



Goals for 2017

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

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

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<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></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>	<p></p>