

June 19, 2020

Dear Historical League Members:

We did it!

Attached you will find the final compilation of the detailed action plan for the SMART Goals of the Strategic Plan of the Historical League.

We had three very active and productive sessions with input from twenty-six members via Zoom meetings. Thank you to Pat Grogg for all your help!

We still need lots of help to implement our Goals in the coming year.

After reviewing this report, please consider where you would like to assist. There are many opportunities to use your talents and skills, particularly on the 40th Anniversary Event scheduled for February 20, 2021. Let me know if you have an interest in helping in any of the identified areas.

I look forward to hearing from you.

Claire Nullmeyer
President Elect

MEMBERSHIP

GOALS. Specific Measurable Attainable Reasonable Time-defined

People listed under each goal are those involved as of 6-7-2020, others may be added as the year goes on.

1. INCREASE MEMBERSHIP

Goal: 20 new members

Target date: Jan 2021

Mariamne Moore, Diane Smith, Clede Gorrell, Donna Esposito, Mary Parker

(USE THE MATERIALS FROM #4. Every new member has a mentor, See #5.)

- Create an online directory using members photos--Need volunteer
- Have some casual "get to know each other" times--happy hour at a local bar--small group activity before lunch--sharing the stories of how you came to be in Arizona, one idea
- Plenty of room in online newsletter--though we want to be sensitive to how much people will read!
- Use the "get to know you" questionnaire that Donna is revising so that talents/interests are known/used

2. IMPROVE THE HERITAGE CENTER MUSEUM TOURS

All the goals below are in process.

Target date: November 2020

Norma Jean Coulter and Allison Avery, Museum Educator

- Expand number of Heritage Center tour volunteers
- Clarify tour process(es) Schools, Adult or Senior Groups, Walk-ins
- Establish training and updates for volunteers
- Put copy of tour dialog on Website for self-guided tours

3. RESEARCH PURCHASE OF P/A LOBBY SYSTEM FOR HL AND MUSEUM USE

Target date: September 2020

Claire Nullmeyer is taking the lead here

- One person to work with Museum Staff designee
- Identify local resources, consider checking with larger churches for leads

4. DESIGN NEW MEMBERSHIP/JOIN THE LEAGUE CARDS

Target date: September 2020

Mariamne Moore, Zona Lorig, Mary Parker, Cathy Shumard, Diane Smith, Norma Jean Coulter

- Draft new materials, including dual HL and AHS membership category

- Include a way to eliminate the journal subscription (fee the same, but journal not wanted)
- Link to website so membership can be paid online
- Probably a 2-sided card that will fit in a business-size envelope
- (Board will have final approval of materials--design should not be tied to a particular year--ideally the same materials would be useful for about 3 years--if the same designer could be used for both Membership and Fundraising materials, some "shared branding" could happen--enhance the image of HL--- Budget needed for new materials

5. CREATE A SIMPLE MENTORING SYSTEM FOR EACH NEW MEMBER

Target Date: Fall 2020

Donna Esposito

- First year of new member to be assigned an existing member as mentor
- Develop a questionnaire that identifies background and skills
- Review, clarify, and perhaps redefine types of membership
- Coordinate with others in the Membership area

6. IF POSSIBLE, REVISE MEMBERSHIP TIMELINE SO DUES ARE DUE 30 SEPTEMBER

See separate item titled 20-21 Membership Dues Schedule

Target Date: Fall 2020

- This would need to be led by **Susan Dale** and Board of Directors, done in full cooperation with **Mariamne Moore**
- It would integrate well with the special fundraising being undertaken as part of the 40th Anniversary Celebration

OPERATIONS/FINANCE

GOALS. Specific Measurable Attainable Reasonable Time-defined

People listed under each goal are those involved as of 6-7-2020, others will be added as the year goes on.

1. DO A PLANNING MEETING IN MAY/JUNE to set the Calendar of Events with the 2020-2021 tours and program speakers.

Target date: September 2020

- Excel calendar established by Claire Nullmeyer, will be added to HL Website and to Facebook, speakers are confirming and will be listed
- Develop monthly meeting agenda that can be conducted in an hour
- Hold a brief "training/protocol" session with new meeting guidelines-- --Zoom goes well because the Chair/President has control

Pat Grogg will work with **Claire Nullmeyer** and **Susan Dale** to develop

Target date: October meeting

- No papers passed around during meetings
- Have members sign-up prior to and after the meeting
- Close sign-up table 5 minutes before meeting scheduled to begin
- No need to record names in the minutes of those attending General Meetings
- More focused, action item minutes
- Handle social announcements separately from business meeting
Yes. End of Agenda, if time permits, or at lunch?

2. BUILD A FINANCE COMMITTEE as a resource to recommend a monthly financial report format and a consistent way of dealing with special projects, i.e. Cookbooks.

Target date: Committee to be established November 2020

- **Nina Filippi, John Garbaciak, and Cindy Tidwell-Shelton**, work with Treasurer Susan Howard. A formal plan will be presented to the Board

3. REVISE/UPDATE/USE HANDBOOK. Recommended that current chairs update their areas before turning over to incoming chair. May be incorporated into Member Portal on Website.

Target date: June 2021

Cindy Tidwell-Shelton, Cathy Shumard

4. LOOK AT WHETHER THE NEWSLETTER CAN BE ELECTRONIC. Fall issue will be printed and will include annual calendar. 3 others will be electronic.

Mary Parker, Pat Faur

5. **REVIEW AND UPDATE WEBSITE** for easy donation, membership, event information, and contributions. Maybe a Member Portal - estimated at \$1,500.
6. **NEW WEBSITE MANAGER IS ADDRESSING THESE AREAS**
Cathy Shumard is addressing these areas along with **Margaret Baker** and **Diane Smith**--they are testing out the Portal concept. Emphasis on evaluation of user-friendly applications.
7. **DEVELOP A RELATIONSHIP WITH OTHER 501(c)3 groups supporting the state museums.**
Susan Dale. Working with Heritage Center Directors to integrate efforts where possible
8. **ORGANIZE STANDING COMMITTEE CHAIRS into task forces for better planning and shared goal setting.**
Target Date: Defer to 2021-2022
Claire Nullmeyer

DEVELOPMENT/FUNDRAISING

GOALS. Specific Measurable Attainable Reasonable Time-defined

People listed under each goal are those involved as of meeting date. Others may be added.
Call from Lynn Wood asking to help with Fundraising.

1. A FUNDRAISING COMMITTEE COMPRISED OF

Susan Dale, Pat Faur, Anne Lupica, and Pat Grogg have set the following goals.

- Organize a database comprised of past Arizona Historymakers™ and affiliates, past presidents, current and past members
- Target Date: June 1 – Cost \$0
- Check out possible grants from local foundations
- Target Date: June 1 - Cost: \$0
- Establish fundraising goals and levels of ask
- Target Date: June 15 – cost \$0
- Draft materials which explain the goals and levels and invite participation; get designer; secure approval of Board, work with Membership to coordinate design of membership update materials
- Draft appeal letter
- Target Date: June 15-July 15
- Design expertise recommended: Mary Parker, Pat Faur, Nina Filippi
- Target mailing: 8/1/20
- Budget for design and materials \$1200-\$1500
- The cost of new membership materials not included here
- Many personal follow-ups to the above, coordinated by Susan Dale

2. ESTABLISH A SEPARATE COMMITTEE FOR THE 40th Anniversary Celebration so that the appeal is well-coordinated with the event in terms of cost and theme

- Who: Committee
- Where: Arizona Heritage Center
- When: 2/20/2021
- Cost: Anne Lupica has sample budget

3. UPDATE HISTORYMAKERS HALL prior to the 40th Anniversary event

Target Date: Work began 6/11/20

Lead - Linda Corderman; Pat Faur, Zona Lorig, Susan Dale, Claire Nullmeyer

4. In light of COVID 19 and the summer hiatus of the League, defer aggressive cookbook sales planning until August/September 2020, with consideration of a plan to sell books primarily by the box. Check with Blue Cross-Blue Shield re: interest