

M. I. P.

(Most Important Priority)

Engage and Involve the Public

- Collaboration
- Volunteerism
- Awareness / participation in community events

Make the CMHS's profile such that more people want to attend & engage, and corporate entities want to sponsor

Equity training & making this space welcome and inclusive to all, and being active in reaching out to diverse communities. Inviting people!

Community engagement through innovation

Community outreach and engagement and all that covers

Seek and provide opportunities for greater public involvement and accessibility

Accessibility & Inclusiveness
→ Wheelchairs - Archives
→ Parking - Museum
→ Hours – Archives
* Inclusive collections (adding to collections)

Inclusion
Adding a statement (or a policy) of solidarity for inclusion, diversity and decolonization
Commitment to the TRC recommendations (anti-racism)

Accessibility
- Welcomes and meets the needs of guest of different abilities
Inclusion
- Diversity policy
- Ex. Statement of solidarity and anti-racism

Intro Video
S. E. O. – **Search Engine Optimization**

Physical Accessibility
- Wheelchair access
- Accessible parking

PUBLIC AWARENESS (x2)

Collaborate with other institutions in innovative, inclusive ways to gain presence amongst the public

Bouquets

Diverse and relevant exhibitions

Accessibility upgrades

Creativity permeates everything Museum team is doing!

Well defined purposes

Collections technician – permanent position

The Board and Team CARE!

Opportunities for continued Professional Development

My fave new word in our purposes: **histories**

Relevant exhibition program

Admissions increased & more engagement

Improved collections care

New Mandate

Positive relationship w/ City of Chilliwack

We have a strong, cohesive management team in place

Education Space

Exhibition schedule

#1 Best Museum & Archive! Yay!

Financial stability & out of debt!

CMHS's Mandate and Purposes is a strong collaborative document

Board engaged & involved

Section 3 – Public Perception

Step 1: For each question, critically think about and discuss what your museum currently does, not what your museum would like to do or should be doing (except where requested to). Write your answers in the space provided.

<i>1. How does the museum communicate the mandate to your audiences/visitors?</i>	
<ul style="list-style-type: none">- Website- Annual report- Through action (responding to requests, inclusivity)	Ideas: <ul style="list-style-type: none">- Put on the wall? Sign, vinyl- Promote on social media
<i>2. How does the museum communicate the mandate to your community?</i>	
Actions: <ul style="list-style-type: none">- Tours- Inclusive access- website	Ideas: <ul style="list-style-type: none">- put on Hops and Heritage docs- include in branding, email, signatures, etc.- improve web presence
<i>3. Describe in detail your museum's community.</i> <ul style="list-style-type: none">- Agricultural- Pitstop- Growing- Mixed demographic – growth in young demographic- Nature hub- Diverse- Gentrified- Not too exciting	
<i>4. What criteria does the museum use to determine the success of an exhibit, program, event or activity?</i>	
<ul style="list-style-type: none">- Reached diverse audiences- Numbers – revenue/ attendance- Comments/feedback- Public buzz	Ideas: <ul style="list-style-type: none">- Increase opportunities to make comments public (social comments)- Website testimonials
<i>5. How has your community changed within the past five years? Describe in detail.</i> <ul style="list-style-type: none">- Growth- Changing demographic / younger- Increased density- Downtown revitalization- Pandemic impact / remote work	

<p>6. <i>Given changes in your community, what do you expect to happen to museum attendance over the next 3 to 5 years if your museum remains the same?</i></p> <ul style="list-style-type: none"> - Stagnant 	
<p>7. <i>What do you want to happen to your attendance in the next three to five years? How will this benefit your museum? How will this benefit your community? What are your plans to make this happen?</i></p>	
<ul style="list-style-type: none"> - Growth – consistent - Economic impact 	<p>Ideas:</p> <ul style="list-style-type: none"> - Don't be afraid of corporate sponsorships
<p>8. <i>Do you plan programs, exhibits or other public activities for the purpose of reaching a particular target audience (new or existing)? If yes, what do you do to identify the target audience and to discover their needs and wants?</i></p> <ul style="list-style-type: none"> - Lesson plans based on age group / curriculum - Diverse audiences reached - Provocative, makes people think - Innovation, pushing boundaries 	
<p>9. <i>What signage informs the public about how to get to your museum?</i></p>	
<ul style="list-style-type: none"> - Sandwich board - City signage / wayfinding - (Not enough signage) 	<p>Ideas:</p> <ul style="list-style-type: none"> - Vertical banners on building
<p>10. <i>What obstacles or barriers prevent visitors from reaching and/or visiting your museum?</i></p> <ul style="list-style-type: none"> - Parking - Evergreen Hall accessibility <p>*made progress in museum accessibility</p>	
<p>11. <i>What methods do you use to ask your audiences and the community what they think of your museum?</i></p> <ul style="list-style-type: none"> - Facebook / social - Guestbook 	
<p>12. <i>Do you feel that your museum has a clear understanding of how the public perceives the museum and its programs? If yes, how do you know this? If no, what could you do to get a better understanding of how the public perceives the museum?</i></p> <ul style="list-style-type: none"> - Not necessarily - Just casual convos in the community <p>Could:</p> <ul style="list-style-type: none"> - Formal surveys - Hops & Heritage surveys – roving volunteers 	

<ul style="list-style-type: none"> - Opening surveys - Branded surveys 	
<p>13. <i>Volunteers act as ambassadors for the museum. How do the museum's volunteers influence the community's perception of your museum?</i></p> <ul style="list-style-type: none"> - Talk up the museum in the community 	
<p>14. <i>Is your museum successful in attracting volunteers? If yes, why? If no, what has been tried?</i></p> <ul style="list-style-type: none"> - Yes, but not retention at the museum, archives booked up 	
<p>15. <i>How do you think the community's perception of your museum influences the museum's success in attracting volunteers?</i></p> <ul style="list-style-type: none"> - Volunteer perception of job not in sync with reality 	
<p>16. <i>Can members of the public picture themselves volunteering for your museum? How do you know?</i></p> <ul style="list-style-type: none"> - Yes, but perception off 	
<p>17. <i>Do members of the public believe they will be making a contribution to the community by volunteering for your museum? How do you know?</i></p> <ul style="list-style-type: none"> - Yes, but once they show up to their museum shift, they feel undervalued - Archives volunteers – no issue - 	
<p>18. <i>What do the museum's community and audiences say they value about the museum other than the museum's exhibits and programs? In other words, what do the museum's community and audiences say are the museums greatest assets and strengths?</i></p> <ul style="list-style-type: none"> - Building / space - Kindness - Merch - Inclusiveness / diversity - Staff 	
<p>19. <i>How does the museum communicate its worth or value to the community?</i></p> <ul style="list-style-type: none"> - Blog posts - Exhibits (high quality) - Council reports - Events - Programming 	<div> <p>Could do more self-promotion Celebrate the small wins</p> </div>
<p>20. <i>What does the museum think are the community's greatest assets and strengths?</i></p> <ul style="list-style-type: none"> - Collaboration amongst groups 	

<p>21. How does the museum think its greatest assets and strengths and the greatest assets and strengths of the community are connected?</p> <ul style="list-style-type: none"> - Collaboration, working with other orgs 	
<p>22. Do the board and staff of the museum understand the most pressing issues and needs in your community? If yes, what are they?</p>	
<ul style="list-style-type: none"> - Cost of living (acknowledged through pricing structure) - Homelessness - Maxed out / overwhelmed – lack of free time 	<p>Ideas:</p> <p>Be where they are instead of waiting for them to come to us</p>
<p>23. How are the museum's assets and resources used to address these issues and needs?</p> <ul style="list-style-type: none"> - Supportive of other orgs. who directly address these needs 	
<p>24. What other ways exist to influence or contribute to addressing the needs of the community that you are not currently doing? Does the museum take a leadership role in addressing any of the community's needs?</p> <ul style="list-style-type: none"> - See above 	
<p>25. What other organizations in your community are similar to you in mandate and services?</p> <ul style="list-style-type: none"> - Atchelitz Threshermen - Dickens - Kilby - Military museum 	
<p>26. What other organizations, events, and/or activities do your audiences, community members and donors choose to spend their time and money on? List the local and regional ones.</p> <ul style="list-style-type: none"> - Cultural centre - Breweries / restaurants - Sports - Outdoors - School activities - Downtown events 	
<p>27. Does your museum treat these organizations as competitors or potential collaborators? Please explain.</p> <ul style="list-style-type: none"> - Potential collaborators - Use them as platforms to get the word out / community engagement 	

<p><i>28. How do you promote your museum and how often?</i></p> <ul style="list-style-type: none"> - Social – a couple of times a week - Website - Posters – with exhibits - Archive tours – monthly - Annual report – once a year
<p><i>29. Does your museum have an up-to-date marketing plan?</i></p> <ul style="list-style-type: none"> - No
<p><i>30. Do you feel your promotional materials communicate a consistent institutional identity? If yes, explain.</i></p> <ul style="list-style-type: none"> - Not enough – two buildings an issue - Mandate not communicated
<p><i>31. How do you evaluate the effectiveness of marketing/promotional efforts?</i></p> <ul style="list-style-type: none"> - Attendance - Feedback on social, google - Revenue (admissions / gift shop sales) - Volunteer engagement
<p><i>32. What are the strengths of your museum regarding the image you present to your audiences and community?</i></p> <ul style="list-style-type: none"> - Kindness - Beautiful building - Telling the community's stories (diversity)
<p><i>33. What are the weaknesses regarding the image you present to your audiences and community?</i></p> <ul style="list-style-type: none"> - Awareness of museum - Unaware of two buildings - Poor social - Not welcoming appearance – colonial appearance - Need to be more “ballsy” with promotion

Step 2: Review your responses and highlight the responses to the questions where you feel your Museum and Archives are doing well.

- See highlighted questions

Step 3: Identify Priorities

List in order of priority the questions/ responses you believe your museum must address based on the degree of impact on your museum and/or community. Ensure the priorities are reflective of the Museum and Archives Mandate and Purposes.

<ol style="list-style-type: none">1. Increase public awareness (presence_<ul style="list-style-type: none">- Open on weekends / accessibility- Be at community events (bring artifacts)- Be more “ballsy” about promotion- Introduce video / digital presence – website (optimize SEO)
<ol style="list-style-type: none">2. Increase community engagement<ul style="list-style-type: none">- Events- Responsiveness- Programming- Get feedback / surveying- Collaboration (community groups, other museums, schools)- Meet them where they are at
<ol style="list-style-type: none">3. Increase funding<ul style="list-style-type: none">- Fiscal responsibility- Seek corporate sponsorships- Find new sources of funding
<ol style="list-style-type: none">4. Rebranding<ul style="list-style-type: none">- New colours- New logo- Make mandate mor public- leverage
<ol style="list-style-type: none">5. Increase volunteer engagement<ul style="list-style-type: none">- Training (exhibit knowledge)- Awareness of position- Become more involved with events- Put calls out to organizations to diversify volunteer base

Section 4 – Public Involvement

Step 1: For each question, critically think about and discuss what your museum currently does, not what your museum would like to do or should be doing (except where requested to). Write your answers in the space provided.

<p>1. <i>How are the following members of the public currently involved with your museum besides being visitors? Are they:</i></p> <ul style="list-style-type: none">• <i>Volunteers</i> – gift shop, archives• <i>Board members</i> – participate in fundraisers and events• <i>Committee members</i> – sub-committees• <i>Financial sponsors</i> – City of Chilliwack• <i>In-kind service providers</i> – City, Did I Mention Flowers?• <i>Cultural advisors</i> – Sto:lo, Coqualeetza• <i>Focus group participants</i> – incoming (Coqualeetza exhibit)• <i>Other (please describe)</i> – UFV (TASK program), History 440, community Art Show, I Remember
<p>2. <i>Do you see any additional opportunities for involving the public? If yes, what are they?</i></p> <ul style="list-style-type: none">- Non-member committee members- WEX program and students who need volunteer hours – use for events- Train volunteers to work in a variety of areas- Program development- activities for public participation
<p>3. <i>What might prevent or limit public involvement with your museum?</i></p> <ul style="list-style-type: none">- Hours of operation- Access to Archives after hours- Competing events – marketing- Projection / Art of word “Museum”- The building is colonial- Location – needs clearer signage to the museum
<p>4. <i>Describe any ways that your museum has to maintain a two-way communication with your community?</i></p> <ul style="list-style-type: none">- Social media- Opening receptions- Chilliwack Progress – periodically- Twitter- City of Chilliwack Liaison- Craft fair- Pop-up exhibit
<p>5. <i>If there are currently no processes/events in place to have two-way communication with your community, what could you develop in the future?</i></p> <ul style="list-style-type: none">- Pop-up booth at events- Website feedback (forum)

<ul style="list-style-type: none"> - Live Twitter feeds - Need a hashtag - QR code survey at the end of events
<p>6. Describe the museum's relationship with your municipal government.</p> <ul style="list-style-type: none"> - City supports the museum
<p>7. Do the people working in the municipal government know the museum and its staff/volunteers? How is/could this be accomplished?</p> <ul style="list-style-type: none"> - Yearly presentation - Regular contacts in municipal hall - AGM materials / yearly review sent to council - Professional relationship – weekly updates, delegation can present
<p>8. Does the museum play a role in community issues? If yes, how?</p> <ul style="list-style-type: none"> - Exhibition program reflects social issues in Chilliwack and the region
<p>9. If the museum plays a role in the community, does the municipal government recognize that community involvement? If yes, how is that recognition expressed?</p> <ul style="list-style-type: none"> - Info goes to the director's level -
<p>10. Does the museum collaborate with other organizations or groups in your community? If yes, describe the collaborations. If not, why not?</p> <ul style="list-style-type: none"> - Coqualeetza, Sto:lo Nation, Heritage Board, Inclusion B.C., Nature Chwk, Great Blue Heron, School District, Breweries, Sign Company for Halloween
<p>11. What interferes with current or potential collaborations?</p> <ul style="list-style-type: none"> - Time, human resources, collaborators who are willing, connection with Indigenous Community, perception that we are a museum
<p>12. What new collaborations, if any, would you like to initiate? Why?</p> <ul style="list-style-type: none"> - Cultural Centre – programming - Library - Military Museum - Thresherman's Association - Mural Festival - Chwk Fair Board

Human Resources

1. *Do the demographics of your board (age, gender, race/ethnicity, economic status, etc.) reflect the surrounding region and the particular nature of your institution's work? Which perspectives are represented, and which are not?*

- Evolutionary track – age, gender, Indigenous
- Would like representation from Islamic, Asian communities, student from UFV

2. *How does the museum identify, recruit and evaluate qualified members of the board who are knowledgeable of and reflect the interests, needs and diversity of the community?*

- Nominations committee – generates list of attributes
- Diversity Policy
- Could use social justice, non-profit perspective

3. *Describe the roles of the board and committees with regard to public involvement with the museum?*

- Minimal (right now)
- Board contributes to Hops & Heritage
- Possible fundraising sub-committee

4. *What opportunities do board members have to interact with the community in order to inform their decision-making?*

- Hops and Heritage
- Community connections through other service clubs
- AGM
- Craft Fair participation
- Networking at events (museum)

5. *Does your museum have an advisory group or committee? If yes, describe its purpose and the demographics of its members.*

- Ad hoc groups are created to inform exhibits

6. *Does your museum have a friends group? If yes, describe its purpose and the demographics of its members.*

- No

7. *Do the demographics of the museum's staff (paid and unpaid) reflect the surrounding region and the particular nature of your institution's work?*

- Fair, inclusive hiring process
- Due diligence occurs with Purposes in mind

8. *How might the demographics of your staff (paid and unpaid) affect your community's perception of your organization?*

- Young staff who are qualified, accomplished

<p>9. How does your museum identify, recruit and evaluate qualified paid staff who are knowledgeable of and reflect the diversity, interests and needs of the community?</p> <ul style="list-style-type: none"> - See HR policy - Staff are hired by committee
<p>10. How does your museum identify, recruit and evaluate volunteers who reflect the diversity, interests and needs of the community?</p> <ul style="list-style-type: none"> - Right now, we take most applicants - Possible Administrator desk at museum entrance
<p>11. What training and development opportunities does your museum provide for board members and staff to improve their knowledge and understanding about the public/community?</p> <ul style="list-style-type: none"> - Professional development for staff, webinars, staff have flexible schedules
<p>12. Do you feel the museum's volunteer support is high, adequate, or low given the demographics and giving ability of your community?</p> <ul style="list-style-type: none"> - Archives – high (more engaging) - Museum – low (no engagement)

Financial Resources
<p>1. Describe the sources of your museum's annual income and indicate which ones are stable and which ones are not.</p> <ul style="list-style-type: none"> - 78% funded by City (stable) - Grants (less stable), Gov't agents can pull funding anytime - Earned revenue is increasing (admissions, gift shop, special events)
<p>2. In what areas do you see the potential for the most financial growth? Please explain.</p> <ul style="list-style-type: none"> - Earned revenue (see above) - Venue rentals
<p>3. Describe how this growth will help or hinder the museum's ability to perform its core mandate-related functions. What are the benefits and pitfalls?</p> <ul style="list-style-type: none"> - The more we have, the more we can do; growth can proceed on finances - Sponsorship – can be titchy. Beliefs must align
<p>4. Do you receive non-cash contributions from your community? If yes, describe.</p> <ul style="list-style-type: none"> - Yes, artifacts / objects to do with history - There are a couple of groups that donate eg.: flowers, vinyl

<p>5. Does your museum charge an admission fee? If yes, do you offer discounted or special rates for different types of visitors/groups?</p> <ul style="list-style-type: none"> - Yes – varying rates - Yes, some groups / individuals are free (see museum info) - Archives tours are free - Researchers are free (Archives)
<p>6. Are there any provisions for free or reduced admissions or programs at any time? If yes, please explain.</p> <ul style="list-style-type: none"> - Yes – Canada Day, Where Are The Children, Thursday nights, etc.
<p>7. List the museum's top funding needs in order of priority.</p> <ul style="list-style-type: none"> - Purpose built facility - Full-time programmer / marketing person - Collection – storage & safety upgrading - Exhibition costs
<p>8. Are these needs reflected in your institutional planning documents?</p> <ul style="list-style-type: none"> - Yes
<p>9. How will the museum meet these funding needs while keeping the community's needs and the museum's mandate in mind?</p> <ul style="list-style-type: none"> - Grants - Fundraising - Sponsorship

Step 2: Review your responses and highlight the responses to the questions where you feel your Museum and Archives are doing well.

- See highlighted questions

Step 3: Identify Priorities

List in order of priority the questions/ responses you believe your museum must address based on the degree of impact on your museum and/or community. Ensure the priorities are reflective of the Museum and Archives Mandate and Purposes.

<p>1. Seeking opportunities for greater public involvement</p> <ul style="list-style-type: none">- Engagement- Participation- Partnerships <p>Continue opportunities for outreach and collaboration</p> <p>A) Enhance social media presence</p> <p>B) Increase hours of operation</p> <p>C) Broaden the Museum's footprint by attending off-site events (mobile museum)</p> <p>D) Establish Community Advisory Committees</p> <p>E) Develop a Public Program Strategy</p>	<p>Supports purposes: B, C & D</p>
<p>2. Development of the Volunteer Program</p> <p>A) Determine how volunteers can effectively support CMA</p> <p>B) Volunteer Training Program / Retention</p>	<p>Supports purposes: B & D</p>
<p>3. Development of a Financial Management Plan (carried over from our last Strategic Plan)</p> <p>A) Increase earned revenue and fundraising initiatives</p> <p>B) Sponsorship Plan</p> <p>C) Top Funding Needs</p> <ul style="list-style-type: none">- PURPOSE BUILT FACILITY- Full time programmer / marketing- Identify & Implement storage hazard solutions- Exhibition costs	<p>Supports purposes: A,B, C & D</p>
<p>4. Continue to expand and diversify Staff and Board</p> <p>A) Identify gaps in representation</p> <p>B) Create Networking opportunities</p> <p>C) Execute</p>	<p>Supports purposes: A, B, C & D</p>

Section 5 – Public Experience

Step 1: For each question, critically think about and discuss what your museum currently does, not what your museum would like to do or should be doing (except where requested to). Write your answers in the space provided.

<p>1. What ideas, concepts and experiences does your museum offer the visitor?</p> <ul style="list-style-type: none">- Original inhouse exhibition research and travelling exhibits- Skilled program- Increased research abilities- Events space- Inspire change / social issues / connected- Think – encouraged to come back- Expanding partners- Pacific Autism / partnerships / UFV- Genealogy, property research, place names - Not a diverse collection / South Asian; not representative of all historical community members
<p>2. Aside from exhibits, programs and special events, describe any other activities for the community to interact with the museum.</p> <ul style="list-style-type: none">- Online experience <p>We could:</p> <ul style="list-style-type: none">- More blog / social media / add a social media staff person- Carston Arnold / partners- Participate in more campaigns – need time
<p>3. When you develop exhibits and programs, what sources and methods do you use to ensure the best possible design?</p> <ul style="list-style-type: none">- Our professional experience- A commitment to professional learning- Our partnerships- Outside sources / relying on appropriate sources- Board putting individuals / staff in contact with the right contacts- Fact checking
<p>4. When you develop exhibits and programs, what sources and methods do you use to ensure that the content is correct?</p> <ul style="list-style-type: none">- Authentic sources / individual organizations- Fact checking- Partnerships
<p>5. What visitor services (e.g., washrooms, gift shop, parking, picnic tables, etc.) does your museum provide?</p> <ul style="list-style-type: none">- Parking poor / no disability / accessible parking

<ul style="list-style-type: none"> - Outdoor seating would be nice but problematic with the community - No additional leisure activities - Memorials, remembrance services, gathering space - Come if they need help - Menstrual products / CSS noticed
<p>6. <i>What resources does your museum provide to visitors with diverse abilities?</i></p> <ul style="list-style-type: none"> - Partnerships with experts in the field of accessibility - Close captioning - Adaptable staff that are willing to try to make appropriate changes
<p>7. <i>What concerns do you have about the limitations to your visitor experience created by your museum's facilities?</i></p> <ul style="list-style-type: none"> - Two separate buildings - Museum / Archives parking - Archives entrance and building a limitation to accessibility - Archives hours connected to Evergreen - Appearance of the structure / Neo classical / colonial reverence
<p>8. <i>How and where is your visitor informed of services, programs, exhibits and other experiences when they arrive at your site?</i></p> <ul style="list-style-type: none"> - Volunteer out front at museum - Archives – Matthew - Online
<p>9. <i>Is any information available to visitors prior to their visit?</i></p> <ul style="list-style-type: none"> - Digital / progress - Word of mouth - Digital slideshow of upcoming events - Food banks / food donations - Siloing or community organizations and services
<p>10. <i>What training do paid staff and/or volunteers receive on interacting with the public and orienting them to the museum?</i></p> <ul style="list-style-type: none"> - Training and tours for archives and museum volunteers - Cross training of both facility's services - Both staff and volunteers should participate in a tour - Training checklist
<p>11. <i>What training do paid staff and/or volunteers receive on interacting with people with diverse abilities?</i></p> <ul style="list-style-type: none"> - Very little to none - Personal development on appropriate language - Diversity training is important - Inclusion exhibit / partners could connect

<p>12. <i>What training do paid staff and/or volunteers receive on interacting with people from different racial and cultural backgrounds?</i></p> <ul style="list-style-type: none"> - Minority training - Policies in place / anti-racism policies in place
<p>13. <i>How does the composition and needs of the museum's audiences and community influence exhibition topics and design?</i></p> <p>Highwater – looking at relevant historical ties</p> <ul style="list-style-type: none"> - Informed by the past - Building partners based on our need to create spaces for minority histories - Global events / global exchange of ideas - Outcome of COVID pandemic / Asian racism - Want diversity and inclusion but time is always an issue - Focus in on topics we need input on rather than generalities
<p>14. <i>How do you engage the public in the planning process when the museum decides to create new or rearrange its public spaces?</i></p> <ul style="list-style-type: none"> - Not at all / NA - Public engagement survey / vague - Activism? - Working groups exploring
<p>15. <i>How does the museum use the information that you gather?</i></p> <ul style="list-style-type: none"> - Low visibility - Pay attention to public trends - Population we want to use the museum - attracting our intended audience
<p>16. <i>Do you gather information from visitors on the quality of their general experience while visiting? If yes, how do you gather the information and how often?</i></p> <ul style="list-style-type: none"> - No, but we could / tablet to replace the guest book
<p>17. <i>What type of evaluation does your museum use when developing exhibits and programs?</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> Front-end evaluation—topic testing, data collection from potential audience members prior to exhibit or program creation <input type="checkbox"/> Formative evaluation – testing carried out during development, including building a prototype/scale model, testing label copy, et. <input type="checkbox"/> Summative evaluation – analysis of impact and effectiveness of a completed exhibition or program <p><i>*No response provided</i></p>

<p>18. <i>How does the museum plan exhibits and programs; what process is followed and how are decisions about content and design made?</i></p> <p>* No response provided</p>
<p>19. <i>How are universal access and multiple learning styles considered in the exhibition-planning process?</i></p> <p>* No response provided</p>
<p>20. <i>How do your exhibits/programs incorporate a variety of viewpoints?</i></p> <ul style="list-style-type: none"> - partnerships and collaborations
<p>21. <i>Does the museum use the appropriate language in the exhibit or program for the target audience (other languages than English, colloquial English, etc.)?</i></p> <ul style="list-style-type: none"> - Halq'emeylem - Self-identification
<p>22. Describe your museum's approach to the role and preservation of collections.</p> <ul style="list-style-type: none"> - Mostly passive collecting / some active collecting - Unique / provenance / building rapport → building trust - Transparent and open / discussion about how we use collection - Collection is accessible at all times – UFV / Kelly family
<p>23. Does your museum conduct or support original research using its collections?</p> <ul style="list-style-type: none"> - Yes! Absolutely support this
<p>24. How does the museum communicate to the public that it supports research?</p> <ul style="list-style-type: none"> - Tours - Class presentations - Chilliwack Heritage committee / UFV Task Program - Graduate Program, FV Current, NORA, FVR, PROBUS, Prime Timers Club, Job shadow - SD 33 ProD – changing land use - Sardis Genealogy - SRRMC

Step 2: Review your responses and highlight the responses to the questions where you feel your Museum and Archives are doing well.

- See highlighted questions

Step 3: Identify Priorities

List in order of priority the questions/ responses you believe your museum must address based on the degree of impact on your museum and/or community. Ensure the priorities are reflective of the Museum and Archives Mandate and Purposes.

<p>1. Accessibility / Inclusive</p> <ul style="list-style-type: none">- Making interior / exterior buolding more inviting to diverse visitors (very intimidating architecture)- Need accessible parking at the museum- Accessibility for diverse abilities in exhibits / programs (physical and intellectual disability, for example)- Diversifying collections – including strengthening connections and relationships- Physical accessibility at archives<ul style="list-style-type: none">• Wheelchair access• Hours of Archives vs Evergreen Hall- Inclusive language; appropriate terminology and language renewal in policies, documents and programs
<p>2. Staff and Volunteer Training</p> <ul style="list-style-type: none">- Continual Training – racial equity, diverse ability training for staff, volunteers, board (involving guest speakers)- Regular staff training / engagement on exhibits / programs for staff, volunteers, board (time to do this is always a challenge)- Policies / procedures that acknowledge this work and communicate our commitment publicly (ie. Website)- Cross-training between facilities as part of orientation of volunteers, staff, board (but emphasis on volunteers)
<p>3. Public Visibility</p> <ul style="list-style-type: none">- More social media engagement – social media coordinator position- Tired of hearing “Chilliwack has a museum?”- Important to be present in the community (at other events, demonstrating activism / commitment / dedication rather than just talking about it)- Public / visible in our beliefs of inclusion<ul style="list-style-type: none">• Inviting people in, also visually communicating- Priority 1 & 2 will also help to enhance our visibility

4. Evaluation and Feedback

- Found it difficult to acknowledge any ways that we actively seek feedback, beyond basic levels (social media, guest book, word-of-mouth) and would like to find ways to engage specific communities to determine needs/wants
- Ongoing survey engagement such as a QR code at the door plus more targeted, front-end evaluation
- Seek feedback with incentives

Strategic Plan Review – Where We Are

Table 1 – Goals: 1, 5, 7

Celebrate:

Goal 1:

- The accessibility of the museum building to all
- Archives – collection more accessible because cataloguing is up to date (close)

Goal 5:

- Being out of debt! Financial Management Plan!
- Having a reserve fund
- Local artisans
- Hops & Heritage → is growing
- Grants – generated income

Goal 7:

- Bringing in volunteers from other organizations ex. Pacific Autism
- Archive volunteerism – book up!

Continue: (everything here must connect to the mandate and purposes)

Goal 1:

- Continue with Public Engagement Survey (annually)
- Continue to expand the hours of both the Museum and Archives
- To keep trying to make exhibits accessible to all eg. Language
- Look at wheelchair access to Archives entrance!!
- Museum parking – allocated to accessible parking (wheelchair)

Goal 5:

- Evaluate annual memberships
- Look at flexible pricing for more expensive exhibits
- Rotating products
- Focus on products specific to Chilliwack
- Easy to grab – Chilliwack keychains, etc. – for gifts
- Look for original designs

Goal 7:

- Volunteer policy / recruitment / RETENTION

Let go of: (no longer supports mandate and purpose)

Strategic Plan Review – Where We Are

Table 2 – Goals: 2 & 6

Celebrate:

Goal 2:

- Accessibility – upgraded gallery
- 3 year+ exhibition plan
- Sydney's position is full-time
- Improved care for collection (Kate & Sydney)

Goal 6:

- On-track for rebranding marketing plan

Continue: (everything here must connect to the mandate and purposes)

Goal 2:

- Program planning continues
- Ongoing care of collections
- Relevant programming – keep in mind who is coming to the museum (age, diverse, informational, different experiences)
- Accessibility – ex. Hints of History, mobile programming

Goal 6:

- Update Website
 - Fix links to our website
 - Promote other Fraser Valley museums on our website
 - Add policies to our website
- Engage community - ex. Community Art Show – add photo, bio and links to artist
- Once rebranding and marketing is complete – maintain – additional staff

Let go of: (no longer supports mandate and purposes)

Strategic Plan Review – Where We Are

Table 3 – Goals: 3 & 4

Celebrate:

Goal 3:

- Reviewed and updated Ed programs
- Partnered with School District on program delivery
- Developed public programs and engagement events

Goal 4:

- Completed revised personnel policy
- Completed new Mandate

Continue: (everything here must connect to the mandate and purposes)

Goal 3:

- Collaborate with diverse stakeholders / communities
- Ongoing consultation

Goal 4:

- Update on Emergency Policy needed
- Prioritize revision of collections / archives

Let go of: (no longer supports mandate and purposes)

Goal 3:

- Outdated school kits / programming

Goal 4:

- Outdated policies / procedures / standards