



Yukon Historical & Museums Association

Strategic Plan 2023-2028

Vision: The Yukon heritage sector is interconnected with the community, well-resourced, and valued for its contributions towards an engaged and healthy future.

Mission: To strengthen heritage in the Yukon through leadership, advocacy and education.

Values: Collaboration, Reconciliation, Trustworthiness, Passion, Storytelling

Strategic Priority 1: Community building and knowledge-sharing

Outcome: A valued facilitator and connector in supporting the development of Yukon heritage resources and workers at a world-class level

1.1 Create opportunities for the heritage sector to come together and share knowledge

YHMA and Yukon sector stakeholders are able to continually develop their skills and expertise in heritage by accessing both local and outside resources, with YHMA as a facilitator in this process.

- Create and support learning opportunities for the heritage sector
 - Symposiums
 - Conferences
 - Ad hoc offerings, e.g. workshops, mentorships, field trips
 - Continued delivery of Yukon Heritage Training Fund
- Review our suite of programs and services to evaluate relevance and efficacy in achieving strategic priorities
- Collaborate with national and provincial/territorial museum associations to create a national training strategy

1.2 Strengthen and expand our network of partners and collaborators

YHMA's resources are invested in meaningful relationships that increase the reach and impact of our work. New connections bring fresh ideas and opportunities for YHMA and its stakeholders.

- Meaningfully collaborate and build community with Yukon First Nations to revitalize, promote, protect, and preserve Yukon First Nation culture and heritage
- Identify and connect with culture- and heritage-related organizations, with a particular focus on communities outside of Whitehorse
- Define and strengthen our relationships with existing partners, including Tourism Industry Association of Yukon and the Tourism Association Partners, the Yukon First Nations Culture and Tourism Association, the Yukon Council of Archives, the National Trust for Canada, the Canadian Museums Association, and the provincial/territorial museums associations
- Seek out and nurture cross-sector relationships to expand the reach and influence of the Yukon heritage sector and learn from other sectors

1.3 Increase the size, scope, and value of YHMA membership

Membership levels are strong and consistent, with high member satisfaction reflected by high retention rates. Our membership base is varied and representative of the Yukon heritage sector.

- Revitalize membership program to encourage a larger and broader, more diverse membership
- Update membership benefits to ensure relevancy and value

Strategic Priority 2: Effective and Compelling Advocacy Strategies and Plans

Outcome: A strong, proactive, and informed advocate for Yukon heritage whose insight and leadership is valued and sought out by all levels of government, decision-makers, the public, and the sector

2.1 Develop effective methods to stay informed on advocacy issues

YHMA has a current, comprehensive understanding of its membership, the wider heritage sector, and the context in which it exists. Continued monitoring provides YHMA with the necessary data to advance the sector and respond to issues and challenges.

- Explore ways to connect with the sector, the communities, knowledge-keepers, and the public to identify advocacy priorities and needs
- Collect data on sector health and issues to inform advocacy strategies
- Identify and monitor relevant government reports, budgets, strategies, and policies to understand and respond to government priorities

2.2 Empower other sector advocates

Yukon heritage sector stakeholders are empowered in their own advocacy efforts. Decision-makers and the public understand the value of heritage.

- Share advocacy tools and resources with heritage sector stakeholders
- Continue involvement in national initiatives to promote the social, cultural, civic, economic, and environmental benefits of heritage and heritage places

2.3 Undertake proactive, strategic, and collaborative advocacy initiatives

YHMA is an active advocate on behalf of heritage and the heritage sector at the local, territorial, and national level. Our impact is amplified through relevant partnerships and a cooperative approach.

- Continue to advocate for sector issues, including increased funding for Yukon museums and cultural centres to support their long-term sustainability
- Regularly meet with decision-makers
- Continue involvement with the Klondike National Historic Sites committee and TIA Yukon
- Collaborate with local and national organizations with related mandates to coordinate joint and/or complementary advocacy strategies and initiatives

Strategic Priority 3: Strengthened Organizational Capacity and Relevancy

Outcome: A sustainable, relevant, and effective Yukon heritage organization

3.1 Ensure governance practices are effective and inclusive

A diverse Board and staff have clear roles and responsibilities for how they operate, govern, mentor, manage, spend, report, and communicate. Governance practices and documentation are up to date and transparent.

- Revitalize the governance model of the Board of Directors and committees to encourage more diverse participation
- Review and update YHMA's policy manual to reflect new by-laws and current best practices, including reconciliation; Yukon First Nation ways of knowing, being, and doing; and equity, diversity, and inclusion
- Share governance documents on the YHMA website

3.2 Streamline work processes

Administrative procedures are efficient and effective. Complementary digital processes are incorporated into the workflow, making information management easier and more reliable.

- Modernize membership management tools, including adoption of a system allowing for automated membership renewals

- Review and update administrative procedures to incorporate digital and other opportunities for more efficient work processes

3.3 Increase human resources capacity

Staff are diverse, well-supported, and bring valuable skills, knowledge, and perspectives that contribute to organizational relevancy and efficacy. The organization is prepared for staffing transitions.

- Explore and implement options to define and fund a permanent second staff position
- Modernize recruitment and retention policies and procedures
- Invest in staff and board training
- Create a succession plan

3.4 Grow financial resources and sustainability

Revenues are diversified, robust, and fully support YHMA in achieving our organizational goals.

- Identify and secure additional revenue from external sources
- Cultivate long-term donor partners
- Explore opportunities to increase self-generated revenue, including enhanced revenue generation from LePage Park operations

3.5 Enhance YHMA's public visibility and reputation

YHMA is a household, sectoral, government-wide name that implies all things heritage. Our reputation is strong and respected.

- Create a Communications Plan
- Secure funding and professional services to develop and launch an updated, singular organizational brand with input from stakeholders