

# STRATEGIC PLAN

## MCHENRY COUNTY HISTORICAL SOCIETY UNION, ILLINOIS



GotHistory.org

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**JULY 2022**  
-  
**JUNE 2025**

# DEFINITION OF TERMS

## MISSION STATEMENT:

The overall function of the McHenry County Historical Society.

## VISION STATEMENT:

The desired future state of the Society and what it intends to be.

## VALUE STATEMENTS:

The guiding principles and expectations which guide decision making, enabling the Society to achieve its mission and address its vision.

## STRATEGIC GOALS:

Broadly stated organizational goals that provide direction to support the Society's mission, vision, and values

## STRATEGIC OBJECTIVES:

Concise statements describing what the Society must do well to execute a strategic goal.

## STRATEGIC TACTICS:

Specific actions the Society will undertake to accomplish a strategic objective.

### OUR MISSION

We engage and educate current and future generations by preserving and sharing McHenry County history.

### OUR VISION

The McHenry County Historical Society & Museum endeavors to be a hub for collection, preservation and educational outreach reflecting McHenry County's history.

### OUR VALUES

Integrity  
Innovation  
Inclusion  
Relevancy  
Outreach  
Leadership  
Sustainability  
Stewardship  
Knowledge  
Collaboration  
Accessibility

# INTRODUCTION

The McHenry County Historical Society Board of Directors adopted this Strategic Plan in June 2022. It was presented to Society members for approval at the annual meeting in July 2022. This document's purpose is to direct the work of the McHenry County Historical Society as it strives to fulfill its mission and to ensure future decisions are made in the best interests of the Society. Critical issues affecting the future of the Society were identified through data collection and led to the focus on three strategic areas and seven objectives. This Strategic Plan spans the three-year period from July 2022 through June 2025. It and the tactics for achieving the objectives will be reviewed annually in accordance with best practices within the museum field.

# CRITICAL ISSUES

**1.**

**REVENUE SOURCE DEVELOPMENT**

**2.**

**DIVERSE NEEDS OF AUDIENCES**

**3.**

**BUILDING AND MAINTAINING MEMBER RELATIONSHIPS**

**4.**

**PROGRAM AND COLLECTION STORAGE SPACE**

**5.**

**FACILITIES MAINTENANCE, REPAIRS, AND IMPROVEMENTS**

**6.**

**VOLUNTEER MANAGEMENT**

# STRATEGIC AREAS

The 2022-2025 Strategic Plan of McHenry County Historical Society has been developed and adopted by the Board of Directors to ensure the continued improvement of Society operations and to enhance the fiscal condition needed to fulfill the Society's vision of serving as a hub for local history, preservation, and educational outreach. The plan organizes the efforts of the Society around three strategic areas: **Facilities, Fundraising/Development, and Outreach.** Each area impacts and interacts with the others. The interdependency is evidenced by the seven strategic objectives.

# STRATEGIC GOALS AND OBJECTIVES 2022-2025

## **Facilities Goal:**

Align physical space requirements for all buildings with projected needs and with the direction charted for the Society.

### **FACILITIES OBJECTIVES**

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1. Compile a portfolio of information on each McHenry County Historical Society building, documenting the site's history, capability, uses, condition, maintenance schedule and legal documents.
2. Develop and execute an expansion plan to align space requirements with Society needs and direction to support the ongoing improvement, accessibility and sustainable practices of the museum, collection, exhibits, sites, and landscapes.

## **Fundraising/Development Goal:**

Grow current revenue streams and identify new revenue sources to support the continued growth and development of the Society.

### **FUNDRAISING/DEVELOPMENT OBJECTIVES**

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3. Strengthen current member relationships and add new members.
4. Find and implement opportunities to grow community awareness of the museum.
5. Grow income through philanthropic giving, campaign appeals, grant seeking and donor relationships.

## **Outreach Goal:**

Engage people of all ages, ethnicities, and backgrounds in the rich history of McHenry County.

### **OUTREACH OBJECTIVES**

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6. Use a variety of methods to enhance offerings to meet the needs of a culturally diverse community.
7. Improve volunteer management to support recruitment, retention, and recognition.

# STAFF & BOARD OF DIRECTORS



## STAFF

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Kurt Begalka, Administrator

Kira Stell, Curator

Lela Olson, Office Manager

Janet Barron, Volunteer & Outreach Coordinator

Cindy Simmons, Bookkeeper

## BOARD OF DIRECTORS

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Karen Parks, President

Bob Frenz, Vice-President

Molly Walsh, Treasurer

Nancy Baker, Secretary

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Arlyn Booth

Mary McCann

Lonni Oldham

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