



WISCONSIN
HISTORICAL
SOCIETY

Collecting,
Preserving, and
Sharing Stories
since 1846

Wisconsin Historical Records Advisory Board
In Association with the Wisconsin Historical Society

Wisconsin Historical Records Advisory Board Strategic Plan 2017 – 2022

APRIL 2017



Wisconsin Historical Records Board Strategic Plan 2017-2022

Mission Statement

The Wisconsin Historical Records Advisory Board promotes the availability and use of records with historical value as keys to the state's cultural heritage. It leads collaborative efforts to preserve records and increase their accessibility by promoting education about archives and best archival practices and by helping Wisconsin organizations obtain federal grant funding. WHRAB advises the Director of the Wisconsin Historical Society and the Governor of Wisconsin on all matters concerning the state's historical records.

Vision Statement

The people of Wisconsin will benefit from a deeper understanding of their heritage through preserved and accessible records that document their diverse and rich history. Acting on their behalf, the Wisconsin Historical Records Advisory Board will serve as the nucleus of a coalition of Wisconsin's historical records organizations, playing the role of educator, advocate, promoter, planner, and coordinator. The Board will aid these constituents directly through federal grant funding and will provide a meeting ground for all of them, fostering common agendas and goals.

Target Audience

The WHRAB remains committed to its role as an advisory board. The WHRAB's target audience is Wisconsin organizations with records collections, institutions providing access to records, and educational bodies teaching archival record keeping. WHRAB supports these organizations in their efforts to promote historical records and archives to the citizens of Wisconsin. The WHRAB will strive to connect Wisconsin organizations and educational institutions with interest in or responsibility for records and archives; convene interested groups around important historical records issues; and coordinate collaborative solutions to challenges faced by Wisconsin organizations around these issues.

Goals

Goal 1: Provide leadership in Wisconsin for collaborative solutions to historical records preservation and access issues and to promote state partnerships.

Goal 2: Promote increased preservation of, and access to, Wisconsin's historical records and collections.

Goal 3: Strengthen the informal network of organizations and individuals working together to collect, preserve, and provide access to Wisconsin's historical records.

Summary of SOAR Analysis

The Wisconsin Historical Records Advisory Board (WHRAB) and key stakeholders performed a Strengths, Opportunities, Aspirations, Results (SOAR) analysis in order to identify the WHRAB's current strengths, its vision for the future, and its strategic goals. Participants met in a daylong, intensive retreat during which they developed a vision for the next five years of the WHRAB.

Participants

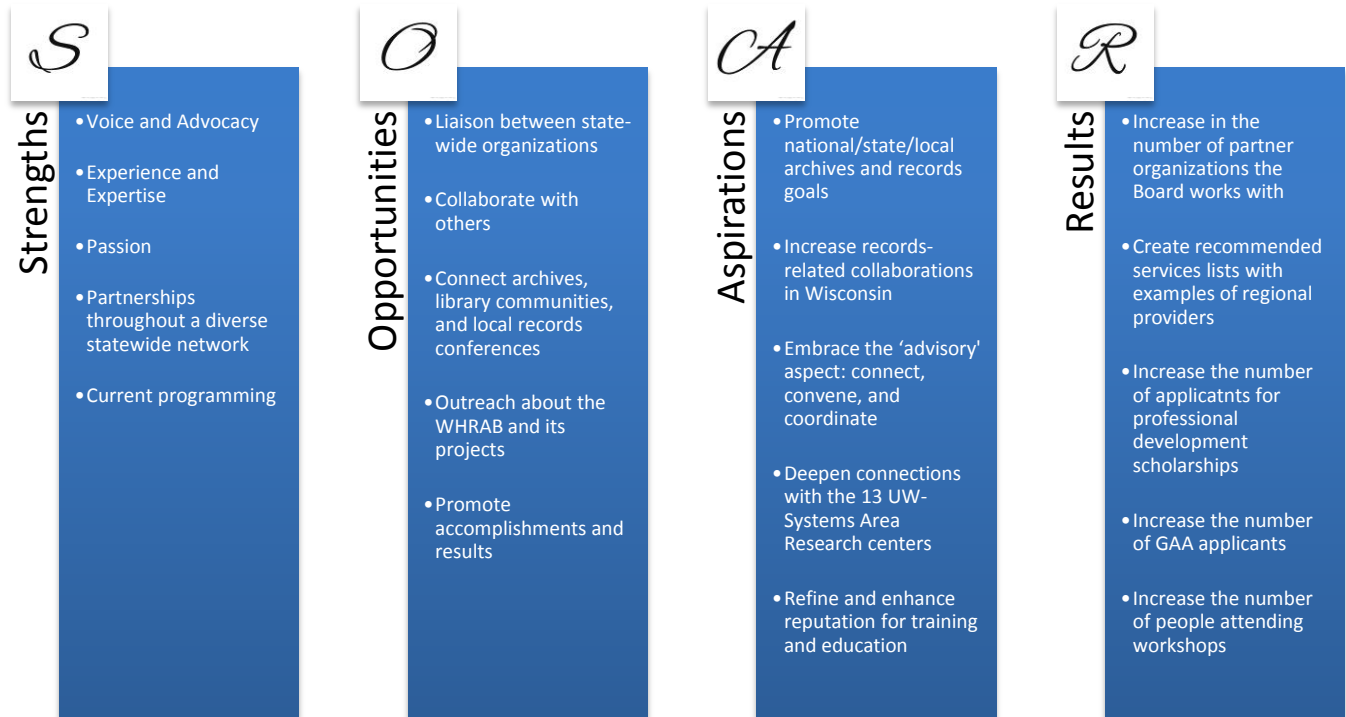
Andrew Baraniak: Wisconsin Historical Society
Menzi Behrnd-Klodt: Consultant
Clayborn Benson: Wisconsin Black Historical Society
Matt Blessing: Wisconsin State Archivist and Administrator
Anita Doering: La Crosse Public Library, Municipal Archives Program
Michelle Gallinger: Gallinger Consulting
Staci Hoffman: Jefferson County Registrar of Deeds
Roy Osteno: Wisconsin Council for Local History
Rick Pifer: Retired teacher, Academic Historian
Wayne Pfister: Dane County Clerk of Courts
Emily Pfothenauer: Recollection Wisconsin
Jane Schetter: VerHalen, Inc.
Vickie Schnitzler: Wisconsin State Genealogical Society
Pete Shrake: Circus World
Amy Sloper: Wisconsin Center for Film and Theater Research
Michelle Sweetser: Marquette University
Cheri Thies: Minnesota Historical Society
Kirsten Thompson: Milwaukee Public Library
Kenneth Wirth: Johnson Controls

The WHRAB and stakeholder group identified a number of strengths that related to the board including a strong position within the state to connect various organizations creating records, working with records, preserving records, and providing access to records. The WHRAB was described as having a strong voice with recognized experience and expertise. Board members were described as passionate about the work they perform on the WHRAB and determined to leverage the WHRAB's strengths to serve its communities in the most useful ways possible.

The group also identified strengths in the state of Wisconsin that the WHRAB can leverage, such as an educated citizenry with a track record of caring about history and its records; statewide pride in good government; and a large community of people willing to volunteer.

While those aware of the WHRAB identified it as a committed group of experts, the discussion revealed that there are opportunities for greater awareness of what the WHRAB is and does. The participants felt that greater awareness of the WHRAB and its programs would benefit the organizations WHRAB supports through advice and advocacy. The participants felt that a clearly defined WHRAB identity, offerings, and goals would help the WHRAB in its work. Capitalizing on the opportunity to promote the WHRAB program will also increase the opportunities to collaborate with others, make significant connections, convene records organizations around key issues, and promote significant accomplishments and results within the state of Wisconsin and nationally.

The WHRAB works to promote the preservation and use of historical records, and increase collaboration among record keepers within the state of Wisconsin. The WHRAB’s advisory role is one of its key strengths and the WHRAB aspires to deepen that role through connecting, convening, and coordinating organizations with records responsibilities in Wisconsin. In addition, the WHRAB continues to refine and enhance its reputation for education and training. Materials and programs associated with the WHRAB are regarded as high-quality and professionally-vetted, endorsed by reputable experts.



The WHRAB will measure success in the 2017-2022 period by increasing the number of partner organizations with records responsibilities that the WHRAB works with; develop and introduce a best practices guide about long-time digitization projects; increase the number of applicants in existing programs such as the Governor’s Archives Awards and the WHRAB Professional Development Scholarship program; improve the quality of the publicity and branding of all WHRAB endeavors; and increase the number of attendees participating in workshops and conferences.

Action Plan with Key Performance Indicators

Promote WHRAB as a resource to Wisconsin organizations with historical records responsibilities

- Increase in the number of partner organizations with which the WHRAB works
- Increase awareness among organizations with records responsibilities of the WHRAB as a resource
- Develop paragraph about the WHRAB, a WHRAB style guide, and template for press releases
- Communicate with archives administration and public history programs

Governor's Archives Awards

- Increase the number of grant applications to professional development scholarships and GAA applicants
- Improve the media coverage of the GAA
- Promote GAA at the Local History and Historic Preservation Conference

Diversify Training Opportunities for Record Keepers

- Increase the number of people attending workshops
- Increase the number of regional workshops
- Expand connections of WHRAB to Wisconsin's libraries

Professional Development Scholarships

- Increase the number of applicants for the scholarships
- Increase the awareness of the awardees through blog posts and/or press releases

Develop Recommendations for Services with Examples of Regional Providers

- WHRAB will develop a compendium for Wisconsin record keepers and archivists to assist them in identifying conservators, professional consultations, disaster-recovery specialists, reputable firms for specialized digitization, and other professional services that relate to historical records management. This list will provide examples of regional, in-state vendors providing relevant library, archives, and preservation services.
- Promote new materials to the Area Research Centers, other academic archives, local historical societies, business archives, libraries, and other organizations with an interest in records preservation.

Electronic Records

- Provide guidance on creation and preservation of digital content to libraries and other organizations. Offer instruction on how best to manage digital content, including the digitization of historical records.