

Update from YHMA



Yukon Historical &
Museums Association



heritage
yukon
Step in to our story

Who is YHMA?

Established in 1977 by a group of concerned and passionate individuals to create a united voice for understanding and promoting heritage and history in the Yukon.

Mandate to “inspire and share a passion for Yukon heritage by providing opportunities and support for education, networking, advocacy, partnerships and awareness.”

Membership includes a mix of heritage organizations and individuals with an interest in heritage, from across the Territory.

Programs include initiatives focused on increasing the capacity of and supporting the Yukon heritage sector (such as the Heritage Training Fund and Joint Marketing program) and public activities to raise awareness of and inspire a passion for Yukon heritage (Territorial Heritage Fair, Doors Open/Culture Days)



2013 Strategic Plan Recommendations

	Priorities
1.	Improving communications, collaboration, and stakeholder relations
2.	Strengthening internal organizational capacity
3.	Improving program delivery
4.	Raising YHMA's profile through programming, events, and advocacy
5.	Revisiting and formalizing key relationships with all Yukon museums
6.	Becoming a true umbrella organization for the heritage sector, focusing on being a facilitator, supporting members' education, networking, advocacy, partnerships, and awareness (Do fewer things better)
7.	Becoming a central place or hub for heritage, acting as a matchmaker, facilitating partnerships between museums
8.	Meeting with Government of Yukon to discuss changes to YHMA's strategic direction, identify areas for collaboration, and eliminate duplication

2014-15 Focus

Improve Communication & Collaboration

Between YHMA and its members

Among YHMA members/heritage community

With key partners in Territory (TIA Yukon, arts/culture organizations)

With Outside partners (Canadian Museum Association, Heritage Canada National Trust, other Provincial Heritage Organizations)

Communication tools

Weekly E-Bulletin

Website overhaul

Quarterly Newsletter

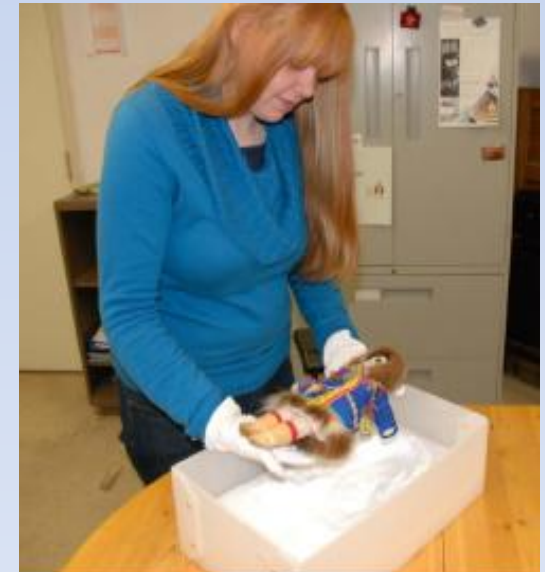
Annual Symposium

Collaboration Initiatives

Joint Marketing

Joint Internship

Board training



2014-15 Focus

A shiny, new YHMA website!

- key communication tool
- a hub and repository for Yukon heritage
- connects the Yukon heritage community, Yukoners and visitors from across the world with the stories, places, objects and organizations that contribute to the Territory's unique and diverse heritage

Let's take a tour!

www.heritageyukon.ca



2014-15 Focus

Organizational Capacity Development

What does long-term sustainability for a non-profit, Yukon, heritage association look like?

Agility/Nimbleness: able to respond to challenges and opportunities; iterative

Proactive versus Reactive: anticipate and respond to changing needs/trends

Community relevance and interconnectedness: ongoing relationships with our community have meaning and value, recognize we're part of an ecosystem of interrelated networks/relationships

Internal Activities

Board training & succession planning

Ongoing program evaluation/review

Financial sustainability (revenue diversification, fundraising)



Looking Around

Challenges and Opportunities for Yukon Heritage Community

What makes the Yukon heritage community unique? What are some of the challenges to our continued protection, conservation and celebration of our rich and diverse heritage?

Challenges

How to do the best we can with what we have?

How can we recruit and retain staff?

How do we encourage the next generation of Yukoners to engage with heritage?

Other challenges?

Opportunities

Collaborative initiatives and partnerships: how can these be encouraged?

Training & capacity development activities: what do these look like?

**What are the challenges facing the Yukon heritage community?
What are some opportunities to meet these?**



Looking Ahead

YHMA turns 40 in 2017!

Opportunity to reflect on where we've come from, celebrate our collective achievements, observe our challenges and look ahead to the next forty years. How can we celebrate?

Some Ideas

Write history of YHMA and heritage conservation in Territory
Profile 40 heritage 'heroes' or success stories
New initiatives



How can we celebrate YHMA's 40th anniversary?



Thank You!



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