

# NEVADA MUSEUMS & HISTORY

**BOARD PLANNING SESSION**  
23 February 2016  
Nevada State Museum in Las Vegas

**Coffee and Conversation** - 8:30 am

**1. Welcome and Overview** - 9 am sharp

**2. Goals of the Retreat**

- To assess progress and current status  
Where did we start? How far have we come? What did we do right?
- To plan an intentional and successful future  
What is the future of Nevada's state museums and historical assets. Rationale for being?
- To create the resources to get us there  
What will propel us toward our goals? What funding and personnel levels are necessary?  
How much time? In what steps or phases? Changes in programs and services?  
How will the staff, board and stakeholders need to develop or change?  
What challenges and threats are in the way? What options and opportunities propel us ahead?

**3. Overview of DMH's Status**

- Mission, Vision and Values
- Programs and Services Schematic "The Heritage Lives Here"
- Capsule History Timeline
- Summary of Accomplishments "Brag List"
- SWOT Analysis: Strengths, Weaknesses, Opportunities and Threats
- 10 Reasons to Support Nevada's Museums and Historical Assets

**4. Planning for Success**

- Structured for Success: *Diamond of Dynamic Stability*
- Evolutionary Change: *Where are we on the growth curve?*
- *Public Value*: Interpretive Education, Social Benefits, Economic Impact, Preservation, Livelihoods
- *Audience Behavior Shifts* - Connecting with "Experience Seekers" in the Post-Recession

**5. Taking Stock**

- Overview of Division's Facilities
  - Descriptive Profile of Seven Facilities
  - Current Budgets and Long-term Capital Needs by Institution
  - Possible Future Museum Sites
  - Expansion Plans for Existing Museums and Historical Facilities
  - Visitation Statistics
  - Stores and Other Earned Income
- Division Management Structure
- How the Dedicated Trust Fund Works
- Board of Directors
  - Make-up of Policy-Making Board
  - Subcommittee Structure
  - Key Policies and Protocols
  - Partners and Stakeholders

Clarity Is Power.  
Those Who Fail to Plan, Plan to Fail.  
The Best Way to Predict the Future Is to Invent It.

**KENDALL HARDIN - IDEA FACTORY**

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**6. External Analysis**

- Highlights of Capital Resources and Current Conditions in Other States
- Innovations in the Field
  - Exhibitions and Programming
  - Marketing
  - Fund Development
  - Earned Income Ideas/Enterprise Teams

L U N C H

**7. Creating and Funding the Future** - Strategies and Top Priorities for Advancing NMH

*What problems/challenges, opportunities, needs,  
key issues and dreams face you and the DMH  
over the next 3 to 5 years?*

**8. Recap and Transition into Tomorrow**

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# NEVADA MUSEUMS & HISTORY

## **BOARD PLANNING SESSION**

24 February 2016

Nevada State Museum in Las Vegas

**Coffee and Conversation** - 8:30 am

**1. Future Bowl** - 9 am sharp

**2. Re-cap of Priorities**

- Turbo Goals and Positioning
- Partnerships, Alliances, Coalitions, Collaborations, Co-Ventures
- Costs and Resources (money, time, people, ROI)
- Peer Models - 90/10 Principle

**3. New Research**

**4. Problem-Solving Teams and Scenarios**

**5. Summary Action Plan and Assignments**

- Where do we go from here?
- What's the plan? Who's doing what to whom by when (and why)?
- Who will create the plan? Monitor and refine its execution? Evaluate its success?
- Celebrate the wins?

**Thanks and Kudos**