



Saskatchewan Genealogical Society

Strategic Plan

2020 – 2022

VISION:

Saskatchewan genealogy and family history is respected and valued.

MISSION:

Our mission is to provide expertise and assistance to a wide range of people to help them participate in family history research; and, to collect, preserve and deliver Saskatchewan specific genealogical records and materials.

VALUES:

Our values are:

- a. *Professional:* We provide research knowledge and skills, and practise, foster and mentor ethical research standards.
- b. *Responsive:* We aspire to strong interpersonal relations, which support strong Branch, member, client and public relations.
- c. *Inclusive:* SGS strives towards an environment that is inclusive to all, embraces diversity and cultural differences and is open to new experiences and learning.
- d. *Accessible:* We are available and willing to share our resources online or in person.
- e. *Collaboration:* We understand and respect the strengths of our partners and through collaboration we are able to provide a stronger voice for genealogy and improved education and resources for our branches, members and clients.
- f. *Healthy Organization:* We are trusted, respected, ethical, and open to change.
- g. *Proud:* We are proud of the Saskatchewan Genealogical Society – its history, services and vision – and actively participate in and contribute to the cultural and heritage community in Saskatchewan.

STRATEGIC DIRECTIONS:

Goal 1: Offer relevant programs, services, expertise and resources for family history research

1.1 **Objective:** Increase opportunities for SGS members and the public to participate in educational opportunities of the SGS and its branches to improve engagement of members and the public.

1.1.1 **Action:** Increase the number of educational opportunities for members and the public

Measure: Number of workshops/presentations offered

Target: By mid-year 2: develop a baseline for the number of workshops/presentations offered and delivered by SGS and its branches in 2019 and 2020

By end of year 2: 5% increase

By end of Year 3: 5% increase

1.1.2 **Action:** Expand the range of topics of presentations and workshops offered

Measure: Include Beginner, Intermediate and Advanced level presentations and workshops

Target: Hold at least one workshop/presentation at each level every year

1.2 **Objective:** Strengthen program and service delivery

1.2.1 **Action:** Hire staff

Measure: % increase in on-site support for researchers

Target: Year 1, 100% pending funding availability
TBD, pending funding availability

1.2.2 **Action:** Find volunteers to supplement program and service delivery until such time as SGS can afford to hire additional staff

Measure: Recruit volunteer(s) to help fill identified gaps in the organization.

Target: Recruit volunteer Education Coordinator(s) by end of Year 2

1.2.3 **Action:** All staff to achieve Record Searcher certification

Measure: % of staff that have achieved Record Searcher certification

Target: 100% by end of Year 2 (excluding any new staff)

Goal 2: Improve technological supports for SGS and family history research

2.1 **Objective:** Develop a technological supports improvement plan

2.1.1 **Action:** Promote existing online resources

Measures: Increase member awareness of SGS online resources and how to use them

Targets:

- At least one article in every issue of Bulletin
- At least one item in each issue of eConnection
- Review website copy and revise or add as required
- Frequent "Did You Know?" posts on SGS Facebook page

2.1.2 **Action:** Improve technology of SGS Databases

Measures: SGS Databases rebuilt and secure with enhanced functionality for online indexing

Targets: End of Year 1: Identify grant opportunities for project

Year 2: Submit grant application for project funding

Year 2: If application is approved, complete project & promote

Year 3: If grant application not approved, see alternative grant opportunities to fund project

2.1.3 **Action:** Develop digitization plan

Measures: Identify records in SGS Collection for digitization project with consideration for privacy and public domain issues

Targets: End of Year 2: identify records to be digitized

Year 3: Develop project plan, including human, financial and technological resources needed

Year 3: Identify grant opportunities to fund project and prepare and submit grant application (seek volunteer grant writing expertise, if needed)

2.1.4 **Action:** Develop and implement online library catalogue

Measures:

Targets: End of Year 2: Clear current backlog of cataloguing and keep current going forward

Year 3: Explore software options; identify costs, staff/volunteers and training required; purchase and implement if funds and staff/volunteers are available

Year 3: Identify grant opportunities to fund project and prepare and submit grant application (seek volunteer grant writing expertise, if needed)

Beyond Year 3: Fundraise for project, if necessary

2.1.5 **Action:** Improve the “face of the organization” – the website

Measures: Redesign the website to freshen up the look and feel and improve functionality.

Targets: Year 2: develop plan - identify improvements needed and get updated estimate for the project

By Mid-Year 3: identify possible funding sources and prepare grant application, seeking volunteer grant writing expertise if available

By end of Year 3: Secure funding for website redesign and begin project

Goal 3: Build organizational capacity

3.1 **Objective:** Elevate the profile of SGS and grow the membership

Action: Develop and implement a Communications Plan to elevate the profile of SGS

Measures: Year 2: - Board approval of the Communications Plan

Year 3: - Implementation of the Communications Plan

- Turn the steady decline in membership to increase in 2022

3.2 **Objective:** Increase self-generated funds

Action: Increase fundraising revenue

Measure: year over year increase in revenue

Target: Year 1: establish baseline from 2019 fundraising and increase by 20%

Year 2: 30% increase from baseline

Year 3: 40% increase from baseline

Action: Secure additional sources of income

Measure: Identify, apply and receive new sources of project funding

Target: Year 2: Apply for at least one additional funding source

Year 3: Apply for at least two additional funding sources

3.3 **Objective:** Identify and establish partnerships and collaborations

Action: Develop genealogical partnerships that benefit SGS, its members and public through increased programming and service

Measures: # of genealogical partnerships formed with program and service benefits

Targets: Year 2: Establish or coordinate at least 2 genealogical partnership initiatives that show program and service benefits to SGS, its members and the public

Year 3: Continue or establish at least 2 genealogical partnership initiatives that show program and service benefits to SGS, its members and the public

Action: Implement SGS Diversity plan

Measures: # of partnerships, new initiatives, program changes/updates reflecting diversity in genealogy

Targets: Year 1: SGS to develop a better understanding of and appreciation for the genealogical interests of newcomers

Year 2: - identify and foster at least one partnership/initiative to involve newcomers in genealogy
- Update genealogical programming/services for Indigenous peoples

Year 3: tbd