



— Collections. Spaces. People. —

Oshawa Historical Society
Managing the
Oshawa Museum
Strategic Plan 2019

Spaces • Collections • People

Mission Statement

The OM preserves and actively promotes awareness and appreciation of Oshawa's history for the education, enrichment and enjoyment of a diverse audience.

Our Values

The OM will be guided in all its activities by the following values:

Respect: being trustworthy, professional, accurate, informed, dependable

Pro-active outreach: being collaborative, creative, connected with community

Inclusive: being accessible, open, welcoming

Education: being engaging, original, imaginative, diverse

Presentation: our collection helps us to understand and connect with our City both past and present

Diligence: being accomplished, consistent, mindful

Service Description

The Oshawa Museum is:

- The only community museum in Oshawa
- Comprised of three designated heritage houses and the Anniversary Drive Shed
- Supported by five regular full time staff, one part time staff, seasonal/temporary staff
- Home to 50 000 objects and photographs covering social history, science, technology, indigenous history
- The authoritative source of information on Oshawa's history.

Just the Stats

12 000+

Annual Visitors

450+

Email Subscribers

3400+

Social Media Followers

25 000+

Objects in permanent
collection

10 000+

Photographs depicting
Oshawa's past

8

local history
publications produced

3

OMA awards

Impact in the Museum Community

Committees & Boards, including:

- Abandoned Cemetery Committee
- Women's HERstory Connection, Durham Region
- Trent University Alumni Chapter President, Oshawa
- Oshawa's Cultural Leadership Council
- Trent University Durham Community Advisory Committee
- Emerging Museum Professionals

- Advisory Committee (OMA)
- Archives Association of Ontario, Board of Director, Chapter Representative
- Durham College Library and Information Technology Program Advisory Committee
- York-Durham Association of Museum and Archives

Conference Presentations, including:

- Ontario Archaeological Society
- Ontario Museum Association
- Canadian Museum Association (CMA)
- CMA Visitor Services Symposium
- American Association of State and Local History
- Association of Canadian Archivists
- Archives Association of Ontario
- Ontario Library Association

2019 Agency Objectives

The OHS recognizes the need for responsible action that will ensure the sustainability of Oshawa in the future. A strong commitment to the arts and culture community can contribute to this overall vision by supporting creative collaboration, developing innovative ways to accomplish the Oshawa Strategic Plan (OSP) and the Arts, Culture and Heritage Plan (ACHP) as well as the strategic vision and action plan *Looking Ahead*, recently released by the Ontario Museum Association. We have identified four strategic objectives for 2019 that contribute to all five of the OSP goals, the six strategic directions identified in the ACHP and the four themes presented in *Looking Ahead*.



Objective

To be vibrant and vital

We continue to demonstrate our utility to the community by offering on-site, online and outreach services and facilities to develop knowledge and understanding in our users.

Strategies

- ≈ Provide inspiring and accessible spaces for the community, public and our visitors
- ≈ Continue to demonstrate our value and we contribute to the community
- ≈ Continue to initiate new and sustain existing partnerships that offer new opportunities and increase awareness of museum

Actions

- ≈ Continue to offer and promote the museum as a space of respite, beauty and useable space
- ≈ Develop new signage to increase visibility
- ≈ Continue to explore ways to engage youth in museum

Objective

Relevant and meaningful collections

The OM continues to explore alternate and relevant strategies to broaden reach, appeal to new audiences and capture diverse stories.

Strategies

- ∩ Deliver excellent on-line, on-site and out-reach experiences
- ∩ Continue to promote an exhibition, collecting and publication strategy that is inclusive and appeals to new and underrepresented audiences
- ∩ Appeal to a broad audience to increase awareness of our research using social media

Actions

- ∩ Develop engaging and compelling programs and events.
- ∩ Update exhibit and publication schedule to include new and diverse narratives
- ∩ Conduct research in all areas to facilitate collection development and attract new audiences

Objective

To be strong and successful

The OM cultivates strong partnerships and will continue to initiate new relationships in support of our mandate and offer new opportunities.

Strategies

- ≈ Continue to seek additional sources of revenue
- ≈ Continue to explore ways to meet and surpass attendance targets
- ≈ Practice good governance to ensure effective and efficient management

Actions

- ≈ Continue to build capacity to attract philanthropic support
- ≈ Continue to build momentum and increase audiences for our signature events
- ≈ Performance target updates and strategic plan tracking reports prepared monthly for the Board

Objective

Provide space and facilities that are aesthetically pleasing and effective in preserving and interpreting Museum collections.

The OHS will continue to further the case for improved spaces and amenities to support the efficient and sustainable operation of the OM.

Strategies

- ≈ Promote facility expansion as 2024 Oshawa Anniversary project
- ≈ Continue discussions with City staff and members of Council regarding the facility expansion project
- ≈ Develop an initial design concept which seeks to define general scope, scale and relationships of building components

Actions

- ≈ Draft discussion paper for proposal
- ≈ Introduce project with new members of council
- ≈ Continue to work with architects to design a purpose built museum facility

The OHS gratefully acknowledges the support of the City of Oshawa for the OM and our efforts to preserve and promote awareness and appreciation for the history of Oshawa.

“The Oshawa Museum always has something to offer when I visit. Interesting conversations with knowledgeable staff, opportunity to dig through the archives, engaging public programs and of course the pleasure of walking through exhibitions in these beautiful historic buildings. It's always nice to see a great view of Lake Ontario as a bonus!” - 2018 visitor