



Nevada Women's History Project

2013 Strategic Plan

July 7, 2013

Mission Statement

Providing visibility and support for the gathering and dissemination of history about the roles and contributions of all Nevada women.

Vision Statement

Celebrating the lives of women in Nevada throughout history.

NWHP Values

Commitment

We are passionate in our commitment to the history of all women in Nevada.

Leadership

We are leaders in the identification, compilation and dissemination of information about all women in Nevada. Through creativity and hard work, we accelerate the pace of discovery, promote quality of information resources, stimulate community resources and services, and are the world's best source of information about women in Nevada.

Integrity

We are honest and straightforward in all that we do. We treat everyone with dignity and respect. We act responsibly with resources entrusted to us. We are accountable and act in accordance with these values.

Excellence

We set high standards of performance and service delivery and work towards excellence in our mission to gather and disseminate the history of all Nevada women. We maintain the highest standards for our public products relating to women's history.

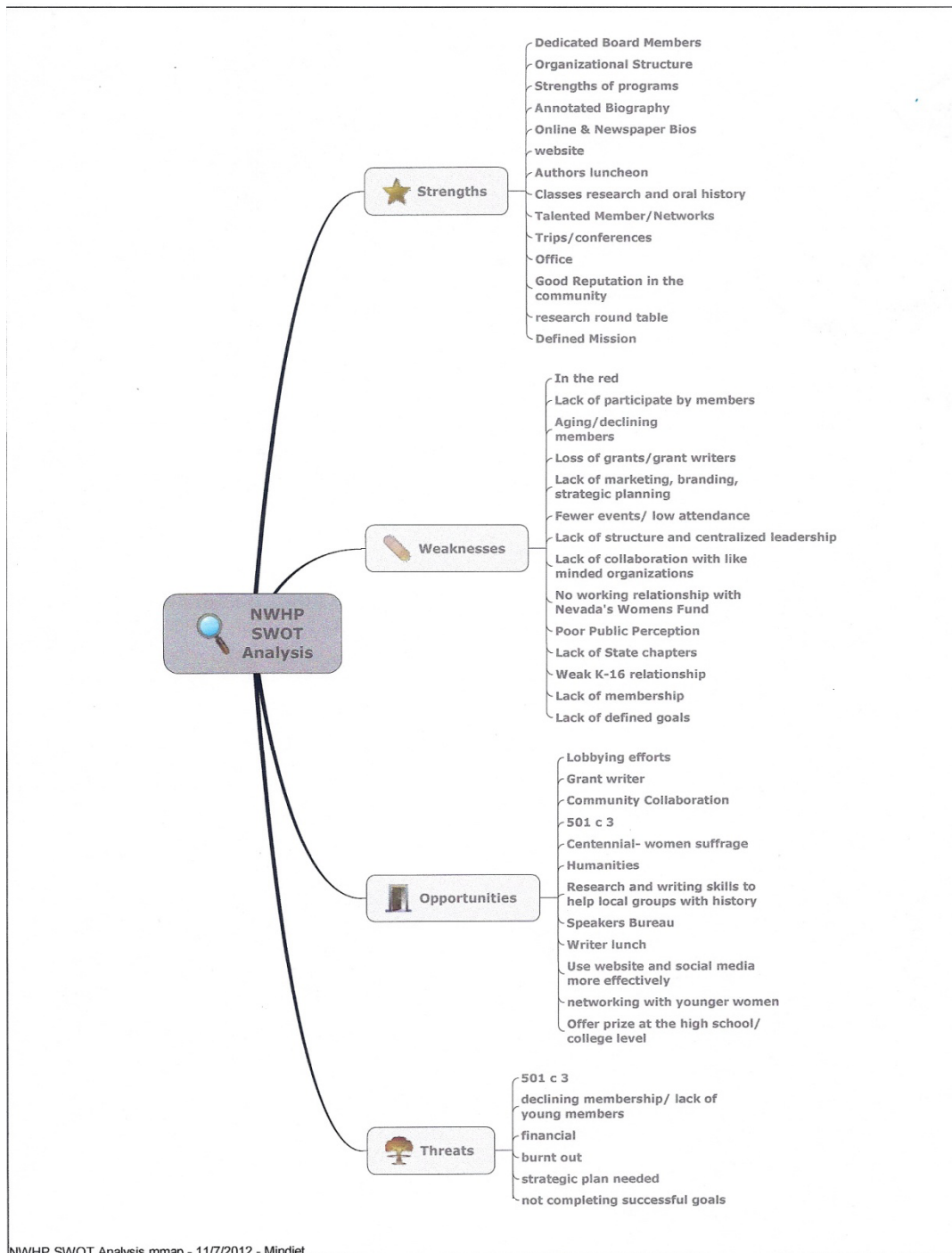
Teamwork

We advance the history of Nevada women through individual and team achievements. We recognize our volunteers and staff as our most valued resources.

Strategic Plan Process

SWOT Analysis

The Nevada Women’s History Project began the process for developing a Strategic Plan in November 2012 under the guidance of Lynn Bremer, Vice Chair NWHP. A meeting of members of the NWHP Executive Committee met to conduct a SWOT Analysis, facilitated by Bremer and Jennifer Bracciotti, Marketing Intern.



Defining Goals and Objectives

Two meetings were held by members of the NWHP Executive Committee to consider the results of the SWOT Analysis and use these concepts to define goals and objectives for the Strategic Plan.

This sub-committee produced the following statement to define the overall objective of the Strategic Plan.

Ensure the sustainability of the Nevada Women's History Project through increased membership, greater visibility, continued credibility and financial stability.

At these meetings it was decided to incorporate each SWOT entry into the four areas identified in our overall objective. In this manner the four goals incorporated any item related to that goal whether it was a strength, weakness, opportunity or threat. This created a dynamic goal that both addressed the correction of items needing additional focus and enhanced the items that were currently providing success.

The five goals identified by the NWHP sub-committee are:

- Goal 1- Ensure the sustainability of the Nevada Women's History Project through high MEMBERSHIP and retention of members.
- Goal 2- Ensure the sustainability of the Nevada Women's History Project through greater VISIBILITY in Nevada.
- Goal 3- Ensure the sustainability of the Nevada Women's History Project through fostering CREDITIBILITY in our historic endeavors.
- Goal 4- Ensure the sustainability of the Nevada Women's History Project through a stable FINANCIAL future.
- Goal 5- Ensure the sustainability of the Nevada Women's History Project through immediately identifiable BRANDING of the organization.

These goals provide a useful roadmap to guide the NWHP Executive Committee over the next few years, but at the same time offers flexibility to ensure that we adapt to future challenges and opportunities.

Undoubtedly, modifications to this Strategic Plan will be made over time. However, the sub-committee is confident that it comprehensively captures our collective mission, vision, values, goals and objectives, which will ultimately drive the success of the Nevada Women's History Project.

NWHP Goals and Objectives

Goal 1- Ensure the sustainability of the Nevada Women's History Project through high MEMBERSHIP and retention of members.

Objective 1.1

Increase membership, member participation and highlight the talents of the members.

Deliverable: Gain 20 new members by December 2014.

Leader: Membership Chair.

Strategy A: Produce and use a calling tree for personal contact with members.

Strategy B: Provide membership cards and name tags for building awareness of the group.

Strategy C: Ask members to participate in activities and research and conduct a mail survey of our member's talents and skills.

Objective 1.2

Engage in networking with women and women's groups to stimulate shared interests in Nevada history.

Deliverable: Empowered, informed, and stimulated members.

Leader: All members.

Strategy A: Conduct research to identify regional and statewide groups.

Strategy B: Use social media more effectively.

Strategy C: Investigate methods for outreach to groups.

Objective 1.3

Mentor women for developing leaders in the Nevada Women's History Project.

Deliverable: Leadership for the NWHP.

Leader: Chair.

Strategy A: Invite all members to executive meetings.

Strategy B: Hold leadership workshops.

Goal 2- Ensure the sustainability of the Nevada Women's History Project through greater VISIBILITY in Nevada.

Objective 2.1

Produce and participate in programs with historic themes, of value and interest to all women in Nevada.

Deliverable: Four programs per year.

Leader: Program Committee.

Strategy A: Create a Speaker's Bureau.

Strategy B: Use social media to share the mission and vision of the NWHP.

Strategy C: Wine/cheese programs in the Jean Ford tradition.

Strategy D: Target professional women who might want to use us for their individual marketing and networking.

Objective 2.2

Interact with community individuals to produce oral histories.

Deliverable: Oral Histories on Nevada women.

Leader: Oral History Chair.

Strategy: Obtain oral histories of individuals and historical events which support credibility within the general and historical communities.

Objective 2.3

Interact with local historical societies.

Deliverable: Biographies of Nevada suffragist women from all counties.

Leader: Chair.

Strategy: Send names of suffragist women to county historical societies and request that they produce biographies of these women for inclusion in a suffrage compilation for Nevada.

Objective 2.4

Opportunities with K-16 schools

Deliverable: Student written biographies for the NWHP website.

Leader: Oral History Chair and Jean Ford Research Center

Strategy A: Gr. 9-12 English/History instructors are encouraged to utilize in their coursework a biography research unit using standard research-documentation methodology. Students could pick a woman from list of notable women (statewide) prepared by NWHP. The resulting biography could then be submitted to NWHP for inclusion on NWHP website using format and stipend format as UNR program.

Strategy B: Create an essay contest for Women's History Month with School Districts.

Objective 2.5

Opportunities with Young Chautauquans

Deliverable: Preparation work to help youth choose historic women characters.

Leader: Jean Ford Research Center

Objective 2.6

Support for women's issues (currently suffrage activities)

Deliverable: The State of Nevada is fully aware that 2013-2014 are the 100th Anniversary of Nevada Equal Suffrage.

Leader: Vice Chair.

Strategy A: Buy, market, and publicize Suffrage sashes.

Strategy B: Participate in Nevada-150 celebrations.

Goal 3- Ensure the sustainability of the Nevada Women's History Project through fostering CREDITIBILITY in our historic endeavors.

Objective 3.1

Create a strategic plan.

Deliverable: 2013 Strategic Plan.

Leader: Chair.

Objective 3.2

Teach or facilitate classes in conducting oral histories, doing research, etc.

Deliverable: Oral Histories in the NWHP collection.

Leader: Jean Ford Research Center.

Strategy: Identify topics and teachers.

Objective 3.3

Ask members to join and participate in historic organizations as liaison with NWHP.

Deliverable: NWHP cooperative relationship with other historic organizations.

Leader: Newsletter editor.

Strategy A: Increase awareness of the NWHP with historic groups.

Strategy B: Foster community relationships.

Objective 3.4

Partnerships with Nevada women for grant projects.

Deliverable: Viable working relationship with scholars and NWHP.

Leader: Chair and Vice-Chair.

Strategy: Mary Lee Fulkerson sponsorship for her book on women artists in the Great Basin.

Objective 3.5

NWHP to make a statewide social or financial contribution for public awareness for the greater good of the state.

Deliverable: Contribution to Nevada.

Leader: Executive Committee.

Objective 3.6

Interaction with UNR lesson plans in women's studies and oral histories.

Deliverable: Lesson Plan on the NWHP website.

Leader: Oral History Chair.

Strategy: Interact with UNR Women's Studies instructor(s) to see if their academic coursework could include producing K-12 interdisciplinary units associated with aspects of Nevada women. Students could then choose to submit these units that were prepared for UNR academic coursework to NWHP to be evaluated for possibility of uploading such units to future NWHP web page "Nevada Women Lesson Plans". UNR student would transfer ownership to NWHP for such unit and receive stipend of \$50-\$100 in return.

Goal 4- Ensure the sustainability of the Nevada Women’s History Project through a stable FINANCIAL future.

Objective 4.1

Finalize the IRS 501(c)3 process.

Deliverable: This work is primarily completed. The application is submitted and we are awaiting word from the IRS.

Leader: Treasurer.

Strategy A: Become a Nevada Non-Profit Corporation.

Strategy B: Become an independent tax free organization.

Objective 4.2

Obtain solvency for the basic organizational operating costs.

Deliverable: Cover operating costs prior to funding projects.

Leader: Treasurer.

Strategy A: Identify the operating costs.

Strategy B: Prioritize operating costs for expenditure before projects.

Objective 4.3

Solicit financial contributions both cash and in-kind from board members.

Deliverable: Cover the cost of Errors and Omissions Insurance.

Leader: Chair.

Strategy A: Consider having board members pay \$100 a year to be on the board.

Strategy B: Consider in-kind contributions for board members.

Objective 4.4

Solicit major donors for endowment building and for signature events.

Deliverable: Long-term solvency for the NWHP.

Leader: Executive Committee.

Objective 4.5

Apply for grants.

Deliverable: Grant money.

Leader: Executive Committee.

Strategy: Identify grant possibilities and write grants.

Goal 5- Ensure the sustainability of the Nevada Women's History Project through immediately identifiable BRANDING of the organization.

Objective 5.1

Branding and Marketing

Deliverable: NWHP logo immediately identifiable.

Leader: Executive Committee.

Strategy A: Tote/grocery bags

Strategy B: Women of Achievement

Objective 5.2

Update our website.

Deliverable: Current, appealing, and interactive website.

Leader: Executive Committee.

Strategy A: Ensure that current information is readily available.

Strategy B: Create a sales/donation function.

Strategy C: Outsource web development.

Strategy D: Post Public Service Announcements.