

WHEELING HISTORICAL MUSEUM

MBO

MANAGEMENT BY OBJECTIVE

HISTORICAL SERVICES FUNCTIONAL
MISSION STATEMENT

FUNCTIONAL MISSION STATEMENT

The mission of the Historical Services function of the Wheeling Park District is to provide, or to enable residents and area citizens of all ages, through their involvement, participation and exposure, to experience quality historical programs, exhibits; tours, materials and facilities.

PURPOSES

Human Resources

To obtain and maintain the highest possible quality and quantity of productivity in work performance by staff and volunteers.

Financial Resources

To maximize the benefits of financial resources through the efficient, effective and judicious expenditure of funds and to solicit and obtain additional resources to support an aggressive historical effort.

Operational Services

To design, develop, maintain and utilize systems, schedules, techniques, standards, processes, plans, procedures, and relationships that enable written, pictorial, verbal and historical materials and resources to be effectively and efficiently utilized to further the historical endeavor.

Program Services

To effectively utilize facilities, properties and other resources that enable local, area, regional, national, and international historical events, people, time periods and/or contributions to be presented on a daily basis through creative, entertaining, educational, informative, and visible programs, exhibits, tours, workshops, and materials to residents and area citizens of all ages.

Other Resources

To obtain, renovate, rehabilitate, improve and/or provide historically valuable, attractive, visible, and usable facilities, properties, artifacts and other resources that protect, preserve and/or enhance the historical endeavor and to obtain sufficient materials, equipment and supplies that enable a viable historical effort to be sustained.

MBO/ WORK PROGRAM
WHEELING PARK DISTRICT
FUNCTIONAL GOALS BY PURPOSE STATEMENT
OVERVIEW OF PRIORITIES

Goal #
P 1154 25

HISTORICAL SERVICES

FUNCTIONAL MISSION STATEMENT

The mission of the Historical Services function of the Wheeling Park District is to provide, or to enable residents and area citizens of all ages, through their involvement, participation and exposure, to experience quality historical programs, exhibits, tours, materials and facilities.

PURPOSE

OTHER RESOURCES

To obtain, renovate, rehabilitate, improve and/or provide historically valuable, attractive, visible, and usable facilities, properties, artifacts and other resources that protect, preserve and/or enhance the historical endeavor and to obtain sufficient materials, equipment and supplies that enable a viable historical effort to be sustained.

GOALS

1. Identify, prioritize, cost out and present a fiscally responsible acquisition plan for all equipment, materials and supplies needed by, but not available to, the department to further the historical endeavor.

PURPOSE

HUMAN RESOURCES

To obtain and maintain the highest possible quality and quantity of productivity in work performance by staff and volunteers.

GOALS

2. Develop and complete a staffing pattern plan that addresses and makes specific recommendations on the most effective organization of, and subsequent utilization of, staff and key volunteers to enhance and maintain the optimum performance and productivity of departmental personnel.
4. Prepare and submit Job Effectiveness clarifying performance expectations for all staff positions.
5. Prepare and submit Work Descriptions clarifying performance expectations for all volunteer positions.
7. Develop and implement a comprehensive and selective volunteer recruitment orientation, assignment, training, and reward effort that enables quality volunteers to be obtained, retained and effectively utilized to enhance the Historical endeavor.

PURPOSE

OPERATIONAL SERVICES

To design, develop, maintain and utilize systems, schedules, techniques, standards, processes, plans, procedures, and relationships that enable written, pictorial, verbal and historical materials and resources to be effectively and efficiently utilized to further the historical endeavor.

GOALS:

9. Identify, prioritize and undertake all interviews needing to be conducted to preserve and enhance the first hand knowledge of local and area history.
11. Review and confirm or clarify and strengthen procedures utilized to implement, monitor, control and/or direct departmental systems, schedules, techniques standards, processes and plans through the preparation and finalization of a departmental Operations and Procedures Manual.
16. Review the 1976 Affiliation Agreement by and between the Wheeling Historical Society and the Wheeling Park District and make specific recommendations on any and all alternations needed or desirable, to clarify and subsequently strengthen the relationship and to enhance involvement, participation and membership in and by the Society in the mutual commitment to strengthen the local historical endeavor.
17. Explore, finalize and implement plans to expand attendance during visitation hours, at the Museum and the Chapel/Library.
20. Work with and/or lead a coalition of area historical endeavor representatives to develop and finalize plans to create and implement an area and regional data collection and disbursement clearinghouse and information exchange for any and all historical data identified as beneficial.
21. Develop a Marketing Master Plan that links creative, educational, informative, and entertaining historical services and effective approaches to likely target markets that will stimulate awareness of and participation in, appropriately scheduled activities, events, programs, tours, workshops and other services for residents and area citizens of all ages.
22. Complete the development of a comprehensive plan for the compilation of an inventory and assessment of historical artifacts.
23. Develop, finalize, cost out, and report on a plan that sets forth the artifacts sought for the museum to insure that procurement efforts recognize duplications, voids, and priorities.
24. Develop, prioritize, cost out and present in conjunction with others where appropriate, a Capital Improvement, preservation, visibility and useability plan for all Wheeling Park District properties and facilities.

OPERATIONAL SERVICES

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- 6, 25. Identify and solicitate local public and private sector buildings for the presentation of traveling displays of exhibits and/or displays and artifacts that enables the general population of the area to be creatively exposed to, and informed of, local and area history.

PURPOSE

FINANCIAL RESOURCES

To maximize the benefits of financial resources through the efficient, effective, and judicious expenditure of funds and to solicit and obtain additional resources to support an aggressive historical effort.

GOALS

15. Initiate the exploration and finalization of any and all tailored financial reports needed to monitor and control the generation and expenditure of funds.

PURPOSE

PROGRAM SERVICES

To effectively utilize facilities, properties and other resources that enable local, area, regional, national, and international historical events, people, time periods and/or contributions to be presented on a daily basis through creative, entertaining, educational, informative, and visible programs, exhibits, tours, workshops, and materials to residents and area citizens of all ages.

GOALS

5. Develop and submit to the Wheeling Historical Society for their action, an outline proposal for the department to present not less than six, one-half hour historical presentations all occurring prior to the end of 1985, at the monthly Society meetings.
6. Explore, finalize and implement plans to leverage and/or coordinate the delivery of Historical Services and Leisure Service programs, activities and events to broaden the exposure of audiences to the community historical endeavor.
8. Publish and distribute four (4) issues of not less than 800 copies per issue of a Historical Newsletter in 1985 which informs and educates recipients of currently available or planned historical services and/or historical endeavor advances.
10. Complete the development, printing, and distribution of not less than 5000 copies of a book on local and area history.

PROGRAM SERVICES

GOALS

12. Develop and implement or coordinate the provision of a comprehensive series of monthly local, area and regional historical tours that will educate, inform and entertain participants.
14. Approach the newspapers to print on an ongoing basis, entertaining ' and informative exerpts and photographs of historical events, people, properties, and facilities to broaden the general publics exposure to and appreciation of wheeling and area history.
15. Develop and/or coordinate the provision of six (6) local or area general public lectures that draw an average attendance of 50 persons which present historical material to attendees in an informative and educational yet creative and entertaining manner.
18. Present a portable artifact display plan for the Museum which presents and clarifies the approach to display development.
39. Lead efforts to form a coalition of local grade school, junior high and high school teachers or history curriculum coordinators to develop and implement a local and area history segment to existing history courses offered.

HISTORICAL SERVICES DEPARTMENT
PRIORITIZATION OF GOALS WITH DUE DATES

PRIORITY	<u>DUE DATE</u>
1. Identify, prioritize, cost out and present a fiscally responsible acquisition plan for all <u>equipment, materials and supplies</u> needed by, but not available to, the department to further the historical endeavor.	<u>12/31/84</u>
2. Develop and complete a <u>staffing pattern plan</u> that addresses and makes specific recommendations on the most effective organization of, and subsequent utilization of, staff and key volunteers to enhance and maintain the optimum performance and productivity of departmental personnel.	<u>12/31/84</u>
3. Develop and submit to the Wheeling Historical Society for their action, and outline proposal for the department to present not less than <u>six, one-half hour historical presentations</u> all occurring prior to the end of 1985, at the monthly Society meetings	<u>2/1/85</u>
4. Prepare and submit <u>Job Effectiveness Descriptions</u> clarifying performance expectations for all staff positions.	<u>3/1/85</u>
5. Prepare and submit work Descriptions clarifying performance expectations for all volunteer positions.	<u>5/1/85</u>
6. Explore, finalize and implement plans to <u>leverage</u> and/or coordinate the delivery of Historical Services and <u>Leisure Service</u> programs, activities and events to broaden the exposure of audiences to the community historical endeavor.	<u>4/1/85</u>
7. Develop and implement a comprehensive and selective <u>volunteer recruitment</u> orientation, assignment, training, and reward effort that enables quality volunteers to be obtained, retained and effectively utilized to enhance the historical endeavor.	<u>9/1/85</u>
8. Publish and distribute four (4) issues of not less than 800 copies per issue of a <u>Historical Newsletter</u> in 1985 which informs and educates recipients of currently available or planned historical services and/or historical endeavor advances.	<u>1/31/85</u>
9. Identify, prioritize and undertake all <u>interviews</u> needing to be conducted to preserve and enhance the <u>first hand knowledge</u> of local and area history.	<u>12/31/85</u>
10. Complete the development, printing and distribution of not less than 5000 copies of a book on local and area history.	<u>12/31/85</u>
11. Review and confirm or clarify and strengthen procedures utilized to implement, monitor, control and/or direct departmental systems schedules, techniques, standards, processes and plans through the preparation and finalization of a departmental <u>Operations and Procedures Manual</u> .	<u>9/1/85</u>
12. Develop and implement or coordinate the provision of a comprehensive series of <u>monthly</u> local, area and regional <u>historical tours</u> that will educate, inform and entertain participants.	<u>5/1/85</u>

PRIORITY

DUE DATE

13. Initiate the exploration and finalization of any and all tailored financial reports needed to monitor and control the generation and expenditures of funds. 5/1/85
14. Approach the newspapers to print on an ongoing basis, entertaining and informative excerpts and photographs of historical, events, people, properties and facilities to broaden the general public's exposure to and appreciation of Wheeling and area history. 5/1/85
15. Develop and/or coordinate the provision of, six (6) local or area general public lectures that draw an average attendance of 50 persons which present historical material to attendees in an informative and educational yet creative and entertaining manner. 6/1/85
16. Review the 1976 Affiliation Agreement by and between the Wheeling Historical Society and the Wheeling Park District and make specific recommendations on any and all alternations needed or desirable, to clarify and subsequently strengthen the relationship and to enhance involvement, participation and membership in and by the Society in the mutual commitment to strengthen the local historical endeavor. 6/1/85
17. Explore, finalize and implement plans to expand attendance during visitation hours at the Museum and the Chapel/Library. 5/1/85
18. Present a portable artifact display plan for the Museum which presents and clarifies the approach to display development. 8/1/85
19. Lead efforts to form a coalition of local grade school, junior high and high school teachers or history curriculum coordinators to develop and implement a local and area history segment to existing history courses offered. 10/1/85
20. Work with and/or lead a coalition of area historical endeavor representative to develop and finalize plans to create and implement an area and regional data collection and disbursement clearinghouse and information exchange for any and all historical data identified as beneficial. 12/31/85
21. Develop a Marketing Master Plan that links creative, educational informative, and entertaining historical services and effective approaches to likely target markets that will stimulate awareness of and participation in, appropriately scheduled activities, events, programs, tours, workshops and other services for residents and area citizens of all ages. 6/1/85
22. Complete the development of a comprehensive plan for the compilation of an inventory and assessment of historical artifacts. 12/31/85
23. Develop, finalize, cost out, and report on a plan that sets forth the artifacts sought for the museum to insure that procurement efforts recognize duplications, voids, and priorities. 12/1/85

PRIORITY

DUE DATE

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24. Develop, prioritize, cost out and present in conjunction with others where appropriate , a Capital Improvement, preservation, visibility and useability, plan for all Wheeling Park District properties and facilities . 11/1/85

 25. Identify and solicitatc local public and private sector buildings for the presentation of traveling displays of exhibits and/or displays and artifacts that enables the general population of the area to be creatively exposed to, and informed of, local and area history. 12/31/85

HISTORICAL SERVICES

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Identify, prioritize, cost out and present a fiscally responsible acquisition plan for all equipment, materials and supplies needed by, but not available to, the department to further the historical endeavor by: 12/31/84

OBJECTIVES

1. Complete an inventory and listing of all presently available tools, equip. and supplies include but not be limited to the following by: 12/1/84
 - a) Drills
 - b) Saws
 - c) Hammers
 - d) Hand Power Tools
 - u) Table and power tools
 - f) Sanders
 - g) Nuts/Bolts
 - h) Electrical Supplies
 - i) Audio visual Equip.
2. Develop and implement a system to identify the critical factors regarding the need for presently unavailable tools, material, supplies and equipment to include but not be limited to the following by: 12/1/84
 - a) Quality and Quantity
 - b) Condition Status
 - c) Usage
 - d) Safety
 - e) Storage needs
3. Explore and finalize a report setting forth any gap between tools, materials, supplies and equipment available vs. actual needs to include estimated costs by: 12/1/84
4. Develop and present a tool, material, supply and equipment purchasing and /or replacement program to meet identified needs by: 12/31/84.

HISTORICAL SERVICES

HUMAN RESOURCES

GOAL # 2

Develop and complete a staffing pattern plan that addresses and makes specific recommendations on the most effective organization of, and subsequent utilization of, staff and key volunteers to enhance and maintain the optimum performance and productivity of departmental personnel by: 12/31/84.

OBJECTIVES

1. Develop a study to identify the optimum staffing pattern plan to include but not be limited to the following by: 12/1/84
 - a) All required work
 - b) Hours necessary to perform required work.
 - c) Estimated timing of work to be performed.
 - d) Type and level of skill necessary to perform said work
 - e) Develop performance standards for each work task.

2. Develop and report on a phased approach to retain additional staff for the purpose of performing additional work tasks to include but not be limited to the following by: 12/31/84
 - a) Prioritize unmet performance standards
 - b) Link skills and hours necessary to attain said standards
 - c) Cost out labor, equipment, etc, required to attain said standards.
 - d) Present a final report with recommendations to be acted upon.

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL # 3

Develop and submit to the Wheeling Historical Society for their action, an outline proposal for the department to present not less than six, one-half hour historical presentations all occurring prior to the end of 1985, .at the monthly Society meetings by: ²/₁/85

OBJECTIVES

1. Develop an outline for the purpose of establishing historical presentations to include but not be limited to the following by: ¹/₁/85
 - a) Gain permission from the Wheeling Historical Society for presentations
 - b) Schedule with Wheeling Historical Society
 - c) Confirm topics/subjects
 - d) Confirm format
 - 0 Confirm speakers

2. Hold the first presentation by: 3/₁/85 CCH . 11.14..e774,16

HISTORICAL SERVICES

HUMAN RESOURCES

GOALS 4

Prepare and submit Job Effectiveness Descriptions clarifying performance expectations for all staff positions by: 5/1/85

OBJECTIVES

1. Determine roles, responsibilities, skills and performance of staff to include but not be limited to the following by: 3005
 - a) Type of skills SUPPORT SERVICE
 - b) Qualifications VOLUNTEER
 - c) Quantity of work to be performed
 - d) Quality of work to be performed

2. Develop performance standards for each position to include but not be limited to the following by: 10/85
 - a) Quality of work
 - b) Quantity of work
 - c) Performance standards
 - d) Position Titles
 - e) Roles and Responsibilities

3. Develop Job Effectiveness Descriptions for all positions to be approved by the Park District Manager and adopted by the Board of Park Commissioners by: Frft

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HISTORICAL SERVICES

HUMAN RESOURCES

GOAL # 5

Prepare and submit work Descriptions clarifying performance expectations for all volunteer positions by: 5/1/85

OBJECTIVES

1. Develop a study to review and identify all existing and potential volunteer positions to include but not be limited to the following by: 3/1/85
 - a) Typist/clerical
 - b) Research
 - c) Volunteer Coordinator
 - d) Program Planning
 - e)Artifact Inventory
 - f)Promotions
 - g)Visitation Guides

2. Determine tasks and responsibilities of volunteers which will include but not be limited to the following by: 4/1/85
 - a) Quality of work
 - b) Quantity of work
 - c) Performance standards
 - d) Rules and responsibilities

3. Develop Job Effectiveness Descriptions for all volunteer positions to be approved by the Park District Manager by:, 5/1/85

HISTORICAL SERVICES

PROGRAM SERVICES

Goal #6

Explore, finalize and implement plans to leverage and/or coordinate the delivery of Historical Services and Leisure Service programs, activities and events to broaden the exposure of audiences to the community historical endeavor by: 4/1/85

OBJECTIVES

1. Obtain from Leisure Services, all activities planned to take place at Chamber of Commerce Park and Childerley in 1985 *z; oic4 MCA ACri 0 AI,* by: 4/1/85.
2. Meet with Leisure Services to finalize plans to link Leisure Service activities to historical facility (museum and chapel/library) availability by: 4/1/85
3. Develop a schedule of what historical services will be available and what arrangements are required to promote and plan the exposure of Leisure Service participants to historical services by: 4/1/85.
4. Develop a meeting schedule with Leisure Service staff to confirm the actual status of planned activities prior to the beginning of each session of activities by: 4/1/85.

HISTORICAL SERVICES

HUMAN RESOURCES

GOAL 4 7

Develop and implement a comprehensive and selective volunteer recruitment orientation, assignment, training, and reward effort that enables quality volunteers to be obtained, retained and effectively utilized to enhance the Historical endeavor by: 9/1/85

OBJECTIVES

- I . Develop a community and area awareness of the need for, and interest in, volunteers to participate in the historical endeavor by: 6/1/85 .
 - . Develop volunteer recruitment plans that enable the department to obtain needed attributes including, but not limited to the following by: 8/1/85
 - a) Interest in developing the historical endeavor(interest)
 - b) Encourage team work (attitude)
 - c) Devote minimum hours per week or month (time)
 - d) Develop deep interest in tasks (commitment)
 - e) Aptitude (skills)
5. Develop and implement a training and orientation program to include but not be limited to the following by: 8/1/85
 - a) Tour of facilities
 - b) Introduction to various tasks
 - c) Explanation of Historical endeavor scope and purposes.
 - d) Describe future aims.
4. Develop and implement a reward program for volunteers to include but not be limited to the following by: 9/1/85
 - a) Develop a layered recognition program (what is given-what is received)
 - b) Develop a monitoring/recording system to track volunteer involvement based criteria established in 4(a).
 - c) Develop reward awareness program among volunteers.
 - d) Initiate the reward program.

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL # 8

Publish and distribute four (4) issues of not less than 800 copies per issue of a Historical Newsletter in 1985 which informs and educates recipients of currently available or planned historical services and/or historical endeavor advances by: 1/31/85

OBJECTIVES

1. Organize a staff for the purpose of establishing a historical newsletter to include but not be limited to the following by: 12/1/84

- a) Accept contributions of articles
 - b) Editorial Management
 - c) Community participation (advertising)
 - d) volunteer participation
 - c) Sponsorship of printing and postage by advertisers.
 - f) Develop and implement timelines for data collection, editing, layout and printing.
 - g) Clarification of roles and responsibilities
- Develop a mailing list for purposes of distribution of no less than four newsletters per year of 800 copies per issue. by: 12/1/84

3. Utilizing the timeline developed, prepare and distribute issues by:

- a) 1st issues 1985 1/30/85
- b) 2nd issue 1985 4/30/85
- c) 3rd issue 1985 8/30/85
- d) 4th issue 1985 12/31/85

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL II 9

identify, prioritize and undertake all interviews needing to be conducted to preserve and enhance the first hand knowledge of local and area history by: 12/31/85

OBJECTIVES

1. Develop interviewers training program with approach and research systems by: 5/1/85
 - a. Use of recording and transcribing
 - b. Family background - and dates
 - c. Individuals contributions to community
 - d. research related documents
2. Complete a listing of those individuals who may have first hand knowledge of people, events, accomplishments and other important historical information by: 5/1/85
3. Develop and apply criteria to prioritize the order of interviewing that may include but not be limited to the following by 6/1/85
 - a. Health and wellness of the individual
 - b. Importance of first hand knowledge (significance)
 - c. Scarcity of knowledge
4. Complete the interviews with all first hand knowledge individually by: 8/1/85
5. Complete a listing of those individuals who may have second hand knowledge of people, events, accomplishments, and other important historical information by: 8/1/85
6. Develop and apply criteria to prioritize the order of interviewing that may include but not be limited to the following by: 9/1/85
 - a. Health and wellness of the individual
 - b. Importance of second hand knowledge
 - c. Scarcity of knowledge

Complete the first fifty interviews with second hand knowledge individuals by: 12/31/85.

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL P10

Complete the development, printing and distribution of not less than 5000 copies of a book on local and area history by: 12/31/85.

OBJECTIVES

- Complete the following stages which includes but may not be limited to the following by: 6/1/85
 - a) The interviewing process
 - h) The editorial process
 - 'c) The rewrite process
 - d) The research process
- 2. Develop and implement a plan to finance the publishing of the book by: 6/1/85
- 3. Obtain proposals, or have donated, the printing of 5000 books by: 6/1/85
- 1. Develop and implement a book marketing and sales plan by: 8/1/85
Distribute 5000 copies of the book by : 12/31/85

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL Ni

Review and confirm or clarify and strengthen procedures utilized to implement, monitor, control and/or direct departmental systems, schedules, techniques, standards, processes and plans through the preparation and finalization of a departmental Operations and Procedures Manual by: 9/1/85

OBJECTIVES

1. Develop a table of contents of general categories and specific procedures to be drafted to include but not be limited to the following by: 5/1/85
 - a. Archives procedures
 - b. Exhibit procedures
 - c. Program procedures
 - d. Public relations procedures
 - e. Financial procedures
 - f. Recruiting procedures
2. Create a task force of key staff of volunteers composed of one representative from each area to coordinate and prepare the procedures in their area of responsibilities by: 6/1/85
3. Compile, proof and finalize all procedures by: 7/1/85
4. Finalize, reproduce and distribute the Operations and Procedures Manual by: 8/1/85
5. Hold one or more orientation and training programs with staff and volunteers to review all procedures by: 9/1/85

HISTORICAL SERVICES

PROGRAM SERVICES

COAL #12

Develop and implement or coordinate the provision of a comprehensive series of monthly local, area and regional historical tours that 'will educate., inform and entertain participants by: 5/1/85 •

OBJECTIVES

1. Form a historical tour planning Advisory Co▶nittee by: 12/31/84
2. Develop a listing of local, area and regional historical attractions and events with data including, but not limited to the following by: 12/31/84
 - a1 Distance
 - b) Costs
 - c) Nature of attraction
 - d) Length of tour
 - c) Promotional material available
- S. Meet with Leisure Services to define schedules, transportation fees, registration procedures, promotions by: 1/30/85
4. Hold the first tour by 5/1/85

HISTORICAL SERVICES

FINANCIAL RESOURCES

GOAL # 13

Initiate the exploration and finalization of any and all tailored financial reports needed to monitor and control the generation and expenditure of funds by: 7/1/85.

OBJECTIVES

1. Work in conjunction with the Finance and Personnel Services Department to review all existing financial forms and reports used to monitor finances including but not limited to the following by: 2/1/85
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 - a) General Ledger
 - b) Cost Center Analysis
 - c) Program Budget worksheet, etc.
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2. Analyze and develop any additional financial monitoring tools pertinent to department use in conjunction with Finance and Personnel Services by: 1/1/85
3. In conjunction with Finance and Personnel Services, develop a process for recording, monitoring and reviewing all pertinent financial information by: 5/85

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL 1/ 11

Approach the newspapers to print on an ongoing basis, entertaining and informative excerpts and photographs of historical events, people, properties, and facilities to broaden the general public's exposure to and appreciation of Wheeling and area history by: 4³/1/85

OBJECTIVES

1. Develop an approach to the assigned reporters and their editors of the three local newspapers, and with the Wheeling High School with a concept proposal for ongoing historical features and auto stories that could include but not be limited to the following by: g-//13/8⁵
 - a. Coltanon local history
 - b. Identification of news worthy historical articles, stories and photographs
2. Schedule and hold individual meetings with each of the newspapers to make the joint presentation by: 257¹/85
3. Subject to the acceptability of the concept, assign or accept ^{tbg} responsibility for drafting and editing ongoing materials to be printed by: 41/1/85
4. Prepare and present the first information by: 4/1/85

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL 415

Develop and/or coordinate the provision of six (6) local or area general public lectures that draw an average attendance of 50 persons which present historical material to attendees in an informative and 'educational yet creative and entertaining manner by: 6/1/85

OBJECTIVES

1. Develop plans for the purpose of conducting historical lectures to include but not be limited to the following by: Apr. 1, 1985
 - a) Topics/subjects
 - b) Format
 - c) Educational and entertaining value of contents
 - d) Schedule
 - e) Speakers

2. Retain qualified personnel to carry out the lecture functions to include but not be limited to the following areas by: May. 1, 1985
 - a) History teachers and Historians
 - b) Collectors
 - c) Lecturers -locally, area or regional

3. Make arrangements to obtain necessary facilities to conduct the lectures to include but not be limited to the following by: June 1, 1985
 - a) village hall
 - b) Club Houses- Private
 - c) Chevy Chase Club House or other park facilities
 - d) Library
 - e) Schools

4. Develop, distribute, and promote a schedule of six (6) historical lectures by: 6/1/85

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL P16

Review the 1976 Affiliation Agreement by and between the Wheeling Historical Society and the Wheeling Park District and make specific recommendations on any and all alternations needed or desirable, to clarify and subsequently strengthen the relationship and to enhance involvement, participation and membership in and by the Society in the mutual commitment to strengthen the local historical endeavor by: 6/1/85

OBJECTIVES

1. Review the existing agreement by and between the Wheeling Historical Society and the Wheeling Park District with the Park District Manager to clarify original intent of each statement by: 1/1/85
2. Explore and clarify current staff and Society perceptions of the roles and responsibilities of the Park District and the Society by: 2/1/85
3. Compile and compare all views seeking areas of agreement and areas of disagreement by: 3/1/85
4. Meet with the Park District Manager and the Society officers to address and resolve differing views by: 4/1/85
5. Redraft the Affiliation Agreement by: 5/1/85
6. Distribute copies of the redrafted Affiliation Agreement to the Park District Manager, Board of Park Commissioners and Wheeling Historical Society membership with background rationale for any modifications by: 5/1/85
7. Recommend to the Park District Manager, Board of Park Commissioners and Wheeling Historical Society to hold a joint Public Hearing/Workshop to review the redrafted Affiliation Agreement by: 5/1/85
8. Finalize and present the revised Affiliation Agreement for formal adoption by the Wheeling Historical Society membership and the Wheeling Park District Board of Park Commissioners by: 6/1/85

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL P.17

Explore, finalize and implement plans to expand attendance during visitation hours at the Museum and the Chapel/Library by: 5/1/85

OBJECTIVES

1. Develop plans on promoting the visitation to the Museum and Chapel/Library to include but not be limited to the following by: 4/1/85
 - a. Prepare and distribute brochures (joint)
 - b. Publish feature articles.
 - c. Distribute news letters (historical, village, homcowner, schools)
 - d. Cable TV/PSA announcements
 - e. Park tabloid announcements
 - f. Communication to organizations
 - g. Communication to schools-class trips
2. Establish formal written visitation presentations for the Museum and the Chapel Library to include but not be limited to the following by: 7/1/85
 - a. To include all facilities and properties.
 - b. To provide in formative, accurate, creative and educational information.
 - c. To identify various artifacts and/or displays.
3. Complete the training of existing greeters for each day of opening of facilities by: 5/1/85
4. Implement marketing/visitation promotion plans by: 3/1/85

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL P18

Present a portable artifact display plan for the Museum which presents and clarifies the approach to display development by: 8/1/85

OBJECTIVES

1. Draft visual sketches and written supportive, rationale dealing with each proposed display for the Museum that may include but not be limited to the following information by: 7/1/85.
 - a. Display size and shape
 - b. Display, location
 - c. Development costs
 - d. Development priorities
 - e. Narrative -type and purpose of the display
 - f. Listing of artifacts to be used in each display
 - g. General construction criteria- itanerant capability
2. *Circulate* the draft display development report for review and comment by: 7/1/85
3. Finalize the draft display development report and present to the Park District' Manager and Board of Park Commissioners by: 8/1/85

HISTORICAL SERVICES

PROGRAM SERVICES

GOAL #19

Lead efforts to form a coalition of local grade school, junior high and high school teachers or history curriculum coordinators to develop and implement a local and area history segment to existing history courses offered .
by: 10/1/85

OBJECTIVES

1. Create and meet with the School District 0214, Wheeling High School and School District #21 History teachers and curriculum coordinators to inform them of local historical buildings, sites, events, displays and people
by: 3/1/85
2. Work with the History Coalition and develop a comprehensive awareness program for grade, junior high and high school teachers to encourage classroom visitation of local historical sites and facilities to include but not be limited to the following by: 3/1/85
3. Complete the training of school teachers and museum or community historians to include but not be limited to the following by: 3/1/85
 - a. Use of the local history book
 - b. Use of the archives
 - c. Use of the facilities and properties
 - d. Use of other historical sites
 - e. Encourage the creation and use of local history lesson plans at each grade level.
 - f. Encourage the creation of a local history speakers bureau

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL # 20.

Work with and/or lead a coalition of area historical endeavor representatives to develop and finalize plans to create and implement an area, and regional data collection and disbursement clearinghouse and information exchange for any and all historical data identified as beneficial by: 12/31/85

OBJECTIVES

- 1 Create a Northwest Area Historical Council as a historical coalition whose members could include but not be limited to the following by: 11/1/84
 - a. All northwest area museums
 - b. All northwest area libraries
 - c. All northwest area historical societies
 - d. All northwest area geneological societies
 - e. All city/village governmental representatives
 - f. All academic representatives
 - g. All agencies of private and public services
 - h. Cultural and art representatives
 - i. Park districts with museums
2. Design a program to aid the entire northwest area by acting as an information and resource exchange and clearing house and whose activities may include but not be limited to the following by: 12/31/85
 - a. Examine, compare and exchange artifacts.
 - b. Create interest in surrounding areas.
 - c. Establish original formats.
 - d. Obtain, compare and account for all area history-cross reference accuracy.
3. Develop, finalize and implement an exhibit exchange program with area and regional museums to include but not be limited to the following by: 12/31/85
 - a. Artifacts
 - b. Prepared exhibit
 - c. Texts
 - d. Photos
 - e. Demonstrations

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL 1121

Develop a Marketing Master Plan that links creative, educational, informative, and entertaining historical services and effective approaches to likely target markets that will stimulate awareness of and participation in, appropriately scheduled activities, events, programs, tours, workshops and other services for residents and area citizens of all ages by: 6/1/85

OBJECTIVES

1. Collect information of existing marketing techniques used for each target market by Museums and other related service providers that includes but is not limited to the following by: 3/1/85
 - a. Specialized and general Brochures
 - b. Specialized and general flyers
 - c. Posters
 - d. Outdoor exposure of signs
 - e. Press Releases/News Articles
 - f) Mailing Lists
 - g) Cable TV
 - h) Public Service announcements
 - i) Presentations
2. Develop an inventory of historical services offered that links the target market to be reached with the market approach to be used for each service which includes but is not limited to the following by: 5/1/85
 - a. Service location
 - b. Service fee
 - c. Cost of marketing options.
 - d. Day and time offered
 - e. Assessment of effectiveness of each marketing approach able to be utilized for each service offered.
3. Develop an implementation timeline that recognizes priority marketing approaches to existing or planned historical services by: 5/1/85
4. Develop awareness and participation goals for each service to be offered by: 5/1/85
5. Present the draft Marketing Master Plan for review and comment to the Park District Manager and the Board of Park Commissioners by: 6/1/85

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL 422

Complete the development of a comprehensive plan for the compilation of an inventory and assessment of historical artifacts by: 12/31/85

OBJECTIVES

1. Develop one core group of not less than three (3) volunteers for each category of historical data to be inventoried by 5/1/85
 - a) Fixed artifacts public and private (buildings, sites, cemeteries, monuments)
 - b) Portable- three dimensional artifacts (bottles, tools, equipment, toys)
 - c) Portable- two dimensional artifacts (photographs, maps, surveys, documents, books, audio visual)
2. Complete the recording of the type or name and ownership status of each fixed or portable artifact by: 6/1/85
3. Develop an artifact inventory format that addresses the following criteria by: 7/1/85
 - a) Use
 - b) Age
 - c) Condition
 - d) Origin
 - e) Composition
 - f) Weight and dimension
 - g) Value
 - h) Significance
 - i) Rehabilitation/restoration needs costs, and judgement
4. Develop and present target goals and timelines for the completion of the inventory of each category of artifact by: 7/1/85
5. Work with Finance and Personnel Services to prepare a computer needs assessment to store records and inventory by: 8/1/85
6. Develop an artifact awareness program aimed at owners of privately held fixed or portable artifacts that will encourage the recording and inventory of said artifacts by: 12/1/85
7. Develop operational plans for the preservation or restoration of portable artifacts that would include but not be limited to the following by: 12/31/85
 - a. Priorities
 - b. Degree of difficulty
 - c. Costs
 - d. Availability of time and expertise

HISTORICAL SERVICES

OPERATIONA SERVICES

GOAL B23

Develop, finalize, cost-out, and report on a plan that sets forth the artifacts sought for the museum to insure that procurement efforts recognize duplications, voids, and priorities by: 12/1/85'

OBJECTIVES

1. Analyze the records of the three categories of historical artifacts, and identify any and all duplications of owned or on-loan items by: 8/1/85
2. Develop a report on procurement efforts that is not limited to the below considerations by: 10/1/85
 - a. Identification of artifacts desired but not presently on site.
 - b. Relationships of existing and presently unavailable items.
 - c. Priorities of procurement
 - d. Cost estimates
 - e. Possible location of items sought
 - f. Storage requirements.
3. Distribute the draft artifact procurement report to historical volunteers, departmental staff and the Park District Manager for review and comment by: 10/1/85.
4. Finalize and distribute the report to the Park District Manager and Board of Park Commissioners by: 12/1/85

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL t24

Develop, prioritize, cost-out and present in conjunction with others where appropriate, a Capital Improvement, preservation, visibility and useability plan for all Wheeling Park District properties and facilities by: 11/1/85

OBJECTIVES

1. Develop a conceptual historical services usage plan for all existing district properties and facilities by: 5/1/85
2. Meet with appropriate staff and the Park District Manager to interface multiple departmental usage expectations and plans with the draft property and facility historical usage plan by: 5/15/85
3. Finalize and present the draft historical services usage plan that may include but not be limited to the following by: 7/1/85
 - a. Type of usage at each facility or on each property.
 - b. Implementation timeline
 - c. Priorities
 - d. Demand for each type of usage
 - e. Lysts
- D. Work with Resource Management Services to include short and long range usage plans in Property Enhancement and Facility Enhancement Studies by: 8/1/85
- E. Work with a consultant retained by the District to explore and report on environmental controls necessary to be present in the Museum to protect artifacts which may include but not be limited to the following by: 11/1/85
 - a. Heat and humidity controls
 - b. Air conditioning
 - c. Insulation

HISTORICAL SERVICES

OPERATIONAL SERVICES

GOAL P25

Identify and solicitate local public and private sector buildings for the presentation of traveling displays of exhibits and/or displays and artifacts that enables the general population of the area to be creatively exposed to, and informed of, local and area history by: 12/31/85

OBJECTIVES

- I. Prepare a compilation of all facilities suited to the displaying of exhibits on a Joan basis to include but not be limited to the following by: 8/1/85
 - a. Park facilities
 - b. Governmental buildings
 - c. Academic facilities
 - d. Select industrial facilities
 - e. Select retain facilities
 - f. Other private and public agencies
2. Develop and apply criteria that will result in prioritizing those facilities best suited to house selected displays by: 9/1/85
3. Approach the contact people at the twenty most desirable facilities and ascertain' their interest in being the site of a traveling display by: 10/1/85
4. Draft an agreement with the Park District Manager between the facility and the Park District that defines any and all general terms and conditions by: 11/1/85
- s. Develop not less than five traveling displays by: 11/1/85
6. Obtain approval to schedule and utilize not less than five facilities for traveling displys by: 11/1/85
7. Prepare, finalize and initiate schedules and promotions by: 12/31/85