



## Goals for 2020-22

Goals	Measurable Objectives	Status
<b>1. Solidify the administrative foundation</b>		
a. Update the standard operating procedures	Bring the handbook for board members up to date with documented workflows for routine transactions. (Board)	
b. Improve accounting	Migrate from QuickBooks Essentials to Plus Advanced. Track budget and inventory in QuickBooks. (Treasurer)	
c. Audit the finances	Recruit and convene the audit committee. (Treasurer)	
d. Establish board member access to digital records	Create FHS individual accounts in Google Apps for board members. ✓ Create an FHS shared account in QBO for board members. ✓ (Treasurer, Board)	
e. Build board and volunteer competencies	Leverage memberships through training and networking opportunities. (Board)	
<b>2. Perform our core mission of preserving our town's heritage and making it accessible to our community</b>		
a. Continue incremental improvements to the Museum buildings and grounds	Continue upkeep of the exterior. Continue rearrangement of exhibit areas. Lightly reno kitchen. Improve sump pump. (Board)	
b. Continue to provide public access to artifacts, books, and documents at the Museum	The museum will be open to the public at least one day/week except holidays and election days, during May-October. (Board)	

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c. Enhance exhibits at the Museum	Build our first thematic exhibit. (Board)	
d. Improve engagement with membership and community	Publish the newsletter quarterly with postal mailings to non-digital subscribers. (Board) Increase tempo for Facebook posts. Begin parallel posting via Twitter and Instagram. (Board)	
e. Continue to improve website appearance and content	Establish a public area providing guides and supporting material for research in Falmouth. Establish a members-only area with more detailed content. (President)	
f. Support Falmouth's participation in the Maine Bicentennial Celebration	Sponsor or participate in Bicentennial activities that are relevant to Falmouth and within our means. (Board)	
g. Rescue and preserve artifacts from Tidewater	Form a team to be on call for when the town notifies FHS that the demo is at the stage where we can select and remove artifacts. (Board) Collect and transport the artifacts to the barn. (Board)	
<b>3. Improve long-term health through fundraising and membership growth</b>		
a. Publish a mini-annual report	Create an attractive flyer providing an overview of FHS for potential donors. (President)	
b. Conduct targeted local fundraising	Craft and distribute personalized appeals. (Board)	
c. Resume holding events	Hold at least one (and preferably two) events annually. The first step is to establish a program committee. (Board)	
d. Publish "Want Ads" for volunteers	Establish a section on the website with information about the many volunteer positions to be filled. (Board)	
e. Conduct targeted recruiting for volunteers	Develop a strategy to recruit new members from the cohorts most likely to become engaged in FHS activities. (Board)	

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f. Revise and publish the cookbook	Form a committee to revise the FHS book. (Board) Self-publish using half-sized binders in small quantities. (Board)	<input checked="" type="checkbox"/>
g. Sell merchandise online	Establish system for processing online or mail orders of merchandise. (Treasurer) Set up online sales via website. (Treasurer)	<input checked="" type="checkbox"/>
h. Increase engagement with town	Attend town council meetings when the agenda involves town history or historic preservation. (President)	—