

Clayton Historical Society

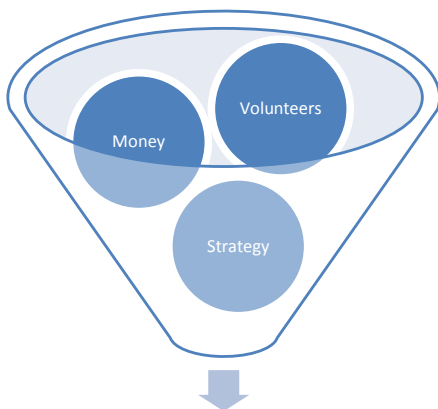
2010 Meetings, Sphere of Influence, and Initiatives for 2010

Proposed by Ted Meriam, President

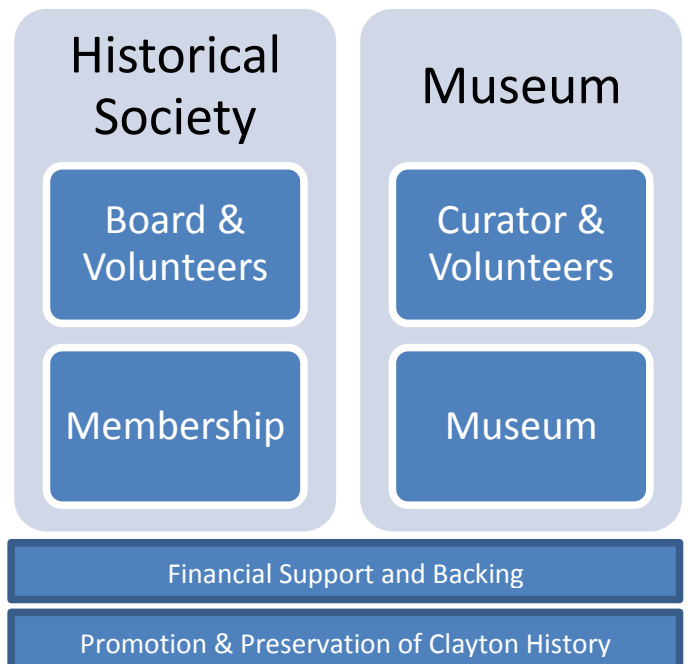
Meeting Formats and Schedules

Executive Board	Board	Committees
Members: <ul style="list-style-type: none"> • President • Vice Presidents • Treasurer • Secretaries 	Members: <ul style="list-style-type: none"> • Executive Board • Directors 	Members: <ul style="list-style-type: none"> • Director (Chair) • Volunteers
Meetings (Monthly): <ul style="list-style-type: none"> • December 3, 2009 • January 14, 2010 • February 4, 2010 • March 11, 2010 • April 8, 2010 • May 13, 2010 • June 10, 2010 • July 8, 2010 • August 5, 2010 • September 9, 2010 • October 7, 2010 • November 11, 2010 • December 2, 2010 	Meetings (Bi- Monthly): <ul style="list-style-type: none"> • December 8, 2009 • February 11, 2010 • April 15, 2010 • June 17, 2010 • August 12, 2010 • October 14, 2010 • December 9, 2010 	Meetings (As Needed): <ul style="list-style-type: none"> • Scheduled per the Chair

Current and Proposed Sphere of Influence



Historical Society
& Museum



Clayton Historical Society

Initiatives for 2010

Set goals for the coming year. As shared during my inauguration speech, my three strategic initiatives for the Clayton Historical Society in 2010 are to focus on:

a. Growing Membership

- i. Increase membership numbers.
- ii. Review membership categories and fees.
- iii. Improve how we store and use our membership data.
- iv. Deepen engagement with our members and supporters.

b. Building Fundraising Opportunities

- i. How can we make money on what we already do?
- ii. Plan and deliver additional programs to raise funds.
- iii. Investigate the feasibility of securing grants.
- iv. Track and report on fundraising campaigns.

c. Driving Operational Maturity

- i. All things people and process: improve the way we work.
- ii. Workflows: the process in which we work from start to finish.
- iii. Document, analyze, report.

Everything we do in 2010 should fall under one of these categories as we prioritize the Society's work.

As we move forward, I would like to consider **SMART** goals:

- **Specific**
- **Measurable**
- **Attainable**
- **Results-oriented**
- **Time-bound**

*Example: In order to attain our strategic initiative of **growing membership**, we will add **50 members** by our annual meeting in **December 2010** by creating **engaging programs**, increase our **communication** to once a **quarter**, and capturing **75%** of member **email addresses**.*

Submitted to Board of Directors on December 8, 2009.

Ted Meriam, President
Clayton Historical Society

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