

# Milestones Status Report

July 2018 – February 2019



# Relevant Programs

## Program Goals

- Increase attendance
- Expand audiences throughout the County
- Bring in diverse audiences
- Develop robust partnerships throughout the County

## 8 Month Accomplishments

- Increased audience numbers by 25%
- Introduced 35 new programs at the Ventura site
- Launched multiple rapid response collecting efforts
- Planning redo of exhibits at Albinger
- Designed and preparing to start construction on interactive amenities in the Children's Garden





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# Sustainable Funding

## 5 Year Funding Goals

- Secure \$10 million endowment
- Bolster individual and business support
- Expand foundation support
- Increase earned revenue

## 8 Month Accomplishments

- Raised \$884,000 for the endowment
- Increased earned revenue by over 50%
- Secured 248 new donors



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# Accessible Collections

## 5 Year Collections Goals

- Conserve and store all collections
- Make collections accessible to the public
- Ensure compliant and safe space for on-site collections

## 8 Month Accomplishments

- Emptied all artifact and archives storage units
- Deaccessioned over 200 artifacts and artworks
- Initiated digitization and conservation effort for archives, in order to allow for much greater access to the collection





Kelsey Home, 1907

Harmon Barranca Bridge



P-2409

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## Accessible Collections

Montalvo School,  
1920



Dedication,  
Santa Clara River,  
Montalvo,  
1898



Prepared and presented by the Museum of Ventura County.



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# Transparent Governance

## Governance Goals

- Be governed by a well-informed policymaking board
- Develop active and involved committee structure, leading to board service

## 8 Month Accomplishments

- Approved new bylaws
- Adopted 12 new policies for maximum transparency
- City and County staff serve on Finance Committee
- Developed all new committee descriptions and roles



# Robust Partnerships

## Partnerships Goals

- Develop robust partnerships throughout the County

## 8 Month Accomplishments

- Established collaborations with 19 new partners, including:
  - Conejo Valley Safe Passages Program for youth-at-risk
  - Channel Islands Bike Club
  - Ventura Chamber of Commerce



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# Vision

## Vision Goals

- Articulate vision for the museum
- Involve diverse communities in vision development
- Increase awareness of the Museum

## 8 Month Accomplishments

- Launched a Visioning and Strategic Planning process with online survey and workshops





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# Goals

## 12 Month Goals, July 2019–June 2020

### Programs

- 30% increase in attendance.
- Complete interactive exhibits in Children's Garden.
- Complete new exhibits at Albinger Museum and keep Albinger open Friday- Sunday, 50 weeks annually.
- Initiate new Innovation Committee.

### Partnerships

- Build internship program to implement strategic plan priorities.



MUSEUM *OF* VENTURA COUNTY:

# Goals

## 12 Month Goals, July 2019–June 2020

### Funding

- Secure an additional \$1 million for the endowment (will bring total to \$6.8 million).
- Secure at least 250 new donors.
- Increase earned revenue by 25%.



### Collections

- Develop new Collections Policy and Plan.
- Secure interns for accessibility and digitization project.
- Complete digitization of subsets of the map collection.





MUSEUM *OF* VENTURA COUNTY:

# Goals

## 12 Month Goals, July 2019–June 2020

### Governance

- Complete Strategic Plan.
- Finalize consistent policies and procedures.
- Expand board, committees, advisory groups and councils to ensure reflection of entire county and demographics.

### Vision

- Develop and deliver robust branding and marketing program to expand awareness.

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# Thank You!

