

1. Membership Services SEMC ACTION PLAN 2020 - 2022

GOAL 1.I: Provide learning experiences and resources to members throughout each year

Strategy: 1.I.A: Support member informational needs

Tasks for Strategy 1. 1. A	2020	Tasks 2021	Tasks 2022
Increase visibility of search function on website.		Design & implement member survey to determine members' resource and other needs.	Respond to/act on results from survey and provide needed resources.
Continue to provide new resources and services as necessary.		→	→

Strategy 1. I. B: Use existing social media platforms to increase members' participation in SEMC activities

Tasks for Strategy 1. I. B	2020	Tasks 2021	Tasks 2022
Solicit members to join a social media committee; research other regional organization social media plans.		Subcommittee presents social media plan to Council for discussion, revision, and eventual adoption.	Council conducts a study to measure the effectiveness of the plan using predetermined metrics of success.
Create a social media plan with budget requirements, milestones, and metrics of success.		Begin implementing social media plan.	Update social media plan in lieu of technology/other changes that have taken place.

GOAL 1. II: Advance our use of technology to broaden reach and enhance effectiveness

Strategy: 1. II. A: Create a technology committee to assess and support SEMC needs

Tasks for Strategy 1. II. A	2020	Tasks 2021	Tasks 2022
Solicit members to join a technology committee to advise SEMC on technology matters that would serve the membership and encourage others to join SEMC.		Committee presents recommendations to Council and Council adopts/implements recommendations.	Committee continues to advise SEMC on technology practices

2. Professional Development SEMC ACTION PLAN 2020 - 2022

GOAL 2. I: Provide all attendees with a stellar conference experience

Strategy: 2.I.A: Prepare first-time attendees for conference prior to attending

Tasks for Strategy 2. I. A	2020	Tasks 2021	Tasks 2022
Survey first-timers from 2019 to determine their professional-development needs and perceptions of the annual meeting.		Identify seasoned conference goers to organize local meet-ups for 1 st -time attendees & new members in different SEMC regions before the conference.	

GOAL 2. II: Launch Leadership Institute

Strategy: 2. II. A: Continue planning Leadership Institute

Tasks for Strategy 2. II. A	2020	Tasks 2021	Tasks 2022
Finalize curriculum, faculty selection, and determine metrics of success.			
Pilot Learning Institute.		Evaluate Leadership Institute according to metrics of success.	Pilot 2 nd Leadership Institute.
Consider/discuss/rethink the schedule of all SEMC professional development programs so it is within SEMC's capacity (budget and personnel).		Submit grant/funding proposal to IMLS or to a foundation that supports professional development.	Evaluate 2 nd Leadership Institute according to metrics of success.
		Revise curriculum/faculty based on evaluation results and prepare for 2 nd Leadership Institute.	

GOAL 2. III: Plan for JIMI's sustainability

Strategy: 2. III. A: Implement best practices & policies in JIMI

Tasks for Strategy 2. III. A	2020	Tasks 2021	Tasks 2022
Review original rationale for JIMI and clarify for JIMI's future, "What is JIMI?"		Develop efficiencies across professional-development initiatives and efforts.	
Research professional-development needs of emerging museum professionals and previous graduates to explore current needs.			

2. Professional Development cont. SEMC ACTION PLAN 2020 - 2022

Strategy: 2. III.A: Implement best practices & policies in JIMI cont.

Tasks for Strategy 2. III. A cont.	2020	Tasks 2021	Tasks 2022
Simultaneously research other professional-development programs to clarify JIMI's unique niche & help identify best practices in professional-development programs.		Begin and complete a revised JIMI curriculum, including faculty suggestions, based on new values and curricular priorities, background research of other programs, and the field's needs.	
Identify values & curricular priorities for a re-clarified JIMI.		Invite external reviewers to conduct a critical assessment of JIMI's new curriculum.	
Review 2020 best policies & procedures in the context of a revised JIMI.		Revise JIMI's new curriculum, faculty, etc. based on the critical assessment; include metrics of success.	If resources are secured, market and implement revised JIMI

Strategy: 2.III. B: Create viable succession plan for JIMI's future

Tasks for Strategy 2. III. B	2020	Tasks 2021	Tasks 2022
		If JIMI administrator retires, create a committee to select new JIMI administrator whose responsibilities will include fundraising and fiscal management.	
		Prepare and advertise a job description; select new JIMI administrator in time for 2022 launch revised JIMI program	Pilot the new JIMI program, evaluate against metrics of success and intended outcomes, and course-correct as necessary.

Strategy 2. III. C: Create viable fiscal plan for JIMI's future

Tasks for Strategy 2. III. C	2020	Tasks 2021	Task 2022
		Based on research, new JIMI administrator will design a business plan/budget for the Council's approval in 2021.	
Test the possibility of offering JIMI administrator a contractor fee.			
Begin designing a business plan accordingly.			

3. SEMC Leadership

SEM C ACTION PLAN 2020 - 2022

GOAL 3. I: Advance SEMC's learning about best DEAI practices and culturally-specific museums

Strategy: 3.I.A: Research how professional organizations approach equity & inclusion

Tasks for Strategy 3. I. A	2020	Tasks 2021	Tasks 2022
Committee inventories existing information about professional organizations approaches to achieving cultural diversity (e.g., hiring, interpretation, leadership)		Analyze information and approaches; share report. Re-clarify/define DEAI goals based on analysis.	Share resources with SEMC membership via conference, website, and other communication mediums.

Strategy 3. I. B: Develop partnerships to cultivate DEAI practices

Tasks for Strategy 3. I. B	2020	Tasks 2021	Tasks 2022
Form a task force to create DEAI communication plan.		Begin implementation of DEAI Communication plan.	Finish implementing plan. Evaluate/revise as needed.
Continue nurturing partnerships (AAAM, AAM, CRA, NMAAHC, AASLH, ASALH, SE state museum associations, interpretation training). Identify new connections.		Ongoing. Connect with newly identified partners. Nurture new connections and continue to nurture previous partnerships.	Ongoing. Connect with newly identified partners. Nurture new connections and continue to nurture previous partnerships.
Review programs and descriptions to ensure DEAI topics are appropriately-worded. Evaluate.		Revise as necessary.	Revise and evaluate. Ongoing.
Identify keynote speakers, with input from partners. Invite keynote speakers to conferences & programs.		Ongoing.	Ongoing.
Identify mutual interests with museums/ galleries/ archives that identify as ethnic, racial, gender specific.		Cultivate relationships based on research and identified mutual interests.	Ongoing.

GOAL 3. II: Provide exceptional leadership and opportunities to SEMC members

Strategy 3. II. A: Collect information about members so we can best serve all 3 professional levels and underrepresented populations

Tasks for Strategy 3. II. A	2020	Tasks 2021	Tasks 2022
Use Wild Apricot to gather demographics about institutional and individual members.		Use Wild Apricot to evaluate SEMC service to its members according to outcomes & metrics of success.	Continue gathering data and periodically evaluate questions (e.g., are we asking the right questions?)
Create outcomes & metrics of success to evaluate SEMC member services.		Evaluate SEMC member satisfaction according to outcomes & metrics of success	Ongoing
Research guidelines for best policies & procedures for organizations that serve professionals.		Develop guidelines for best policies & procedures for organizations that serve professionals.	Implement guidelines for best policies & procedures for organizations that serve professionals.
Initiate relationship with HBCUs in the Southeast.		Build and strengthen relationships with HBCUs. Promote SEMC conference, scholarship opportunities and leadership opportunities to HBCUs.	Continue communications. Pursue new connections w/ HBCUs and other colleges/universities with ethnic populations (e.g. Native Americans, Latinos, Asians).

4. Fundraising

SEM C ACTION PLAN 2020 - 2022

GOAL 4. I: Build a fundraising infrastructure

Strategy: 4. I.A: Work with contracted development consultant to develop a fundraising strategy

Tasks for Strategy 4. I. A	2020	Tasks 2021	Tasks 2022
Maintain member database for fundraising purposes			
Define and focus SEMC communication to members about the importance of SEMC's fundraising initiatives. Inspire members' interest in initiatives and excitement about donating to support SEMC.		Create how-to fundraising procedures, including goals of committees and how SEMC members can join these committees.	Ongoing.
Apply work from development contractor and transition from current working group to formal development/fundraising committee: include Council and non-Council members in fundraising. Define committee and sub-committee structure (e.g., skill set required), set procedures & goals, and mobilize strategies & resources.		Continue fundraising. Evaluate success of committee in leading fundraising. Evaluate success of Council members and other SEMC members involved in fundraising.	Ongoing.
Create sub-committees to distinguish among and identify funding options (e.g., private, government, SEMC members). Set initiatives and goals for each sub-committee. Begin fund-raising via different funding avenues if possible.		Sub-committees continue process of fundraising via these different funding avenues.	Ongoing.
Committees, including sub committees, will create a fundraising workplan with milestones and metrics of success for Council discussion and eventual approval.			

Strategy: 4. I. B: Implement the council-approved fundraising workplan

Tasks for Strategy 4. I. B	2020	Tasks 2021	Tasks 2022
Assign fundraising responsibilities to individual Council members.		Ongoing	Ongoing
Activate committees.		Ongoing	Ongoing
Solicit members at conference and via other means to support SEMC.		Ongoing	Ongoing
Strengthen communication with previous Council, presidents, JIMI alumni, and Program Committees.			

Fundraise at JIMI 2020 for JIMI's financial future.		
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