

## Johnson's comments/suggestions regarding the Strategic Plan

February, 2020

These comments were based on a review of the existing (2017) version of the Strategic Plan and discussions we engaged in during the January Retreat.

Beginning at the top, I think our Vision and Mission statements are very well crafted so as to cover all we do.

### Values:

**Stewardship:** I wonder if we need to define what is meant by "resources" in "...plan and manage the resources accordingly". Do resources here include museum exhibits and artifacts as well as the natural resources of NE Michigan we are interpreting? I think so. I lean toward expanding this statement to better define what we mean.

**Knowledge:** The word "appreciate" should be "appreciation".

**Goals:** I am looking at our goals in light of our discussion at the retreat, particularly the suggested additional statements of what we think are important. Some can be imbedded in existing goal statements. There may be a need for additional goals. Actually, I think we can do all we proposed at the retreat by revising some goals, expanding others, and combining goals 1 and 2. That might give us as few as 5 goals, but more objectives. The objectives should be time framed and/or measurable.

**Goals 1 and 2** could be combined. Engaging all... (Goal 2) looks like an objective toward Fostering Appreciation... (Goal 1). The objectives of these goals can be combined, I think, with 'engaging all' as an objective. We might have specifics about how we plan to better 'engage all' in an objective of its own.

**Goal 3:** I think this goal can capture the suggested new goal 9 from the retreat. It already kind of does. Just add an objective that gives target completion dates for the Fisheries Heritage project development phases and for the completion of the Native American Display.

**Goal 6:** Is there a way to combine this goal with the retreat goals 7 and 8? I think so. How about rephrasing this goal statement to something like "Ensure the custodial and security needs of our collections, exhibits, and museum infrastructure"? As objectives include:

- Completion of the inventory of all museum artifacts and exhibit assets by [give date]
- Complete building and grounds upgrade and maintenance plan by [date]
- Use existing budgeting and financial planning upgrades to ensure financial stability, continue to seek improved methods and technology for financial management.
- Develop fundraising strategies for completion of one-time facility needs, such as the facility upgrade and the completion of the Fishery Heritage and Native American displays.

That's all I have. Sorry to miss the February meeting.