

OCPHS Strategic Plan

Approved by the Board of Directors, June 2010

MISSION

- Established in 1874, the Oakland County Pioneer and Historical Society is the oldest continuously operating non-profit historical society in Michigan.
- The role of our society is to preserve and convey the contribution of Oakland County in the evolution of American History. We trace our past and educate the community of its heritage by maintaining and featuring Pine Grove, which includes the homestead of Michigan's 12th governor, an 1860's one room school house, and the carriage house library and museum. We maintain a collection of significant and unique historical artifacts and records for public availability.
- We believe preservation of the past leads to enrichment of the future.

VISION

- To become a vibrant society with an accredited, financially stable museum and research center integrated into the community with enhanced, secured facilities and recognized as the center of competence for the history of Oakland County.

SIMPLIFIED PLAN

1. Use existing resources – no new debt
2. Target a few achievable goals
3. Choose elements of DESC work & current OCPHS needs
4. Focus on stabilizing revenue generators & increasing membership
5. Begin now
6. Review progress January 2011

PRIORITIZATION GUIDELINE

Importance to OCPHS Activity Fulfills Key Needs Return on Hours Invested

PRIORITIES

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| 1. Communicate-Plan-Act | 9. Publicity is Key |
| 2. Drive Membership | 10. Funding Team |
| 3. Stabilize Revenue Generators | 11. Maintain Core Activities |
| 4. Improve Communication | 12. Give Value |
| 5. Data Gathering | 13. Complete Artifact Cataloging |
| 6. Reduce Board, Op Mtgs 3 to 2 per month | 14. Assess Buildings' Condition |
| 7. Reorganize Carriage House meeting room | 15. Security |
| 8. Market OCPHS | 16. Fix Board of Directors |
| | 17. Rotating Displays |
| | 18. Potential Cost Items |

2009/2010 STRATEGIC PLANNING PROJECT

Mike West, Chairman, Facilitated by Detroit Executive Service Corps (DESC)
Condensed and Full Versions of the Strategic Plan are available to OCPHS members upon request.