

December, 2013



## Oshkosh Public Museum 2014-18 STRATEGIC PLAN

### Vision

The Oshkosh Public Museum will be a center for the preservation of our culture dedicated to bringing history and heritage to life through quality creative, unrestrictive educational experiences.

### Mission

Our mission is to identify, collect, document, preserve and interpret material culture, ideas and values representing Oshkosh and the Lake Winnebago Region. The Museum will strive to promote and nurture an understanding and an appreciation of this valuable legacy through easily accessible, quality exhibitions, programs, publications and other educational experiences.

### Target / Lead Stakeholders

- 4<sup>th</sup> Grade Teachers
- Young Mom's
- Grandparents with Grandchildren
- Nostalgic Baby Boomers

## I. Strengthen the Brand of the Oshkosh Public Museum

### I.A Clarify the Museum's Identity and Brand

*A Place to Discover REGIONAL History*

- Continue to work with Blue Door Consulting on developing brand identity
- Consider name change
- Develop new logo
- Fully deploy **regional** focus (not just Oshkosh)

### I.B Increase Public Awareness of the Museum

- Identify Target Audiences
- Develop Key Messages to Customer Segments
- Improve Membership promotions
- Increase citywide advertisement – e-mails, water bills, etc.
- Increase visibility: example. Table of interactive or games at farmers market
- Put large signs on Congress St. & Algoma Blvd. facing the Paine

## II. Develop Partnerships

### II.A Partner with Schools to Align Museum Exhibits with 4th Grade Wisconsin History Classes

- Assign staff to be school liaison
- Create a teacher advisory group to provide guidance for programs and to ensure alignment with curriculum
- Develop Local History Exhibit that aligns to State benchmarks
- Plan out logistics for "turnkey" fieldtrips
  - ✓ Develop Kick Off Material for Field Trips
  - ✓ Complete and submit paperwork to school administrators for field trip approval
  - ✓ Provide follow-up activities for the classroom
- Seek out donations to fund field trips
- Use Sullivan's wood to build Native American shelters to incorporate
- Increase Native American displays . Partner / work with Native Americans for demonstrations

### II.B Partner with University of Wisconsin - Oshkosh

- Work with History and Education Majors to assist with 4<sup>th</sup> Grade curriculum alignment and plan for Spring / Fall event
- Theater department for live actors / docents

### II.C Seek Partnerships with Community and Regional Resources that Complement Exhibits

- Seek exhibit and tour sponsors
- Establish partnership with regional long-time businesses

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## Priority Goals

### III. Provide Relevant and Engaging Exhibits, Events, and Programming

Connect to Regional History

### IV. Improve and Maintain Museum Facilities

## Objectives - WHAT

#### III.A Create More Hands-on, Interactive Activities

#### III.B Update Current Exhibits

#### III.C Build Docent Program to Enable More Interaction with Visitors

#### III.D Develop Museum Tour Program

#### III.E Offer Exciting Entertainment Options

#### IV.A Create a More "Flexible" Infrastructure

#### IV.B Create an Environment that Facilitates New Interactions Between Visitors

#### IV.C Improve Handicap Accessibility and Signage

## Strategies / Tactics - HOW

- Increase the no. of multi-sensory exhibits - smells, sounds, lights, touch, motion
- Make the Paine Lumber model interactive
  - TV showing 50's film in action
- Offer Make and Take programs
  - ✓ How to make food from specific time periods i.e. making butter
  - ✓ Native American Theme

- Develop Process for Rotating Collections
- Identify opportunities for travelling exhibits
- Incorporate music and sounds into exhibits
- Update recording in Grandmas attic to tell diff stories
- Incorporate natural science into exhibits

- Identify opportunities to incorporate docents
- Recruit, train, and deploy docents

- Develop Audio Tours
- Develop Docent Tours
- Incorporate technology to create the "voice of the people" of that time period

- Create Historical Demonstrations
- Museum in a Different Light
- Offer speaking events with historical experts/authors
- Develop historical exhibits and guides through out the City

- Assess options for mobile walls
- Designate space for hosting schools, club groups, provide interactions, demonstrations, programs, etc.
- Design a new expanded, open space entrance/lobby/visitor services area

- Provide Wi-Fi access
- Evaluate potential Café / small deli
- Develop Rest Areas
- Provide maps to exhibits

- Evaluate building layout and parking lot for accessibility