

# League of Snohomish County Heritage Organizations

## STRATEGIC PLAN

Updated by Fred Cruger at Meeting April 18<sup>th</sup>, 2016

A number of potential “problem statements” were read aloud at the last quarterly meeting. After the discussion, I modified one of them to incorporate the insights offered, and to some extent incorporate aspects of the other problem statements, as well.:

“Historic preservation efforts in Snohomish County are dwindling, and preservation/interpretation efforts are generally underfunded, causing permanent loss of artifacts and information. This lack of focus also inhibits member groups from reaching their full potential as county assets for tourism and education.”

On the surface, this sounds quite negative, but in reality it gives us some very identifiable targets at which to aim our efforts. That is, we clearly want to do what we can to avoid any further loss of artifacts or information, and we want to help each member organization develop into a vital piece of our community fabric.

**VISION:** The League of Snohomish County Heritage Organizations (LOSCHO) represents all member heritage groups by acting as the focal point for the sharing of resources (equipment, expertise, information, etc.), the main contact point for heritage inquiries from local, State, and County governments, a major consultant in preservation considerations and funding, and an ongoing forum for continued training and mentorship of organizational and individual members.

**MISSION:** Our mission is to maintain coordinated parallel efforts in three specific areas, each one of which serves as one leg of a stable base upon which we can evolve.

We create value for our members and our patrons – tangible value including (but not limited to) displays, training aids, historical documentation, and tools that can be accessed for research, education, and tourism enhancement.

We share that value by providing on-site and on-line access to the material, by maintaining website, email, and social media communications, by providing training from LOSCHO members and from outside agencies, and by maintaining an active program of internships and mentorship.

We promote our values through regular media presence (newspaper, online, newsletters, brochures), through the maintenance of a county-wide historical asset inventory (buildings, sites, structures), through organizational cross-promotion, and through active participation in the processes followed by Snohomish County Economic Development, Snohomish County Tourism, and the Snohomish County Historic Preservation Commission.

**STRATEGY:** Like our mission, our strategy is multi-faceted.

Actively engage the Snohomish County Economic Development team and the Heritage Preservation Commission. The long-term goal is to have them consider LOSCHO as the first point of contact for heritage issues, and to justify funding part of a County person to act as the primary County/LOSCHO focal point.

Use LOSCHO funds to facilitate cross-organizational value development, whether it be through bulk purchase of commonly-needed materials or through the licensing of technology that can be shared across organizations in joint efforts and/or training.

TACTICS: These are, by definition, the “action items”, the projects and programs . . . chosen according to the impact they can have, the resources they demand, and our combined ability to complete them successfully. [The ones shown below are just examples, selected only because it’s not fair to point out the need for “action” without offering some possible alternatives.]

- Historical Asset Inventory – LOSCHO offers to take responsibility for the Snohomish County Historical Asset Inventory.
- Printed Presence – LOSCHO designs an updated “historic tourism” brochure to promote visitation of all heritage organizations across the county.
- Publications - LOSCHO also sponsors workshops on the development of e-books and self-publishing, encouraging the creation of informative historical texts on all aspects of Snohomish County history.
- Training – LOSCHO pays for appropriate AASLH webinars, which can then be attended “live” or after-the-fact by members. LOSCHO also offers financial incentive to take advantage of the training programs and conferences in all areas of historical preservation and interpretation (WMA, National Trust for Historical Preservation, etc.)
- Online Presence – LOSCHO develops a simplified website and social media presence for the general public.
- Traveling Displays – LOSCHO sets up a small committee to develop a variety of traveling displays with a standardized style and size that could be shared among member museums, and solicit displays that can be financially supported by LOSCHO.
- Historical Document Digitization – LOSCHO offers a cooperative program encouraging member organizations to identify and obtain rights to scan printed or typewritten texts, diaries, papers, etc., and subject the scanned images to Optical Character Recognition (OCR). LOSCHO could purchase the software OCR licenses.