

**LOUISIANA STATE PENITENTIARY MUSEUM FOUNDATION**  
**Strategic Plan 2017-2020**

Approved by majority vote of the board of directors, September xx, 2017

Our Vision	The Louisiana State Penitentiary Museum Foundation is a museum that informs and educates the public and provides a unique experience about the history of corrections in Louisiana.
Our Mission	The mission of the Louisiana State Penitentiary (LSP) Museum Foundation is to support the LSP Museum in its promotion of historical, educational, and cultural activities that are designed to document and preserve the history and development of corrections and justice in Louisiana. We provide quality education through meaningful and interactive exhibits and programming for our visitors and serve as a research center for Louisiana Corrections and Criminal Justice. The museum, in partnership with Department of Corrections (DOC), fosters public awareness of prison life and the important role that the DOC plays in the maintenance of a safe civil society in Louisiana.
Our Values	<b>Integrity</b> <b>Openness and Inclusiveness</b> <b>Excellence</b> <b>Learning</b> <b>Innovation</b>
Focus Areas	<b>Sustainability</b> <b>Accreditation</b> <b>Board of Directors</b> <b>Education</b> <b>Staff</b> <b>Volunteers</b> <b>Marketing and Awareness</b> <b>Accession and Deaccession</b> <b>Facility Management and Planning</b>
Our Goals 2017-2020	<ol style="list-style-type: none"> <li>1. Sustainability, development and funding</li> <li>2. Accreditation</li> <li>3. Recruitment and retention of an inclusive and trained board</li> <li>4. Increase educational opportunities</li> <li>5. Plan for appropriate staff development</li> <li>6. Enhance volunteer opportunities</li> <li>7. Marketing and awareness</li> <li>8. Policy and procedure</li> <li>9. Facility upgrade</li> <li>10. Accession/Deaccession</li> </ol>

## **The Strategic Planning Process**

The LSP Museum Foundation's strategic planning process began in March 2017. The strategic planning committee and board of directors developed this strategic plan to help guide the museum's next steps and to enhance museum operations.

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## **Our Values**

### **Integrity:**

The LSP Museum Foundation Board and Museum Staff value honesty and ethical practices and behavior. We are accountable for our decisions and actions.

### **Openness and Inclusiveness:**

We are committed to transparency in our operations; we are open to ideas, information and knowledge; and we communicate truthfully with the public and our stakeholders regarding our efforts and activities. We are generous with access to our programs and resources. We encourage a diversity of people from different racial and ethnic backgrounds and cultures to visit our museum.

### **Excellence:**

We value quality in everything we do and how we do it. It is our responsibility to preserve the cultural heritage, discoveries, and stories for future generations. This requires adherence to the highest ethical standards and practices that preserve our history and the public trust.

### **Learning:**

We are committed to investing in the education of our board members and museum staff, and in the community.

### **Innovation:**

We envision what might be and encourage creativity in the pursuit of our mission.

# LOUISIANA STATE PENITENTIARY MUSEUM FOUNDATION

## Strategic Plan 2017-2020

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### **Our Goals 2017-2020**

#### ***Goal 1: Sustainability, Development and Funding***

**Objective:**

*Increase funding to sustain an efficient level of operations and improve future growth and quality of programs.*

**Strategies:**

- Improve oversight of finances and increase funding.
- Provide board and committee members with educational opportunities.
- Demonstrate accountability and transparency.
- Develop financial sustainability plan.
- Develop diverse revenue streams.
- Increase funding by 5% each year.
- Create fundraising plan.
- Continue development of sponsorships for funding the Hall of Fame.
- Apply for at least 3 grants per year.

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#### ***Goal 2: Accreditation***

**Objective:**

*Achieve and maintain accreditation with the American Alliance of Museums.*

**Strategies:**

- Review and submit Core Documents by July 2017.
- Prepare the museum for the accreditation review by AAM.
  - Complete the initial assessment phase of accreditation by end of 2017.
  - Schedule and implement review by AAM by end of 2018.
- Ensure that artifacts are properly maintained.
- Review current policies, procedures, and forms.
- Oversee the cataloging and visual documentation of collections.
- Complete an annual collections inventory.
- Develop plan to ensure ongoing care of collections.
- Create online accessibility of collections.

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#### ***Goal 3: Recruitment and Retention of an Inclusive and Trained Board***

**Objective:**

*Recruit a “working” board, recruiting members for an inclusive and contributory board*

**Strategies:**

- Review board charters in relation to strategic plan.
- Review committee action plans annually.
- Develop and update strategic plans for effective and sustained operation of the museum on an ongoing basis.

- Identify and provide educational opportunities for board members.

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#### **Goal 4: Increase Educational Opportunities**

**Objective:**

*Enhance visitors' local and distance educational experience.*

**Strategies:**

- Create a research center for academics, genealogists, and the public.
- Develop an educational experience for visitors at the museum.
- Provide additional educational opportunities for visitors.
- Develop participatory, multi-dimensional visitor experience.
- Develop a distance-learning educational program.
- Enhance website, including online programs.
- Upgrade technological capacity.
- Host a bi-annual educational symposium.
- Continue the development of oral histories and include a selection of oral histories in exhibits during calendar year 2018, adding and refreshing each year thereafter.
- Develop an orientation to the museum so that visitors can begin a self-guided tour of exhibits.
- Enhance *The Angola Story*, to include a timeline.
- Develop a plan for changing or rotating exhibits, working with the Marketing & Museum Awareness Committee to announce exhibit openings by the end of 2018.
- Develop pre- and post-educational programs online for school tours.
- Develop a guided tour experience of the Reception Center and Death Row facility.

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#### **Goal 5: Plan for Appropriate Staff Development**

**Objective:**

*Develop and retain a skilled, inclusive staff.*

**Strategies:**

- Review current staffing needs on an annual basis
- Provide relevant educational opportunities for all staff at least once per year
- Conduct regular and routine staff meetings that include all staff on a monthly Basis

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#### **Goal 6: Enhance Volunteer Opportunities**

**Objective:**

*Attract and recruit dedicated trained volunteers for meaningful involvement.*

**Strategies:**

- Provide an inclusive, skilled volunteer program.
- Develop a volunteer program.
- Develop a partnership program for schools and universities.

- Solicit volunteers.
- Provide recognition for volunteers.
- Recruit at least three volunteers each year (one each for gift shop, program development, and research operations).

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### **Goal 7: Marketing and Awareness**

#### **Objective:**

*Increase awareness and enhance the image of the museum.*

#### **Strategies:**

- Develop a written plan of action and corresponding budget to promote awareness of the mission of the museum.
- Continue to enhance the Hall of Fame Program, ensuring that Hall of Fame inductees represent the diversity of the criminal and social justice fields.
- Develop a printed brochure, quarterly newsletter, and an annual report, all of which should be available on the museum website.
- Collaborate with regional organizations, host at least one regional meeting per year
- Conduct outreach activities through having museum director and board members speak at appropriate venues/clubs within the region.
- Engage local community in museum activities.
- Improve functionality of website and develop a plan for regular updates to the website
- Investigate opportunities and develop a written plan for outreach so that the Foundation can engage in community conversation with key constituent groups.
- Increase public engagement through the development of a satisfaction survey in 2017, with a plan for review of the survey and appropriate response.
- Identify knowledgeable persons to speak on programs to business and community organizations.
- Create audience development plan, including identification of current visitor profile and target audiences.

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### **Goal 8: Policy and Procedures**

#### **Objective:**

*Review all policies and procedures every three years.*

#### **Strategies:**

- The Museum staff liaison for each standing committee will regularly coordinate the policies and procedures review for that committee according to an established schedule, but at least once every 3 years.

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### **Goal 9: Facility Upgrade**

#### **Objective:**

Allocate space and use it to meet the needs of the collections, audience, and staff, while maintaining it to ensure the safety and security of people, the collection, and the facility.

Strategies:

- Develop a written plan for existing exhibit space that provides for expansion and/or rotation of exhibits – as well as storage of exhibits.
- Determine the fiscal year cost for the implementation of the written plan for facility upgrade.

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**Goal 10: Accession/Deaccession**

**Objective:**

*To develop guidelines for accessioning and deaccessioning artifacts based on professional standards established by the American Alliance of Museums.*

Strategies:

- Research and update collections management policy, which facilitates decision making about potential acquisitions and/or removal of items from museum collections. The policy will reflect legal and ethical issues and best practices.
  - Coordinate accession/deaccession policies and procedures to be consistent with current MOUs between the Museum and DOC.
  - Ensure that artifacts are properly maintained in accordance with established professional standards.
  - Develop the procedure for cataloging and visual documentation of collections, to include responsibility for supervision of the procedure and process.
  - Complete an annual collections inventory.
  - Develop a plan to ensure ongoing care of the collection.
  - Online accessibility of collection.
  - Ensure donations are accurately documented and inventoried.
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