of Commerce mixer each year
- Continue interactions with the business community
- Continue to invite Bowie and County officials visit the Museum to become familiar; continue to invite for VIP events
- Participate in, among other things, BowieFest Boy Scout and other group information events, MAARC's RadioActivity (area hotel), FallFest (Davidsonville) and Winter event (National Electronics Museum)

2. *Education (Baty)*

- Continue Education Committee
- Continue monthly classic television programs screenings
- Continue to update Museum website
- Continue to use Facebook page to promote Museum activities and post regularly

3. *Radio Classes (Ramsey)*

- Continue radio repair classes—(Potentially as many as:)
- 6 times in 2014, 3 evening and 3 Saturday classes
- Quarterly in 2015 (2 evening and 2 Saturday classes each quarter)

4. *Continue Amateur Radio Club (Belanger/Courson)*

- Establish a regular on-air schedule
- Grow the number of participating amateurs

5. *Continue Radio repairs (Ramsey/Colick)*

- Track people who join to have radio repairs and continue membership following
- Better accounting of repair work and donations received for repaired radios

6. *Board Development/Leadership (Balsamo)*

- Continue to increase business and philanthropic members on the Board

Develop means to ease off those who have served for years to make way for new members  
Implement regular Board training.  
Train Board committees and have them trained in their responsibilities  
Invite business members to serve on board committees  
Increase board member donations in support of museum.  
Revisit board membership and criteria for remaining on board (board agreement).

*7. Museum Future Location (Grant)*

Continue to review, in a broad sense, opportunities to expand into a larger, more user-friendly building either within Bowie or elsewhere  
Develop more detailed criteria and specifications for future facilities.  
Periodical storage MOU completed and materials moved to BSU

*8. Other*

1. Have an audit performed by a CPA, and trademark NCRTV logo in 2014 or later
2. Create a Museum Speakers Bureau based on lectures and presentations
3. Work minimally with local partners (e.g., PG County Memorial Library System)
4. Continue written surveys with visitors to create a body of data to better understand the visitor.
5. Create of an institution-wide narrative plan.

*Approved by the NCRTV Board, October 5, 2013*