

Goal 1 Provide for organizational stability and growth

Status/Comments

1.a Plan and implement additional staffing

Actions

	Create job description for full-time director	
	Meet with City to negotiate for full-time status	
	Hire full time director	

1.b Grow membership

Actions

	Plan and implement dues increase	
	Establish list of "new" contacts for distribution of membership "flyer"/materials to new audiences, e.g. farms, farm markets,	
	Consider and promote discounts or "members-only" benefits or opportunities	
	Send end-of-year thank you/donor statement, annually	
	Expand data on member backgrounds, in database to enhance member communications	

1.c Establish large gift donors "club"

Actions

	Develop name (Roots Club?) and marketing material	
	Establish "gift level" (\$1000 annually?) and benefits to members	

1.d Enhance board development

Actions

	Review and update board job descriptions	
	Recruit new board members	
	Provide board training annually for new board members	

1.e Create development committee

Actions

	Solicit members	
	Establish fundraising goals (see 1.f below)	
	Develop planned giving program	
	Promote matching gifts	
	Committee assist staff to find and apply for grants	
	Promote the Community Foundation endowment	

1.f Provide for fiscal stability

Actions

	Create annual budget with estimated expenses and income	
	Establish annual fundraising goals with staff and fundraising committee	
	Create annual calendar and plan projects and events in advance to reduce spur of the moment projects	

Parking lot: Develop online gift shop

Goal 2 Enhance facility to maximize visitor and curatorial services

Status/Comments

2.a Create healing/meditation garden

Actions

	Develop conceptual plan	
	Fundraise	
	Install garden	

2.b Define city responsibility for house maintenance

Actions

	Establish MOU for on-going maintenance responsibilities	
	Identify and itemize ADA needs	
	Identify and itemize infrastructure needs	
	Communicate needs to city annually	

2.c Create "Use / Development Plan" (Master Plan) for site

Actions

	Write long-range plan for barn	
	Write long range plan for woods and trail	

2.d Take advantage of location and traffic to promote site

Actions

	Ask city to install wayfinding signs to direct visitors/residents to site	
	Contact MDOT to install "attraction" sign on highway	

2.e Promote rental of facility

Actions

	Establish rental fees	
	Create rental policy, rules and procedures	

2.f Improve storage and access to collections

Actions

	Catalog books from Bailey's library that are currently stored offsite	
	Committee assist staff to find and apply for grants	

Parking lot:

- Restore artifacts, improve library storage and display artifacts
- Investigate interpretive planning to enhance exhibit messaging and connections with audience/museum visitors
- Develop plan to dispose of, sell, or re-patriate miscellaneous collections with limited/no relevance to museum
- Microfiche key resources from Bailey library
- David has contact for book restoration

Goal 3 Become a recognized and viable resource within the community and beyond

Status/Comments

3.a Define our image

Actions

	Through board/staff discussion, clarify best communicative name Liberty Hyde Bailey, Baily Museum? The Bailey Center?	
	Develop brand identify plan including logo	

3.b. Promote museum locally

Actions

	Create rack card and other cohesive marketing materials	
	Distribute to area sites and partners such as Chamber, visitor center, LHB members, Sarrett, library, summer visitors	

3.c Create and market quality education programs for children and adults

Actions

	Further develop and schedule Brown Bag series	
	Partner with like-entities to offer workshops on wildflowers, trees, butterflies	
	Seek out being a host site for Master Gardener or Master Naturalist programming/training and volunteer hours	

3.d Develop "attention provoking" unique events

Actions

	Plan 1-2 "friend-raising" events on annual basis	
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3.e Enhance website resources and electronic connections/collaborations

Actions

	Upgrade newsletter, logo etc. (See 3.a)	
	Provide links to related resources	
	Upload key Bailey resources to web site	

Parking Lot: Restore LHB library collections. Document all artifacts in museum.
Promote LHB in various publication, e.g., American Horticultural Society
Raise profile and involvement with LHB Award
Catalog books at Bill Lundy's

Goal 4 Foster connections with educational institutions (e.g., Cornell, WMU, MSU, LMC, area school districts)

Status/Comments

4.a Recruit and utilize staff/instructors for partnered workshops

Actions

	Offer programs on trees, plants, horticulture, organics, etc. led by partnered speakers. See 3.c	
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4.b Host teacher trainings

Actions

	Discuss opportunities with science curriculum specialists at area schools	
	Plan/offer teacher training on various outdoor topics with partners (e.g. Sarrett, Audubon, KNC, Monarch network)	
	Communicate offerings to schools	

4.c Develop/enhance internship program

Actions

	Contact colleges and universities to offer internships	
	Develop job descriptions for internships in public history, horticulture, museum studies, interpretation, marketing	

4.d Develop programs for farmers and growers

Actions

	Meet with MSU extension staff to brainstorm ideas for programming	
	Offer talks, workshops or series in partnership with Extension	

4.e Share exhibits with other institutions

Actions

	Share LHB exhibits or collections with other institutions as traveling exhibit	
	Invite exhibits from other institutions to be displayed at LHB	

Parking lot:

- Develop classes for online credit for high school and home school
- Consider offering high school internship

Goal 5 Foster partnerships with like-minded entities to enhance programming and presence

Status/Comments

5.a Develop meditation, healing, secret garden

Actions

	Meet with social worker at hospital and nearby medical offices to brainstorm ideas	
	See Goal 2	

5.b Partner with Sarrett Nature Center for programming

Actions

	Meet with Sarrett staff to discuss expanding children's program offerings	
	Look into ecotours with Sarrett (partner, offer to LHB members)	
	Incorporate speakers from Sarrett for Brown Bag programming	

5.c Enhance outdoor education opportunities with North Shore Elementary

Actions

	See separate action plan develop by Rebecca Lindstrom	
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5.d Partner with community at large

Actions

	List volunteer opportunities on web site and newsletter	
	List wish list needs on web side and newsletter	

5.e Collaborate with HASH

Actions

	Develop and present Stanley Johnson/Founding Fruit Belt Farmers exhibit	
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5.f Support growing /farming community

Actions

	Create/obtain contact list of farms/farm markets in area to promote and to share LHB museum info	
	Discuss with Chamber of Commerce and Extension office the idea of an Agritourism/farm tour as special event	
	Talk with Kim Overhiser about a Farm Tourism Trail	

Parking lot:

Continue building relationship with garden club/garden walk