

2020-2024



Collecting
Engaging
Sharing
Stories

Cumberland County
HISTORICAL
SOCIETY

Community Outreach Plan

Simply put,
this plan is:

"a tangible,
brass-tacks
approach to
engaging more
audiences"

WHY A COMMUNITY OUTREACH PLAN?

Cumberland County Historical Society's (CCHS) institutional vision is to become a model for demonstrating how history, story-telling, material culture and preservation promotes social well-being, service, and citizen engagement with local resources. One way of achieving these goals is by CCHS expanding its outreach, county-wide, to diverse audiences. As Cumberland County's population and economy grows, it is our belief that we must be at the forefront of promoting and protecting the County's historical and cultural resources. To achieve this, CCHS must be visible, relevant, engaging and foster a sense of place and appreciation for history throughout the whole of Cumberland County. CCHS' new Community Outreach Department, consisting of a Director of Community Outreach, an

Events and Rentals Assistant, and a Marketing and Development Assistant, is now tasked with working alongside Staff and Board to help bridge any remaining gaps that might exist between communities and the Society's traditionally great content, expertise and collections. This Community Outreach Plan, along with CCHS' Strategic Plan and Campus Master Plan, is a cornerstone document for the Society because it outlines a tangible, brass-tacks approach to engaging more audiences in a variety of different settings in a strategic way. Overarching themes are presented in the plan; programming, marketing, and development and preservation. These themes have been identified as critical for the Society to focus on to enhance community engagement in the months and years to come.

COMMUNITY OUTREACH COMMITTEE

Linda Humes (C_HAIR)

Tita Eberly

Pat Ferris

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Kim Laidler

Ginny Mowery

David Smith

David Toner

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OUR THREE THEMES

Theme 1: Programming (page 7)

All activities organized by CCHS departments and staff. Programming includes speaker series, educational activities, exhibits, publications, walking and bus tours, guided tours of the museum or Two Mile House, workshops, conferences, festivals, the Golf Classic, block parties, etc. Programming engages a wide audience, both members and non-members, and encourages interaction with our facilities.

Theme 2: Marketing and Development (page 15)

The promotion of events and activities at CCHS, cultivating relationships with new members and organizations, following trends to inform creative and innovative programming, member and donor recruitment and retention, planned giving and major gift solicitation.

Theme 3: Preservation (page 21)

The highlighting and promoting of historic landmarks and landscapes in Cumberland County and encouraging historic planning across the County. Preservation activities include providing preservation education to residents of the County, Preservation Learning Labs, an Opportunities Watchlist, preservation resource webpage, and an annual Preservation Award.



1 PROGRAMMING

Value Proposition:

We believe we can have the greatest impact in our community with strategic and targeted outreach programming that integrates activities between departments at CCHS and coordinates programming that reaches every corner of the County.

Current Challenges:

We aim to end the misnomer that we are the “Carlisle Historical Society” and that our programming is too narrowly defined or “stuffy”. CCHS also wishes to continue to expand programming beyond “the lecture series” model.

Internally, the Society grapples with how best to coordinate programming across departments; with our lecture programs, conferences, publications, merchandise, tours and exhibits synchronized on a yearly calendar. In addition, relationships with the wider historical community could be strengthened. As a result, CCHS struggles at times to communicate effectively *what we plan to do and why*.

Moving Forward:

Key Priority 1: Collate CCHS departments around a single outreach mission

- Department heads and executive director will plan and develop a single outreach mission that is implemented by the Community Outreach Director.
- Develop a programming vision that includes coordination between departments to ensure CCHS' activities/exhibits/programs/publications/conferences are consistent and promote current and future undertakings at CCHS.
- Develop multi-department programming, initially 6 months in advance with the aim of planning a yearly program calendar by 2021

May–September

October–April

- Plan major programming and events 3-5 years in advance to foster cooperation and collaborations among department heads for education outreach, exhibits, conferences, tours, lectures, and fundraising.

Department heads take the lead in planning wider programming with the support of the Community Outreach Department.

Coordinate with departments for annual fundraising events, such as the Golf Classic and the Annual Dinner.

- Coordinate departments to celebrate upcoming anniversaries/commemorations in Cumberland County. These include:

225th anniversary of the Whiskey Rebellion, 2019

100th anniversary of the Nineteenth Amendment, 2020

150th anniversary of the Fifteenth Amendment, 2020

100th anniversary of the Prohibition Act, 2020

80th anniversary of PA Turnpike, 2020

200th anniversary of building of Two Mile House, 2020

30th anniversary of acquisition of Two Mile House, 2022

150th anniversary of CCHS, 2024

100th anniversary of the Indian Citizenship Act, 2024

275th anniversary of Cumberland County, 2025

250th anniversary of the United States, 2026

150th anniversary of the Founding of the CIIS, 2029

- Foster collaborations with educational outreach, exhibits, and tours to coincide with larger initiatives at CCHS.

Key Priority 2: Evaluate CCHS's Carlisle Journeys and Cumberland Pathways initiatives and scale them according to current Society human resource and financial capacity.

- Analyze and assess the successes and failures of initiatives
- Transition Carlisle Journeys to a more traditional symposium format with pre-selected notable speakers or performers and possible community-based workshops.
- Rebrand Cumberland Pathways as a 2-day symposium and genealogy workshop with preselected speakers addressing pertinent themes related to family history in the area.

Key Priority 3: Join professional/institutional preservation/heritage organizations in PA and nationwide (includes current and possible future organizations)

Key Priority 4: Increase time and funding capacity for staff development – visits to other museums/historical societies; participation in discussions, conferences, and workshops, particularly when work at CCHS is to be highlighted. Examples include:

- Statewide Conference on Heritage
- Preservation Pennsylvania's yearly workshops (often related to remediation funding)
- Association for State and Local History Conference
- American Library Association
- Mid-Atlantic Center for Preservation Studies
- Museum Association Conference
- PA Historical Conference
- PA Museums Conference
- Oral History Association Conference
- Oral History in the Mid-Atlantic Region
- National Humanities Conference
- Pennsylvania Library Association Conference
- Society of American Archivists
- International Conference of Indigenous Archives, Libraries, and Museums

Key Priority 5: Expand and diversify our programming throughout Cumberland County, including working relationships with other historical organizations throughout Cumberland County

- Work with museum curator, education curator and archives director to promote current exhibits and initiatives at CCHS and expand exhibits to areas outside of Carlisle.
- Promote resident-driven history initiatives and events and integrate with CCHS programming activities. Ex: Mt Holly Springs History Collaborative
- More fully promote and leverage CCHS' History POPS! funding program
- Diversify our collaborations, including with regional cultural organizations and historical societies in Cumberland County through a formalized history consortium group

- Hold lectures and walking tours in areas outside of the Greater Carlisle Area and in venues that expand our audience and collaborate with local historical organizations to co-host
- Build partnerships with local downtown groups that promote pride of place, such as downtown associations and Main Street affiliated programs

Key Priority 6: Increased awareness of CCHS programming across departments, amongst volunteers, committees, CCHS membership and Board members

- The Community Outreach Committee will work with department heads to coordinate programming for CCHS 1-year in advance
- Programming will be based on advanced planning of CCHS' departments, including the Archives, Publications and Museum
- A program calendar will be designed by the end of the previous year, with major programming marketed by the first of the year
- Monthly e-blasts will be sent to registrants at the beginning of each month
- Staff and advertisers will have all eblast materials to CCHS' media specialist by the last Friday of the Month.
- Develop trainings to update staff, volunteers & board members on the latest activities at CCHS, such as exhibits and programming

Key Priority 7: Continue to enhance History on High events and merchandise to align with current programming objectives related to exhibits, publications, anniversaries, etc.

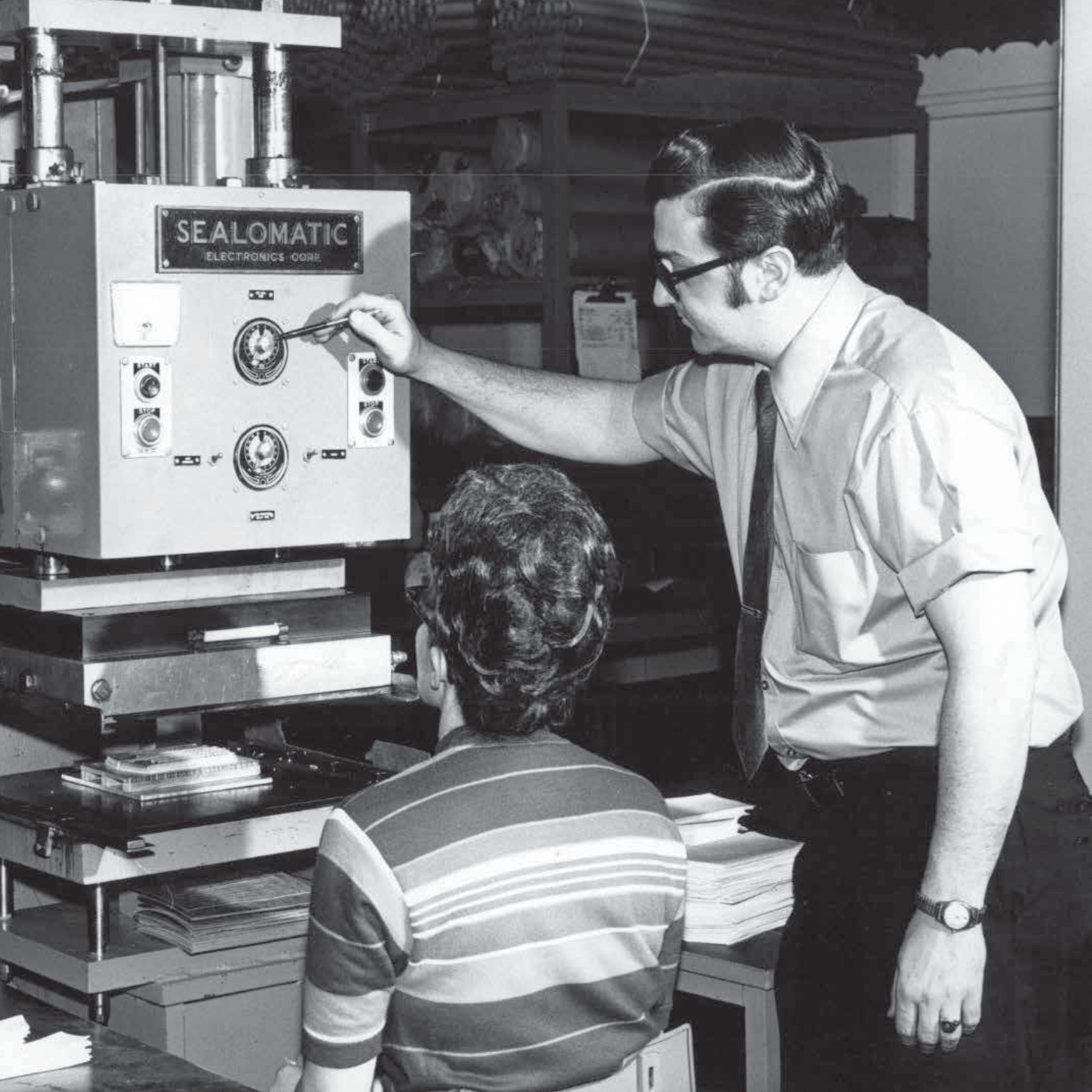
- Include shop coordinator on the Community Outreach Committee
- Develop publications based on the upcoming anniversaries list and 3-5 year major programming plan

- Strategically select and solicit merchandise and publications that coincide with upcoming initiatives and anniversaries at CCHS
- Develop meaningful programming around upcoming publications, including
 - Book readings
 - Book signings
 - Tours and/or smaller exhibits that promote the publication
 - Lectures
 - Gallery Talks
- Develop a publications contract for authors that includes a program requirement related to the publication to encourage meaningful programming

Key Priority 8: Work with the Heart & Soul Stewardship team to develop programming around the Action Plan

- Implement action items related to CCHS' mission as part of the PA Humanities Council Heart & Soul grant
- Work with community partners to promote stories that inspire coordinated, beneficial, project-based action.





2 MARKETING & DEVELOPMENT

Value Proposition:

CCHS must strategically enhance our marketing and development work to demonstrate community relevance in the 21st century. Marketing and Development must become an integral part of all CCHS operations, becoming a dominant thought-process in all departments and committees and amongst all staff and board members.

Current Challenges:

Currently, CCHS does not have a designated staff member or staff-wide workflow in place to drive marketing or development efforts which has led to a stagnation in growing audiences and membership and donor development. The Society also struggles to market and advertise fundraising events in a way that clearly articulates their purpose and fundraising objective.

Moving Forward:

Key Priority 1: Develop a job description for a marketing & development assistant and make hire before next Strategic Plan cycle. Position to include key responsibilities:

- Help coordinate marketing and development initiatives with department heads and committee Chairs
- Identify trends in Cumberland County and make recommendations for CCHS' involvement
- Identify new engagement methods and adapt to CCHS' programming to draw new audiences
- Revamp membership program and develop new ways to engage members in programming, volunteerism and opportunities for giving
- Raise awareness of the importance of CCHS' endowment fund as one of the prime key elements of the Society's financial well-being
- Continue to enhance and promote CCHS' yearly sponsorship opportunities brochure

Key Priority 2: Implement formalized mechanisms for marketing of CCHS activities and solicit feedback [i.e. surveys] from the membership and community to help steer these activities

- Formalize the promotion of the CCHS yearly events calendar on the website, through eblasts, and in selected mailings
- Institute new advertising across the region
- Complete a Social Media Guide with staff coordination and attached as an appendix to the Community Outreach plan

- Implement survey mechanisms to promote community input related to CCHS programming and capital campaign
- Complete training internally on use of CCHS Style Guide
- Formalize and strategically issue press releases through the Community Outreach Department

Key Priority 3: Develop marketing collateral and set market value pricing for all CCHS rental facilities, programming and services

- Two Mile House
- Todd Hall
- Vale-Himes Park
- Cumberland Room
- G. B. Stuart History Workshop

Key Priority 4: Evaluate trends and help to develop programming that engages new audiences (including new residents) and attracts younger generations, Examples include:

- Yoga in the Museum/Park
- Music in the Museum for First Fridays in Carlisle
- Music at Two Mile House
- Collaborate with regional microbreweries and wineries to hold joint events
- Outdoor Movie nights at Two-Mile House or Vale-Himes Park
- Museum evening hours for special tours and welcome receptions and “open houses”
- Adjusting opening hours for special events, such as, First Friday’s and downtown street festivals.

- History is a Riot podcast

Key Priority 6: Set benchmarks for membership growth and revamp CCHS' membership program

- Expand membership benefits to include:
 - Exclusive events for members and their guests
 - Marketing discounts to encourage membership
 - Waiving or steep discounts for programs for members
- Formalize the mechanisms whereby members are actively engaged to become lifelong donors to CCHS.
- Explore the feasibility of the utilization of a new membership and donor management database and software (CRM software)

Key Priority 7: Enhance CCHS web presence

- Consolidate the Society's 2 distinct websites and subdomains and rebuild CCHS existing website during next Strategic Planning cycle (2020-2024)
- Incorporate new collections information and finding aids on the new website
- Utilize the latest analytics and advertisement software to ensure our website is present in web searches

Key Priority 8: Coordinate plans for marketing and developing the countdown for CCHS' 150th birthday party in 2024.

- Plan for celebratory events such as birthday receptions, block parties and specialized tours
- Market CCHS' anniversary county-wide in print and digital media outlets

- Work with Historic Properties Committee to install anniversary flags, banners and specialized signage on CCHS' campus
- Develop title, guide content, and fundraising materials for CCHS anniversary publication
- Apply for a PHMC historical marker to unveil during anniversary year

Key Priority 9: Attend regional street events to promote CCHS activities, programs and initiatives to incorporate interactive tabling activities to engage casual audiences. Events to attend include:

- | | |
|-------------------------------------|------------------------------------|
| • Mechanicsburg's Jubilee Day | • Black History Festival, Carlisle |
| • New Cumberland Apple Festival | • Pine Grove Furnace Fall Festival |
| • Newville's Fountain Festival | • Juneteenth |
| • Boiling Spring's Foundry Day | • Shippensburg Corn Festival |
| • Fireman's Fairs across the County | • Farm Show |
| • Holly Days, Mt Holly Springs | • Camp Hill Art Walk |

Key Priority 10: Implement master planning goals and objectives and integrate endowment growth with 2024 capital campaign

- Create a 21st Century Legacy Society program for planned givers
- Create giving strategy for 2024 capital campaign and set goal in alignment with CCHS Strategic Plan and Master Plan.



3 PRESERVATION

Value Proposition:

CCHS aims to take a leading role in the preservation of Cumberland County's historical & cultural resources. The history of our county is rooted in our landscape and the structures on that landscape. Everywhere one looks there are visual reminders of our County's history. From the valley, surrounding mountains, rich agricultural land, farmhouses, and historic downtowns with architectural styles from the colonial era to the present. Each of these contribute to the aesthetic beauty that makes Cumberland County a desirable place to live, work, and play, and are vital in establishing residents' sense of place in the County.

Current Challenges:

Currently, CCHS struggles to connect preservation efforts in Cumberland County in a formalized way amongst organizations and businesses. Furthermore, CCHS needs to foster better awareness of best-practice strategies members of the public can use to preserve their home or historic resource.

Moving Forward:

Key Priority 1: Formalize mission and meetings for the Preservation Roundtable

- Foster a cooperative relationship with regional historical societies and cultural institutions
- Develop a preservation focused events/activities calendar for county historical/cultural organizations

Key Priority 2: Develop CCHS into a resource for preservation education

- Develop the CCHS preservation online resource page and blog to become a go-to resource for preservation information across the County
- Continue to partner with Cumberland County Planning Departments
- Further develop Preservation Learning Labs (see key priority 5)

Key Priority 3: Formalize CCHS' short-term fiscal sponsorship mechanism

- Framework for short-term fiscal sponsorship of sites for organizations working towards 501c3 status/unincorporated nonprofits to include:
- Timeline expectations for organizations to gain 501c3 status
- Personnel expectations for organizations seeking 501c3 and their role working with CCHS
- Set administrative fee for CCHS' time in helping administer funds
- Analyze CCHS capacity in helping historical organizations enhance their preservation programming with CCHS staff and volunteer time.

Key Priority 4: Formalize process for selecting annual Preservation Award

- Develop call for nominations
- Add selection of awardees to the awards committee agenda

Key Priority 5: Formalize Preservation Learning Labs

- Set time of year for Labs to be held and types of labs that will benefit residents in Cumberland County.
- Cultivate relationships with regional contractors to teach preservation skills.
- Undertake a feasibility study to develop an historic properties training program that encourages good preservation practice, fosters a preservation-literate community and endorses preservation among contractors and other professionals.
- Possible Partnerships – Cumberland County Redevelopment Authority, Cumberland-Perry Vo-tech, area high schools, area contractors, Dickinson College, Shippensburg University, Messiah College
- Develop an outline of training program and determine if it can fit within the CCHS' historic properties work.

Key Priority 6: Implement best practices for preservation with CCHS' own historic properties

- Conduct an evaluation of all historic properties at CCHS.
- Undertake a full preservation evaluation and feasibility study for Odd Fellows Hall renovations as informed by CCHS' Master Plan.
- Undertake a full preservation study of Two Mile House and the work needed to place it within current National Trust standards.
- Identify possible funding bodies/individuals/grants for historic properties at CCHS



Bibliography & Internal CCHS Documents Under Development

- Making a Case for CCHS Programming County-Wide (2019)
- Friends & Partners Collaboration List (2019)
- Community Calendars & Media List (2019)
- Social Media Marketing Plan (Under Development)
- Making a Case for CCHS Preservation Activities (2019)
- 2024 Sesquicentennial Celebration Plan (Under Development)
- 2020 Sponsorship Brochure (Under Development)
- Legacy Giving Brochure (2017)
- History POPS! Application (2019)