Governance

Goal
Genesee Country Village & Museum will strengthen its Board of Trustees and committee operations to increase community engagement and revenue generation to ensure future sustainability.

Strategy
Improve board infrastructure to effectively and efficiently support board operations

- Diversity
- New skill sets
- Defined expectations
- Educational opportunities
- Communication
- Succession plan
- Combined committee meetings
- Ethics policy
Operations

Goal
Genesee Country Village & Museum will leverage staff, volunteers and technology to effectively support museum operations and run programs.

Strategy
Strengthen human resources & volunteer infrastructure and capacity.

- Staffing growth plan
- Employee benefits structure
- Professional development
- Volunteer management

Strategy
Create a technology plan to support both staff and visitors.

- Board Technology Committee
- Staff technology needs
- Visitor technology needs & experience
Fundraising and Financial Viability

Goal
Genesee County Village & Museum will control costs and strengthen fundraising infrastructure and efforts to secure the resources required to sustain mission, support facilities, and strengthen programs.

Strategy
Develop and implement a fundraising plan that will provide the museum with the unrestricted and restricted dollars needed to close the budget gap.

- Refine funding needs messaging
- Grow and steward donor base
- Corporate sponsorship and membership
- Departmental operational capacity
- Capital fundraising campaigns plans
- Endowment campaign plan

Strategy
Develop a financial viability plan that offers both short-term and long-term options for balancing the museum’s annual operating budget, providing for capital needs and lowering endowment draws.

- Entrepreneurial projects
- Cost-saving measures
- Onsite revenue
Marketing and Community Outreach

Goal
Genesee Country Village & Museum will raise visibility and increase brand awareness of the organization and its programs and impact.

Strategy
Implement and develop a marketing plan to strengthen visitation and community engagement.

Audience research
Refine PR & marketing plans

Tourism sales

Strategy
Expand GCVM’s presence beyond the Mumford campus.

Raise awareness in Rochester & Buffalo
External strategic partnerships
Collections and Facilities Management

Goal
Genesee Country Village & Museum’s Board of Trustees will ensure adequate resources and support is invested in the preservation and protection of collections and facilities.

Strategy
Improve GCV&M facility priority areas of operations, maintenance and accessibility.

- Preventative maintenance planning
- Visitor accessibility

Strategy
Improve collections care and maintenance.

- PastPerfect online
- Exhibit digitization

- Visitor experience priorities
- Emergency management planning

- Collections evaluation for stewardship
Goal
Genesee Country Village & Museum will increase revenue, engage new audiences and attract more visitors through strengthened and expanded programming across the historic village, Wehle Gallery and Nature Center.

Strategy
Offer additional inclusive, diverse programmatic experiences.

Board Education Committee

Priorities, criteria and framework

Diversity

Alternative interpretation models

Trades succession planning