

Oklahoma's Cultural Heritage Preservation Plan Phase II: Stakeholder Evaluation of Proposed Action Items

With funding from the Institute of Museum and Library Services, the Oklahoma Department of Libraries and the Oklahoma Museums Association are developing a statewide Cultural Heritage Preservation Plan for Oklahoma's museums, libraries and archives. The purpose of the plan is to help support and strengthen Oklahoma's cultural institutions, with an emphasis on increased public awareness, improved collections care, and greater funding.

Phase I of the planning process took place during 2009, at which time input from a variety of stakeholders was collected through a survey and at six regional Cultural Summits. This document represents a compilation of the information collected during Phase I. Your help is needed in prioritizing the proposed actions and further refining how the action items might be implemented. Who should be involved? Who has resources to contribute? Is someone already addressing the proposed action?

Phase II will analyze the information gathered, prioritize needs, and identify resources. The end result will be the development of a formal Cultural Heritage Preservation Plan for Oklahoma's museums, libraries and archives. Responses received by March 1, 2010 will be compiled into a report that will be presented and discussed at the 2010 Cultural Summit meetings scheduled for late March. The Cultural Summit II meetings are scheduled from 10:00 am to 3:30 pm for Tulsa, Waynoka, Shawnee, Claremore, and Norman.

There is a small registration fee of \$10 per person, which includes lunch and materials. To view the full agenda or register online, visit www.okmuseums.org. You may also register below. The deadline to register is March 12. To apply for a scholarship visit <http://www.okmuseums.org/programs-services/scholarship-program/>

Completed surveys should be mailed to Susan Feller; Oklahoma Department of Libraries; 200 NE 18th Street; Oklahoma City, OK 73105 or faxed to 405-525-7804. Surveys may also be emailed to sfeller@oltn.odl.state.ok.us

First Name:	Last Name:
Organization:	Title:
Address:	
City:	State:
Zip:	County:
Telephone:	Email:

I will attend the following Cultural Summit II meeting:

- | | |
|--------------------------|--|
| <input type="checkbox"/> | March 22, Harwelden, Tulsa |
| <input type="checkbox"/> | March 24, Waynoka Historical Society Museum, Waynoka |
| <input type="checkbox"/> | March 26, Santa Fe Railroad Museum, Shawnee |
| <input type="checkbox"/> | March 29, Will Rogers Memorial Museum, Claremore |
| <input type="checkbox"/> | March 31, Sarkeys Foundation, Norman |

1. FUNDING

Problem: Few organizations in Oklahoma have funds for collections care.

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Develop a statewide organization that will accept and regrant funds from a combination of public/private sources.					
Provide an online clearinghouse of information on funding opportunities.					
Help organizations identify and develop diverse revenue streams, i.e., gift shops, online sales of merchandise, etc.					
Create a network of successful grant writers/fund raisers who can provide assistance with preparing grant proposals and developing comprehensive fund raising campaigns.					
Leverage more Federal funding through the establishment of collaborative projects.					

2. PUBLIC AWARENESS/MARKETING

Problem: There is a general lack of awareness of Oklahoma’s cultural institutions and the role they play in preserving the state’s unique heritage.

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Work with the Oklahoma Department of Tourism to develop and implement a comprehensive Cultural Tourism Plan.					
Develop a cultural map showing locations of museums, libraries, universities/colleges, historical markers, cemeteries, etc.					
Develop and publish a “collections profile” directory of cultural institutions, with emphasis on what they collect.					
Produce an Oklahoma-specific video similar to the IMLS Connecting to Collections 4-minute video. (visit http://www.ims.gov/collections/about/video/html)					
Collect and share case studies of how libraries, archives and museums connect with their communities.					
Work with the Department of Commerce to engage archives, libraries and museums with Main Street and other community development programs.					
Work with the Oklahoma Chamber of Commerce and other business entities to promote the value of culture to a community.					
Hold an annual Advocacy Day archives, libraries					

and museums.					
Encourage more local collaboration between museums and libraries on signage, marketing materials, cross promotion.					
Help with implementing new technology into marketing, i.e., Facebook, You Tube, My Space, Twitter, Wikipedia, Flickr, etc.					
Design cooperative ways to communicate with audiences, i.e., phone tours, digital tours, utilization of digital age technology.					
Provide assistance with “branding” organizations; perhaps work with the major marketing firms in OKC and Tulsa to adopt one or two organizations a year.					
Develop a program to better connect educators with archives, libraries, and museums.					
Work with Preservation Oklahoma to build on the concept of “This Place Matters.”					
Develop a statewide media campaign to promote archives, libraries, and museums.					
Develop a speaker’s bureau that can present a compelling case for collections care and other issues relating to archives, libraries, and museums. Perhaps partner with Toastmasters.					
Conduct a public relations campaign to encourage members of the public to donate items to an appropriate collecting institution.					

3. STAFF/BOARD DEVELOPMENT

Problem: Many Oklahoma collection institutions are staffed by people who are not experienced in collection care or organizational management. Further, many are governed by board members who lack understanding of their roles and responsibilities.

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Sponsor regional workshops to encourage greater participation on the part of board members and support staff.					
Provide certification to workshop attendees to demonstrate they have participated in activities that enable them to improve their skills.					
Provide information on self directed study program for collections care.					
Establish a culturally responsive MAP (Museum Assessment Program) or CAP (Collections Assessment Program)					
Offer assistance to Oklahoma institutions applying for MAP (Museum Assessment Program) or CAP (Collections Assessment Program)					

Establish an online resource library with sample plans and policies.					
Sponsor circuit riders who can visit museums, archives and libraries to provide consultations on collections care, marketing, programs, etc.					
Establish mentoring program, partnering experienced professionals with emerging staff/volunteers.					
Establish clearing house for volunteer/interns to match them up with organizations in need.					
Help strengthen archives, libraries, and museums by encouraging and supporting participation in existing standards-based programs for model organizations, i.e. STEPS through the American Association for State and Local History.					
Establish a web-based clearinghouse for case studies of successful projects.					

4. COLLABORATIVE PARTNERSHIPS

Problem: While museums and libraries have many common objectives, there is little interaction.

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Continue bringing libraries, archives and museums together for regional Cultural Summit meetings.					
Develop a directory of key personnel of archives, libraries and museums.					
Provide an awards program to recognize libraries and museums that work together.					
Sponsor a workshop on IMLS museum/library collaboration grant program.					

5. EMERGENCY/DISASTERS PREPAREDNESS

Problem: While Oklahoma is prone to natural disasters, the majority of cultural institutions are not equipped to deal with emergencies. Stakeholders suggested the following actions:

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Establish teams of people trained in dealing with common disasters (flood, fire, wind damage) that can respond to emergencies.					
Equip teams with adequate supplies, not only to ensure their safety but to enable them to salvage collections.					
Establish supply caches in strategic locations around the state.					
Establish clearinghouse with sample emergency plans and links to resources such as Heritage Preservation or other online planning tools.					

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6. NEW MEDIA/DIGITIZATION PROJECTS/TECHNOLOGY

Problem: Many small museums do not know how to develop a web presence, have little funding for software and hardware, and do not have the capability of undertaking digitization projects.

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Establish digitization standards and best practices for Oklahoma institutions, based on national standards					
Provide a central web-portal that connects digital collections from various institutions. Revisit the Oklahoma Heritage Online project and seek major funding for its implementation.					
Establish a clearinghouse for digital projects in Oklahoma. Who is doing what? Let's not duplicate efforts.					
Provide information on, or access to, a centralized cold storage vault for recordings.					
Provide vendor information, possibly a master contract for statewide digitization projects.					
Promote the low cost software/hardware provided to non-profit organizations by TechSoup.					
Provide information on developing technology plans and providing insights into communicating with IT staff to ensure that needs are met, i.e., databases, server space, website design, etc.					
Provide an easy-to-manage template that will enable all cultural organizations to have a web presence.					
Established a centralized digitization laboratory equipped with a broad range of recording/playback equipment to enable the migration of a wide range of recorded formats.					

7. FACILITIES

Problem: The majority of facilities that house Oklahoma's most valuable collections are not secure, do not provide a suitable environment, and are in need of major improvements/upgrades.

Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Develop self-assessment surveys to enable organizations to identify problems and prioritize needs.					
Work with Preservation Oklahoma, State Historic Preservation Office, and other organizations to leverage funding to help historic buildings.					

Develop a clearinghouse for businesses/organizations to donate surplus supplies, materials, equipment, and furnishings.					
Develop a network of architects, engineers, contractors, and trades people who will volunteer services.					
8. COLLECTIONS CARE/MANAGEMENT Problem: Necessary conservation of valuable materials is often left undone because there is a lack of trained conservators, a lack of facilities, and a lack of basic understanding of collections care standards. Materials are lost because of a lack of adequate controls, insect infestations, and other issues.					
Proposed Solution	High Priority	Priority	Low Priority	I can help	Comments. i.e., how can we make this happen? Who should be involved? Is someone already working on this?
Provide information on standardized methodologies for conducting and maintaining an inventory of collections.					
Provide information on establishing vermin and pest controls, with an emphasis on Integrated Pest Management, perhaps supplying IPM kits with necessary traps and materials for a small cost-recovery fee.					
Establish a clearinghouse for organizations that need to deaccession items so that items may be transferred to an appropriate institution.					
Establish a database of resources, vendors, suppliers, consultants and others. Allow users of services to evaluate and rate vendors.					
Organize a supply co-op.					
Raise awareness on the importance of following collections policies.					
Provide training in collections care.					
Develop a website clearinghouse with fact sheets, i.e., simplified step-by-step directions on preventative care and basic conservation techniques					
Develop a centralized conservation laboratory similar to the Gerald R. Ford Center for Conservation.					
Pass legislation to protects collections, i.e., severe penalties on the theft of collections, help for museums with collection items for which no deed of gift exists, stop collections significant to the history of Oklahoma from leaving the state, etc.					