



## Goals for Fiscal Year 2016-17

Goals	Measurable Objectives
<b>1. Get our house in order by putting the Society back on a firm administrative footing</b>	
a. Get the administrative work done	Fill all officer positions. (Board)
b. Ensure continuity	Assign a backup-alternate for each officer. (Board)
c. Establish goals and objectives	Discuss and approve attainable goals with measurable objectives for the fiscal year. (Board)
d. Update the standard operating procedures	Begin bringing the handbook for board members up to date. (Board)
e. Get our finances in shape to withstand an audit	Update and reconcile the Society's ledgers backed up by documentation (Treasurer)
f. Establish a budget	Based upon historical spending and anticipated expenditures, prepare a budget for approval by the board. (Treasurer)
g. Establish a standing administrative calendar	Prepare a comprehensive list of required filings and other actions by month. (Secretary and Treasurer)
h. Increase board awareness of vitality	Report on membership, community contact, and finances at each board meeting. (Secretary and Treasurer)

Goals	Measurable Objectives
<p>i. Increase community awareness of vitality</p>	<p>Prepare an annual report for presentation at the annual meeting covering the state of the Society including:</p> <ul style="list-style-type: none"> <li>• Accomplishments during the previous year;</li> <li>• Goals for the coming year;</li> <li>• Finances with actual vs. budgeted for the previous year and the proposed budget for the coming year;</li> <li>• Board for previous and coming years;</li> <li>• Membership;</li> <li>• State of resources—physical and online;</li> </ul> <p>Publish the annual report and board minutes on the Society Web site. (Secretary through content manager)</p>
<p><b>2. Perform our core mission of preserving our town’s heritage and making it accessible to our community</b></p>	
<p>a. Maintain the Heritage Museum</p>	<p>Develop a list of items requiring immediate attention and arrange for remedial action. (Board)</p>
<p>b. Continue serving as the repository for artifacts, books and documents reflecting the history of Falmouth</p>	<p>Accept donation of artifacts, books and documents deemed to be relevant to our town’s heritage. (Board)</p>
<p>c. Continue to provide public access to these artifacts, books and documents at the Heritage Museum</p>	<p>Provide staffing to keep the Heritage Museum open to the public at least one day per week (excepting holidays). (Board)</p>
<p>d. Improve the catalog of artifacts and documents</p>	<p>Begin the multiyear process of transcribing the card indices into an online database. (Board through content manager)</p>

Goals	Measurable Objectives
<p>e. Improve outreach to our community</p>	<p>Establish a process for receiving and processing online queries.</p> <p>Keep the content on the Web site current.</p> <p>If possible, provide online access to the catalog through the Web site.</p> <p>Provide a regular (monthly if not weekly) stream of relevant posts to Facebook and Twitter. (Board through content manager)</p>
<p>f. Support the Town of Falmouth's Tercentennial Celebration</p>	<p>Provide artifacts, documents and research to support Tercentennial activities.</p> <p>As part of improving outreach (item e), post Tercentennial-themed items to Facebook and Twitter. (Board)</p>