

**FACILITIES**

**Responsibility**

**Deadline**

**Resources**

**Funding**

**2019  
(Year 1)**

- Inventory and condition assessment of building, roofs, HVAC, and other infrastructure.
- Inventory and assessment of all technology: AV, computers, etc.
- Engineering study of current parking lot; determination of expansion options.
- Conduct a space audit of the building and assess the needed classroom and lunch room space.
- Consult with architect/designer on options to improve the Museum Store location and look at the Front Desk/Customer Service area.
- Space and accessibility audit of Collection and Research area.

Facilities Manager  
City Building Maintenance

12/2019

Access to vendors, consultants

Operating Budget

Assistant Director  
City Tech Services

12/2019

Access to Fixed Asset Catalog

Operating Budget

Director  
Assistant Director  
City Engineer

12/2019

Engineering Consultant  
Architect

Operating Budget

Head of Interpretation  
Assistant Director

12/2019

Architect; Engineer

Operating Budget

Director  
Assistant Director  
Store Manager  
Guest Services Coordinator

12/2019

Architect, Engineer

Operating Budget

Senior Curator  
Collections Manager

12/2019

Engineer

Operating Budget

**FACILITIES****Responsibility****Deadline****Resources****Funding****2020  
(Year 2)**

- Formation of a Facilities Committee to review the facilities review and space audits.
  - The committee would be composed of museum staff, board members, city staff, and citizens.
  - The committee will create a summary report with recommendations and prioritization of recommended projects.

Director  
Management Team  
Board Members  
Citizen Stakeholders

1/2020

Community Volunteers

Operating Budget

Facilities Committee

12/2020

Meeting Facilitator

Operating Budgets

**FACILITIES****Responsibility****Deadline****Resources****Funding****2021  
(Year 3)**

- Develop timelines and funding models for projects approved by board as recommended by Facilities Committee.
- Make recommendations for future projects that are identified as “needed” but that are not top priority.

Director  
Management Team  
Board Members

6/2021

Architect, Engineering

Operating Budgets

Director  
Management Team  
Board Members

12/2020

**AUDIENCE****Responsibility****Deadline****Resources****Funding****2019  
(Year 1)**

<ul style="list-style-type: none"> <li>• Conduct a detailed assessment of current visitor profile data.</li> </ul>	Development Marketing Management Team	12/2019	Staff time	Operating Budgets
<ul style="list-style-type: none"> <li>• Review of marketing program, effectiveness of local and regional branding.</li> </ul>	Development Marketing Management Team	12/2019	Staff Time	Operating Budgets
<ul style="list-style-type: none"> <li>• Assess marketing to schools in Gaston County and outside county.</li> </ul>	Development Marketing Management Team	6/2019	Staff Time	Operating Budgets
<ul style="list-style-type: none"> <li>• Update assessment of scientific value of collections, storage requirements, and the potential of collections contribution to visitor engagement.</li> </ul>	Senior Curator Collections Manager	8/2019	Staff Time	Operating Budgets
<ul style="list-style-type: none"> <li>• Send staff to national meeting of Visitor Studies Association.</li> </ul>	Development Marketing	7/2019	Staff Time Travel Budget	Operating Budgets
<ul style="list-style-type: none"> <li>• Conduct assessment of visitor profile and undertake a Visitor Study – work conducted with staff and an outside consultant.</li> </ul>	Development Marketing Management Team	12/2019	Marketing Consultant Staff Time	Grant Funding
<ul style="list-style-type: none"> <li>• Review of overall marketing program; develop ROI estimates on different approaches.</li> </ul>	Development Marketing Management	12/2019	Marketing Consultant	Grant Funding
<ul style="list-style-type: none"> <li>• Staff and consultant will review all aspects of collection and research.</li> </ul>	Senior Curator Collections Manager	12/2019	Outside Researcher	Grant Funding

**AUDIENCE****Responsibility****Deadline****Resources****Funding****2020  
(Year 2)**

- Review of Visitor Profile and Visitor Study results by Board Program Committee, Citizens Review Panel, and museum staff.
- Develop a strategy for integrating study results into Customer Services.
- Develop strategies and tools for integrating the Visitors Studies and the program/exhibit development process.

Director, Management Team,  
Board Committee, Staff

12/2020

Staff Time

No Funding

Management Team  
Marketing  
Guest Services Specialist

12/2020

Staff Time

No Funding

Management Team  
Head of Interpretation  
Marketing  
Board Committee

12/2020

Staff Time

No Funding

**AUDIENCE****Responsibility****Deadline****Resources****Funding****2021**  
**(Year 3)**

- Implement revised approaches to Customer Services.
- Implement new process for the development of programs and exhibits that focus more on the visitor experience and engagement.

Marketing  
Guest Services Coordinator

12/2021

Staff Time  
Materials, Supplies

Grant Funding

Head of Interpretation  
Management Team

12/2021

Staff Time

Operating Budgets

**PROGRAMMING****Responsibility****Deadline****Resources****Funding****2019**  
**(Year 1)**

- Begin the development of a Masterplan for the Nature Trail and Outdoor exhibits.
- Incorporate information from Visitor Study into the Masterplan.
- Review process for planning programs and exhibits, integration of technology and feedback from evaluations; create a new structure for this process.

Director  
Head of Interpretation  
Management Team

12/2019

Environmental Design Consultant

Grant Funding  
Operating BudgetsHead of Interpretation  
Management Team

12/2019

Staff Time

No Funding

**RESOURCES****Responsibility****Deadline****Resources****Funding****2019**  
**(Year 1)**

- Analyze current donor database; develop a plan for strengthening donor base, membership, and corporate support.
- Evaluate donor database software.
- Develop a Planned Giving and Major Gifts Program.
- Develop a plan for strengthening the Volunteer Program.

Development

12/2019

Staff Time

No Funding

Development

12/2019

Staff Time

No Funding

Development  
Director

12/2019

Staff Time  
Staff Training

Operating Budgets

Director  
Management Team

12/2019

Volunteer/Guest Services position

Operating Budget

**PROGRAMMING****Responsibility****Deadline****Resources****Funding****2020**  
**(Year 2)**

- Secure funding for Outreach Program expansion.
- Implement new process for the development of programs and exhibits.
- Research and design a new, permanent gallery for Paleontology and Geology. Conduct a feasibility study.
- Assess potential for enhancing Live Animal Collection and programming.

Development  
Director  
Head of Interpretation

12/2020

Staff Time

Grant Funding

Head of Interpretation  
Management Team

12/2020

Staff Time

Operating Budget

Head of Interpretation  
Management Team

12/2020

Staff Time/Travel  
Design ConsultantGrant Funding  
Operating BudgetsHead of Interpretation  
Live Animal Curator  
Management Team

12/2022

Staff Time  
Travel Budget

Operating Budgets

**RESOURCES****Responsibility****Deadline****Resources****Funding****2020**  
**(Year 2)**

- Develop a prioritized plan for funding Strategic Plan initiatives.
- Implement Planned Giving and Major Gifts program.
- Implement new Volunteer Program.

Director  
Development  
Management Team

12/2020

Staff Time

No Funding

Development  
Director

12/2020

Cultivation Materials  
and other program supportOperating Budget  
Grant FundingDirector  
Assistant Director [CLA1]  
Marketing  
Volunteer/ Guest Services Coordinator

12/2020

Materials and supplies

Grant Funding



**PROGRAMMING****Responsibility****Deadline****Resources****Funding****2021**  
**(Year 3)**

- Secure funding for Paleontology and Geology Gallery.
- Secure funding for expanded Live Animal care and programming.
- Secure funding for Nature Trail renovation.
- Explore opportunities for early childhood education space.

Director  
Development  
Management Team

12/2021

\$500,000  
Fundraising Consultant

Grants/Donations

Director, Development  
Management Team

12/2021

TBD

Grants/Donations

Director, Development  
Management Team

12/2021

TBD  
Fundraising Consultant

Grants/Donations

Director, Development  
Management Team**RESOURCES****Responsibility****Deadline****Resources****Funding****2021**  
**(Year 3)**

- Continue project planning and refine cost analysis.
- Secure funding for new donor database software.
- Monitor Volunteer Program for continued growth and cultivation of volunteers.

Development  
Management Team

12/2021

Staff Time  
Fundraising Consultant

Operating Budgets

Director, Development  
Management Team

12/2021

TBD

TBD

Management Team

# GOVERNANCE

## Responsibility

## Deadline

## Resources

## Funding

**2019**  
**(Year 1)**

- Develop a process for bringing more diversity to the Schiele Board.
- Increase Board training opportunities and engagement.

*Since 1964, the Schiele Museum, Inc. and the City of Gastonia have been involved in a very effective public/private partnership. This partnership has facilitated the growth of the Schiele Museum.*

- Undertake discussions between the City and the Schiele Museum, Inc. to forge an agreement for the sustainability of the museum.

Director, Management Team  
Board of Trustees

2019

Staff and Board Time

No Funding

Director, Management Team  
Board Chair and Executive Committee

12/2019

Staff and Board Time

Operating Budget

Director, Assistant Director  
Past, Current, and Future Board Chairs  
City Manager and his Management Team

12/20219

Staff and Board Time

No Funding

**GOVERNANCE****Responsibility****Deadline****Resources****Funding****2020**  
**(Year 2)**

- Implement diversification strategies in board nomination process.
- Identify annual opportunities for board engagement.
- Assist and support fundraising activities for initiatives undertaken in the Strategic Plan.
- Formalize agreement of City and Schiele Museum, Inc. partnership.

Director  
Board Chair

12/2020

Staff Time

No Funding

Director, Management Team  
Board Committees

12/2020

Staff Time

No Funding

Board Members

12/2020

Board Volunteer Time

No Funding

Director, Assistant Director  
Board Chair  
City Manager/ City Council

12/2020

Staff/Volunteer Time

No Funding

**GOVERNANCE****Responsibility****Deadline****Resources****Funding****2021**  
**(Year 3)**

- Assist and support fundraising activities for initiatives undertaken in the Strategic Plan.
- Encourage continued board engagement beyond meetings.

Board Members

12/2021

Board Volunteer Time

No Funding

Director, Management Team  
Board Chair

12/2021

Staff/Volunteer Time

No Funding