

Strategic Plan 2018 - 2021



Western Development Museum

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Introduction

Vision *A Saskatchewan where everyone belongs and histories matter.*

Mission *The Western Development Museum is the keeper of Saskatchewan's collective heritage. The Museum shares the province's unique sense of place with all people for their understanding and enjoyment – recognizing that the legacy of the past is the foundation for a sustainable future.*

Mandate (Revised Statutes of Saskatchewan, 1978)

- a) to procure by gift, donation, devise, bequest or loan wherever possible, and by purchase where necessary and desirable, tools, machinery, implements, engines, devices and other goods and chattels of historical value and importance connected with the economic and cultural development of western Canada;*
- b) to collect, arrange, catalogue, recondition, preserve and exhibit to the public, the tools, machinery, implements, engines, devices and other goods and chattels referred to in clause (a);*
- c) to stimulate interest in the history of the economic and cultural development of western Canada;*
- d) to cooperate with organizations having similar objects. R.S.S. 1965, c.400, s.11.*

About the WDM

The Western Development Museum (WDM) is the largest human history museum in Saskatchewan with a collection of over 75,000 artifacts ranging from pins to locomotives. With four locations in the province, the WDM shares Saskatchewan stories from the beginning of settlement to present day. Each museum location focuses on different aspects of Saskatchewan history - transportation in Moose Jaw, farm and rural life in North Battleford, 1910 Boomtown and innovation in Saskatoon and stories of immigration in Yorkton. The WDM also has a Curatorial Centre located in Saskatoon for administrative and curatorial functions as well as collections storage.

The WDM is a registered charity and was established in 1949 when the Saskatchewan Government passed the Western Development Museum Act. The museum is governed by a 6-member Board of Directors appointed by the Lieutenant Governor of Saskatchewan through an Order in Council.

The WDM has 48 permanent full-time staff and 55 part-time and/or temporary staff. Staff responsibilities throughout the WDM are varied and include collections care and conservation, visitor services, gift shop sales, food services and catering, program development and delivery, fundraising, marketing, general and financial administration, and management functions.

The WDM is physically one of the largest museums in Canada with exhibit areas totaling approximately 25,000 square meters. Since 1949, the WDM has grown to become a cultural facility of international repute and a major attraction in the province's tourism industry. With an annual attendance averaging more than 200,000, the WDM's stature as a significant heritage institution is without dispute.

The Western Development Museum is committed to collecting a representation of the material evidence of Saskatchewan's human history, from the settlement period (circa 1870) to the present. Artifacts made and/or used in the province are a priority. The Museum's extensive collection of agricultural machinery and transportation equipment has become indelibly linked with the WDM's national and international reputations. In addition, the collection contains a wide variety of household, business, and personal artifacts representative of Saskatchewan's history.

ENDS Policy

The Board of Directors establishes the strategic direction and expected outcomes for the WDM through Ends Policies. Approved on September 14, 2017 the Ends Policies define the difference the WDM is focused on achieving for the people of Saskatchewan.

Major End

A Saskatchewan where everyone belongs and histories matter.

Sub-Ends Statements:

1. People's lives are enriched by connecting with Saskatchewan's diverse histories.
2. Saskatchewan people experience a sense of place and belonging because their histories are shared through the WDM.

Goals and Strategies

The following goals and strategies are designed to move the WDM closer to achieving the Ends policies. The goals and strategies are the result of a planning session held in February 2018 with the WDM Management team and Board Members. The resulting goals and strategies incorporate the results of the February planning session and elements of the earlier 2016-2021 Strategic plan.

GOAL 1: Protect Saskatchewan's diverse cultural heritage.

- Strategies:**
- Strengthen the preservation and management of collections in the WDM's care.
 - Prioritize collecting from under represented communities.
 - Establish deaccessioning criteria, guidelines and processes.
 - Establish significance criteria to guide collection management decisions.

GOAL 2: Deliver high quality museum experiences.

- Strategies:**
- Ensure museum programs and services are welcoming, inclusive and diverse.
 - Provide safe and accessible environments that support people of all abilities.
 - Eliminate (reduce) intellectual, cultural and social barriers.
 - Strengthen member and volunteer stewardship and communications.
 - Review and renew exhibits and programs.

GOAL 3: Connect people to Saskatchewan's diverse histories.

- Strategies:**
- Increase engagement, inclusion and access.
 - Promote knowledge and awareness of Saskatchewan's diverse histories.
 - Implement inclusion strategies including responding to the TRC Calls to Action.

GOAL 4: Ensure management systems and processes support operational excellence and sustainability at all levels of the WDM.

- Strategies:**
- Continually improve human resource management systems and processes.
 - Implement occupational health, safety and risk management best practices.
 - Demonstrate adherence to museums standards and best practices.
 - Implement performance and accountability outcomes and measures.
 - Manage resources (people, time, money) responsibly and in alignment with organizational priorities.
 - Diversify and grow sources of revenue including implementing strategies for corporate engagement and endowments.
 - Strengthen stakeholder stewardship and communications.