

# Yukon Heritage and Museums Association (YHMA)

## Strategic Plan 2018-2021 Master Map

<p><b>Vision:</b> Yukoners encounter and celebrate their heritage daily.</p> <p><b>Mission:</b> The Mission of YHMA is to strengthen heritage in the Yukon through leadership, advocacy and education.</p>		
Priorities	Benefits	Objectives Needed to Achieve Outcomes
<p><b>1. Strengthening the Organizational Structure and Role and Influence of YHMA</b></p> <p><b>Outcome:</b> <i>A relevant and effective member-driven Yukon heritage organization</i></p> <p><b>Timeline:</b> Started 2018, Forming winter 2018, Norming summer 2019</p>	<p><b>A. Membership:</b> A strong and engaged membership base</p> <ul style="list-style-type: none"> <li>- Consistent retention rates of 80% or greater.</li> <li>- 5-10% new members annually</li> <li>- Positive satisfaction results from 90% of membership annually</li> </ul> <p><b>B. THE Voice of Heritage:</b> Key government departments look to the organization as THE voice in leadership and engagement</p> <ul style="list-style-type: none"> <li>- Members, Stakeholders and the community engage in programs, services and advocacy.</li> <li>- In membership satisfaction surveys, over 80% report regular participation in programs, services and/or advocacy of YHMA.</li> </ul> <p><b>C. Strong Governing Practices:</b> The Board and staff have clear roles and responsibilities for how they operate, govern, manage, spend, report and more.</p> <p>Governing documentation for the organization is up to date and communicated on the organizations website – including Bylaws, Policies and Committee Terms of Reference</p>	<p>A renewed membership program with member value, relevancy, and representation.</p> <p><b>Success drivers:</b> Members, the sector, government departments and communities feel represented, engaged and positively benefiting from an affiliation or belonging.</p> <p>Standing committees are formed leading Membership, Communications, Programs and Heritage with the Board leading oversight and monitoring of strategic priorities, government relations and advocacy. The Heritage Committee will be a Standing Committee of the Board but be co-governed by Yukon partners in Heritage.</p> <p>There is a coordinated and regular review of organizational policies as living, guiding documents in the day to day governance and business activity of the organization and its Board.</p> <p>The Bylaws are amended to reflect the direction of the new organization, enhancing the Board structure, web presence, member and community engagement.</p>

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<p><b>1. Strengthening the Organizational Structure and Role and Influence of YHMA</b></p> <p style="text-align: center;"><b>CONT'D</b></p>	<p>D. Yukon Heritage Committee: YHMA houses and administers the Yukon Heritage Committee, which is sought after by key government departments in Yukon as a voice in heritage, programming, advocacy, awareness, collaboration and communication. Membership is deemed essential by those organizations that contribute to, work in or lead Heritage development, infrastructure or related projects in communities.</p>	<p>That there is a Yukon Heritage Committee and they approve the definition of Heritage that can be the communicated as the working, Yukon standard definition when advocating for or communicating about Heritage.</p> <p><b>Success drivers:</b> That this initiative is sold as primarily benefiting the sector, with leadership and facilitation from YHMA for the broader group and not by, of and for YHMA.</p>
<p><b>2. Effective and Compelling Advocacy Strategies and Plans</b></p> <p><b>Outcome:</b> As the voice of Heritage in the Yukon, all levels of government, decision-makers and the public look to YHMA for insight, needs, engagement and leadership.</p> <p><b>Timeline:</b> Started 2018, Forming winter 2019, Norming 2019-2020</p>	<p>A. A renewed City of Whitehorse lease and subleases that support the financial sustainability of YHMA</p>	<p>Defining YHMA's desired state as a leaseholder to the City, and as a landlord to the Lake Laberge Lions Club, that is sustainable, realistic, helpful and affordable.</p> <p>Engaging with key City of Whitehorse officials and Lake Laberge Lions Club representatives to advance making necessary changes, helping them solve their problems or at least brainstorming them.</p> <p><b>Success drivers:</b> The City and Lions Club have to understand that YHMA cannot sustain the current agreements and look at all the benefits from change and proactivity that could be achieved with new agreements.</p>

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<p><b>2. Effective and Compelling Advocacy Strategies and Plans</b></p> <p style="text-align: center;"><b>CONT'D</b></p>	<p>B. YHMA is invited to represent the sector in policy and program decision making at the Federal, Territorial, and/or Municipal Government level, and there is value to those governments in a coordinated and representative voice for Yukon's Heritage community.</p> <p>Yukon Government finds value in YHMA's leadership/sector facilitation-role and negotiates an increase in operational/program funding.</p>	<p>Defining the role and purpose of the new YHMA, the Yukon Heritage Committee and its representatives, and the role YHMA can play in sharing, promoting, programming and advocating for Heritage in the territory</p> <p>Defining a value of service if YHMA were to assume the administration of the <a href="http://www.yukonmuseums.ca">www.yukonmuseums.ca</a> site and other Heritage related programs and services that YHMA could administrate or lead.</p> <p>Creating a compelling proposition/presentation and beginning to work with decision-makers and influencers to build support for this proposal – YHMA leads and facilitates a common voice for Heritage in Yukon, the community rallies to support this coordinated approach and YHMA secures a slight increase in funding to support meeting facilitation, website management and other programs or research deemed helpful to the sector.</p>
<p><b>3. Rebranding and Launch of a new and representative YHMA organization</b></p> <p><b>Outcome:</b> That YHMA is a household, sectoral, government-wide name that implies all things heritage from sharing and development to labour market, preservation and more.</p> <p><b>Timeline:</b> Started winter 2018, Engagement winter/spring 2019, Launch AGM 2019</p>	<p>A. YHMA reputation is strong and respected</p> <p>The public, key government portfolios, communities and visitors understand the role and programs or services of YHMA for the sector.</p> <p>There is a one-window approach to engagement on all things Heritage in the Yukon where communities and organizations seek to participate, contribute or join.</p>	<p>Engage with funders to identify financial support for a rebrand initiative.</p> <p>Engage Yukon Government, rural Yukon community members, the sector and the public to define the needs, views, values and visions of Heritage stewards for this new organization.</p> <p>Network with YG re: plans, ideas and visions – talking to other Heritage organizations, and share with the public.</p> <p><b>Success drivers:</b> Members, the sector, government departments and communities feel reinvigorated with the new brand, its inclusiveness and modern fresh approach to sharing heritage and championing preservation.</p>