

Claremore Museum of History
Strategic Plan Draft 2018/2023

1. Synopsis

Our mission at the Claremore Museum of History (MoH) is to create engaging experiences that celebrate history, connect community, and inspire creativity. Our vision is to provide our audience with engaging experiences through community programs and collaboration. Through our mission and vision, we are hoping to build relationships that strive to make a better community. Relationship-building is fundamental to growing strong, creative, active and vibrant communities.

2. Audiences

The MoH is a place for everyone. We are adapting Nina Simon's model for successful community engagement:

- **RELEVANT: Connected** to compelling needs, assets, and interests in Claremore, OK. **Connected** to our core content of history.
- **SUSTAINABLE:** Provides important resources to help the MoH thrive financially and organizationally.
- **BRIDGING:** Brings community members together across differences. **Celebrates** diversity and encourages unexpected connections.
- **PARTICIPATORY:** Invites diverse community members to make meaningful contributions as co-creators, collaborators, and energized constituents.
- **IGNITING: Inspires** excitement and curiosity about history. Expands opportunities for deeper engagement beyond the museum.

We are striving to offer multiple types of programming for our audiences:

- Academic Programs
- Access Programs
- Adult Programs
- Community Programs
- Family Programs
- K-12 Programs
- Outreach
- Special Events
- Tours

3. Recent history and successes

- a. Raised \$200,000 to rehab building to make it museum worthy
- b. Completed Exhibits for Lynn Riggs, Patti Page, Stuart Roosa, Claremore Public Schools, Radium Water Bath History, history of Claremore from early inhabitants to 1939, display of historical quilt, Posters for mayors, police chiefs and wall of Fame Honorees
- c. Raised more than \$370,000 in three separate fundraising events (one of which matched our net proceeds with grant from Walton Family Foundation)
- d. Applied for and received 501-c-3 IRS designation & established Board of Directors
- e. Established a Membership Program raising \$15,000 & more than 100 members
- f. Created Endowment Fund with present value of approximately \$134,000
- g. Created a Video Library of interviews with important Claremore citizens
- h. Developed Web Site and 2 kiosks
- i. Created Quarterly Electronic News Letter
- j. Introduced first annual "Stepping Back in Time" Program
- k. Hired full-time Executive Director/Curator

4. Goals

The primary goal of the Claremore Museum of History is to preserve and showcase the treasured memories of yesteryear, recognize the achievements of today, educate our adults and students about the community history, and stimulate community involvement in the promise of tomorrow.

5. Objectives

a. 2018/2019

i. Annual operational objectives

1. Expand existing docent program and establish comprehensive training manual
2. Improve Exhibitions and enhance Technology throughout the Museum
3. Identify historical figures of Claremore for research/education
4. Work with key industries to tell the history of their development and their role in making Claremore a more viable City.
5. Find OUR Audiences/Create Community Collaboration

a. Saturday at the MoH Community Programs

i. I love you MoH

1. Boarding House Books

- 2. Frosted Cupcakes
 - ii. Dog Day: The History of Dogs
 - 1. The City: Parks and Recreation
 - 2. Claremore Animal Shelter
 - 3. Pet Sense
 - 4. Carmik Boarding Kennel
 - b. MoH Outreach
 - i. Claremont Elementary, Claremore Pubic School
 - ii. Cherokee Nation
 - iii. Ron Strotthman/Boy Scouts/Girl Scouts
 - c. Claremore Museums Coalition
 - 1. Collaborative Programming
 - 2. Joint Marketing
 - 3. Museum City
 - a. Visit Claremore
 - b. JM Davis
 - c. Will Rogers Memorial Museums
 - d. OMA Museum/RSU
 - d. Rogers State University
 - i. Internship Program
 - e. Special Programs
 - i. Stratton Taylor
6. Expand Financial Outreach
 - a. Identify new Prospective large gift donors
 - b. Identify Potential Grantees & Foundations
- ii. New strategic objectives
 - 1. New Exhibits and Enhancing Old Exhibits
 - a. School on the Hill
 - b. Oklahoma!
 - i. Proposal to Rodgers and Hammerstein for rights to images, film, and audio.
 - 1. Digital Interactive

- ii. New loan: Todd AO projector
 - iii. New display: Reel #1
 - c. Will Rogers Round-up Club Exhibit
 - d. Helen Robson Walton Exhibit
 - e. Expanded Stuart Roosa Exhibit
- 2. Extend hours of employment for Executive Director/Curator to full time
- 3. Re-Branding and New Signage
- 4. Securing bids for Security Update/Fire Suppression System
- 5. Creating an online gift shop
- 6. Incorporate adjacent City Park with Museum for programming purposes
- 7. Updating our website
- 8. New Membership Drive

b. 2019/2020

i. Annual Operational Objectives

- 1. Expand existing docent program and establish comprehensive training manual
- 2. Improve Exhibitions and enhance Technology throughout the Museum
- 3. Identify historical figures of Claremore for research/education
- 4. Work with key industries to tell the history of their development and their role in making Claremore a more viable City.
- 5. Find OUR Audiences/Create Community Collaboration
 - a. Saturday at the MoH Community Programs
 - b. MoH Outreach
 - c. Claremore Museums Coalition
 - 1. Collaborative Programming
 - 2. Joint Marketing
 - 3. Museum City
 - a. Visit Claremore
 - b. JM Davis

- c. Will Rogers Memorial Museums
- d. OMA Museum/RSU

d. Rogers State University

e. Special Programs

6. Expand Financial Outreach

ii. New Strategic Objectives

1. Update museum security

c. 2020/2021

i. Annual Operational Objectives

1. Expand existing docent program and establish comprehensive training manual

2. Improve Exhibitions and enhance Technology throughout the Museum

3. Identify historical figures of Claremore for research/education

4. Work with key industries to tell the history of their development and their role in making Claremore a more viable City.

5. Find OUR Audiences/Create Community Collaboration

a. Saturday at the MoH Community Programs

b. MoH Outreach

c. Claremore Museums Coalition

1. Collaborative Programming

2. Joint Marketing

3. Museum City

a. Visit Claremore

b. JM Davis

c. Will Rogers Memorial Museums

d. OMA Museum/RSU

d. Rogers State University

e. Special Programs

6. Expand Financial Outreach

ii. New Strategic Objectives

1. Update Museum Safety/New Emergency Policies and Fire Suppression System

d. 2021/2022

i. Annual Operational Objectives

1. Expand existing docent program and establish comprehensive training manual
2. Improve Exhibitions and enhance Technology throughout the Museum
3. Identify historical figures of Claremore for research/education
4. Work with key industries to tell the history of their development and their role in making Claremore a more viable City.
5. Find OUR Audiences/Create Community Collaboration
 - a. Saturday at the MoH Community Programs
 - b. MoH Outreach
 - c. Claremore Museums Coalition
 1. Collaborative Programming
 2. Joint Marketing
 3. Museum City
 - a. Visit Claremore
 - b. JM Davis
 - c. Will Rogers Memorial Museums
 - d. OMA Museum/RSU
 - d. Rogers State University
 - e. Special Programs
6. Expand Financial Outreach

ii. New Strategic Objectives

1. Update building to be environmentally controlled

e. 2022/2023

i. Annual Operational Objectives

1. Expand existing docent program and establish comprehensive training manual

2. Improve Exhibitions and enhance Technology throughout the Museum
3. Identify historical figures of Claremore for research/education
4. Work with key industries to tell the history of their development and their role in making Claremore a more viable City.
5. Find OUR Audiences/Create Community Collaboration
 - a. Saturday at the MoH Community Programs
 - b. MoH Outreach
 - c. Claremore Museums Coalition
 1. Collaborative Programming
 2. Joint Marketing
 3. Museum City
 - a. Visit Claremore
 - b. JM Davis
 - c. Will Rogers Memorial Museums
 - d. OMA Museum/RSU
 - d. Rogers State University
 - e. Special Programs
6. Expand Financial Outreach

ii. **New Strategic Objectives**

1. **Develop business model inside gazebo park**
2. **Public Art additions**

6. **Impact on our community**

In January of 2018, the MoH established a community engagement model.

- **RELEVANT: Connected** to compelling needs, assets, and interests in Claremore, OK. **Connected** to our core content of history.
- **SUSTAINABLE:** Provides important resources to help the MoH thrive financially and organizationally.
- **BRIDGING:** Brings community members together across differences. **Celebrates** diversity and encourages unexpected connections.
- **PARTICIPATORY:** Invites diverse community members to make meaningful contributions as co-creators, collaborators, and energized constituents.

- **IGNITING: Inspires** excitement and curiosity about history. Expands opportunities for deeper engagement beyond the museum.

This model has shaped the museum's programming to benefit from community collaboration and to stimulate economic development. The MoH is educating the community from the inside out through innovative and relevant programming. We have collaborated with a diverse group of local businesses to connect to our community i.e. book stores, flower shops, restaurants, animal shelters etc.

In February of 2018, Claremore's museums (Will Rogers Memorial Museums, the JM Davis Gun Museum, the Oklahoma Military Academy Museum, and the Claremore Museum of History) and Visit Claremore came together to form the Claremore Museums Coalition. This collaboration was established to create joint programming and marketing. Claremore is now being strategically marketed as Museum City. The city's most notable restaurant, the Hammett House was recently renovated to celebrate Claremore as Museum City.

The museum is now being used as a tool for teaching. Claremore Public Schools will be participating in an outreach program this fall that is designed to serve third, fourth, and fifth grade students. The MoH now provides tours for organizations and schools through an online reservation form.

7. MoH support

The Claremore Museum of History relies on donations, private contributions, fundraising events, museum membership, and grant funding. The Walton Family Foundation has supported the museum with a \$120,000 grant for operations and administration cost. Other primary sponsors of the museum include the Cherokee Nation, Rogers County Bank, Rogers County Abstract Company, Frank Robson, Winn Ingersoll, W.R. Howell, and Frank Podpechan. The museum is developing a plan to attract external funders from outside Claremore for future funding (theater and film industry).