



# Building on History, Community and Change

*Presented To The*  
Roselle Historical Foundation

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*By*

Robert W. Starinsky



# Agenda

- ☞ Connecting with the Community
- ☞ Strategic Planning
- ☞ The Museum of the Future
- ☞ Governance
- ☞ Epilogue

# Connecting with the Community

- ☞ The museum hasn't connected with the community at large – *they don't know you*
  - How then do you connect with your local residents?
    - Through civic engagement
      - *You've got to build community awareness of your existence and your mission*

# Connecting with the Community

- ☞ Perhaps it's necessary to "reinvent" – to develop a new grassroots-based vision
  - Where do you start?
- ☞ You must understand the needs and goals of your audiences, and their behavioral patterns
  - Who's your typical (or targeted) patron
  - Where do you fit in?

# Connecting with the Community

## Engage with your community

- Sponsor and promote a “full suite” of special events to draw attention to the museum
- Seek out and adopt the best practices (what’s working) of other museums
- Create educational and multimedia materials to enrich the museum experience for your younger audiences:
  - Video clip – neat things to see at the museum
  - A Roselle trivia game to help reinforce learning

# Connecting with the Community

## Special events examples:

- Founder's day or village anniversary celebration/special event
- "Local artist" concerts or art fairs
- "Local collector" events, such as an antiques road show, a classic car show, a house or garden walk, bring in a visiting collection such as a baseball card, doll or die-cast car collection
- Guest speakers on topics of local or general historical significance

# Connecting with the Community

- ☛ Take your show on the road
  - Develop an off-the-shelf presentation on the museum that you can deliver to other groups within the community (such as churches and social groups) and to other local museums
  - When another organization in the community hosts “an open-house” make sure you’re there!

# Strategic Planning

- As I previously noted, perhaps it's necessary to "reinvent" – to develop a new grassroots-based vision
- The late management guru, Peter F. Drucker, wrote in 2002 that non-profit organizations conduct a "self-assessment" in order to "shape their futures" given our "rapidly changing and turbulent world"

# Strategic Planning

- ☛ The Five Drucker Questions to be answered through self-assessment:
  - What is our mission?
  - Who is our customer?
  - What does the customer value?
  - What are our results?
  - What is our plan?

# The Museum of the Future

- ☛ Museums are making greater use of the web
  - An online museum – includes online multi-media based “virtual” exhibits and a searchable online “local content” archive
    - Pacific Northwest Olympic Peninsula Community Museum, Washington State
      - <http://content.lib.washington.edu/cmpweb/index.html>

# The Museum of the Future

## What the web means to a museum

- Fewer onsite visitors, more web visitors
  - Use online teasers to draw in visitors
  - Web allows museum to be 'open' for business 24/7/365
- More sophisticated onsite visitors
  - They expect want to know about what to expect BEFORE they see it
  - Provide links for other local points of interest to help draw in non-local traffic and perhaps add a historic building list/map

# The Museum of the Future

- ☞ What the web means to a museum
  - Use e-mail lists to keep in touch with friends, donors and members
  - Use an online store to make your publications more accessible to the community
- ☞ Use a personal computer at museum entry/exit points
  - as an online guest book
  - for museum guest experience feedback surveys

# The Museum of the Future

## ☞ Digitalization of the Collection

- You can't take it with you, but everything left behind can't be placed on display
  - Instead of merely hiding them, Use digital camera and/or camcorder to create a multi-media gallery of what's behind the scenes

# The Museum of the Future

- Install multimedia LCD flat panels and picture frames throughout the museum
  - Record 5-10 minute commentaries for each display room; burn on to DVDs
  - Install built-in DVD players loop continuously providing “virtual tour guide” for *narrated* self-guided tours

# The Museum of the Future

- Multimedia can *enhance the young adult experience* at the museum
  - Commentary will help bring your displays to life; this is especially true for younger audiences that might not understand the what they see
  - Additional clips can discuss 'what goes on behind the scenes' at the museum in terms of asset check-in and cataloging, asset research, asset digitalization, display making techniques, object preservation techniques

# The Museum of the Future

## ☞ Digitalization of the Collection

- We do take our stories along
  - Use a digital voice recorder and/or a camcorder to preserve the oral history of life in Roselle through one-on-one interviews
  - Create a multi-media gallery of what's behind the scenes
  - Create a multi-media 'History of Roselle' video for sale in the 'museum shop'

# Governance

Leadership of the non-profit must be:

- Principle-based
  - Practice integrity and mutual respect
  - Avoid conflict of interest situations
- Duty-based
  - Remember organization mission and vision
- Collaborative and inclusive
  - Remember and include stakeholders

# Governance

- ✓ Continue to set and maintain high standards for yourself and for the organization as a whole
  - Adopt a code of conduct for the board
    - See model document in the presentation binder as a starting point

# Epilogue

## Next Steps

- As Drucker says “self assessment should convert good intentions into effective action, not next year, but tomorrow morning”
  - Look Ahead
  - Plan Ahead
  - Move Ahead