

Oregon Heritage Plan 2014-2019

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To Kyle Jansson, Coordinator

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Every day, in countless ways, Oregonians experience their cultural heritage. They drive roads following routes first created by pioneers or Native Americans. They buy food from century-old farms. They shop at businesses in historic commercial areas. They visit parks created years ago by Oregonians with visions of healthy communities.

Oregonians attend schools and work in buildings built by and named for historic people, whose fortitude and dreams created the businesses and communities they live in. An Oregonian's engineering or medical discovery decades ago may have been the breakthrough that enabled today's medical treatment.

An Oregonian's dress, food, language, material goods and music are the tangible remnants of heritages transmitted to them from previous generations of Oregonians and from those new to Oregon. This means heritage is found in the closet, the workplace, the auditorium, the historic barn and elsewhere. **In short, Oregon heritage is 24/7. Everywhere.**

The Oregon Heritage Commission serves as a catalyst and coordinator for more than 1,000 non-profit organizations in the state that gather our heritage and/or make it available to the public. It completed a study in 2011 that confirmed Oregon has many vibrant heritage organizations, and that combined they have eight major challenges:

- ◆ Unstable and inadequate government and private funding.
- ◆ Little meaningful coordination and collaboration among heritage organizations and their communities.
- ◆ The inability to measure and articulate the economic value of Oregon heritage.
- ◆ Changing educational requirements that have reduced history instruction at all grade levels.
- ◆ A shortage of people with the skills and knowledge to address issues of preservation, fund raising, leadership and technology.
- ◆ Changing demographics and expectations, including developing new leadership.
- ◆ Limited use of 21st century communications and advocacy strategies.
- ◆ Uneven development and use of technology.

At the request of the Heritage Commission, the 2011 Legislative Assembly created a task force that recommended a series of steps to strengthen Oregon's heritage organizations. Using these studies and recommendations, along with information from its own programs, the Heritage Commission is creating the following goals for improving the vitality of heritage organizations and the state's cultural heritage resources from 2014-2019. These goals provide linkage between the work of the Heritage Commission and the heritage organizations and initiatives across the state.

Collections

GOAL 1: Promote importance and significance of collections in communities and the state.

Objectives: Create an Oregon object of the month program.

Measureables:

1. Creation of a plan by the Collections Preservation Cabinet.
2. Implementation of program by July 2014.
- 3.

GOAL 2: Encourage awareness of collections care issues in organizations

Objectives:

1. Expand Heritage Bulletin series.
2. Actively encourage MAP and CAP assessments by heritage organizations.– 50 percent
3. Encourage Heritage Mentors to conduct basic assessments as part of their support for organizations in their region.10 assessments by mentors
4. Study possibility of supporting CAP costs with Commission funds.

Measureables:

1. Create four Heritage Bulletins each year on collections topics.
2. Increase average number of MAPSs and CAPs annually by 50 percent.
3. Ten basic collections assessment by Heritage Mentors by January 2015.
4. Report to Commission about possible financial support for CAP.

GOAL 3: Support training of collections caretakers.

Objective:

1. Complete the Connecting to Collections project by October 2015.
2. Create plan for transition to a post-C2C Heritage MentorCorps by June 2014.
3. Work with professional organizations, government agencies and other organizations to provide trainings throughout state.
4. Include training component in the C2C collections care website by December 2014.
5. Encourage and develop joint collections care-emergency preparedness relationships at the state and county levels.

Measureables:

1. Complete the Connecting to Collections project by June 2015 and submit reports by October 2015.
2. Written transition plan submitted to Commission by November 2014.
3. Work with at least five other organizations, including tribes, to provide trainings.
4. Include videos and webinar archives, along with publications in the C2C website.

5. At least five meetings or workshops between OHC staff and state emergency office or county offices to determine methods that can be used to insert cultural resources into emergency management plans or trainings.

Economic Development/Tourism

GOAL 1: Strengthen the role that heritage plays within Oregon tourism, primarily Travel Oregon.

Objectives:

1. Communicate regularly with Travel Oregon and its marketing organizations about heritage tourism and opportunities.
2. Meet regularly with TO staff to identify developments and opportunities to strengthen heritage tourism efforts by TO.
3. Create with TO a heritage-themed version of Tourism 101 with follow-ups by Commission staff beginning August 2014.
4. Develop a memorandum of understanding between the Heritage Commission and Travel Oregon by February 2017.
5. Create a heritage affinity group at the Tourism Conference by April 2016.
6. Find ways to include heritage in the Tourism Conference programming and activities each year, and tourism training in the Heritage Conference by April 2015.
7. Support regular research by Travel Oregon in heritage tourism.

Measureables:

GOAL 2: Help heritage organizations take advantage of the opportunities to engage in heritage tourism.

Objectives:

1. Promote the Heritage All-Star Communities, the Heritage Traditions and other programs with staff providing structure and training for this.
2. Educate heritage organizations on how to engage with tourism and tourism marketing organizations and businesses.
3. Provide training on developing walking and bus tours to heritage organizations by April 2016.
4. Develop promotions for All-Star Communities and Tradition designees during their first year by January 2015.

Measureables:

1. Six new Heritage Tradition designations by January 2016.
2. Three Heritage Bulletins related to heritage tourism by April 2016.
3. Three new Heritage All-Star Community designations by January 2016.

GOAL 3: Help heritage organizations to engage with relevant economic development opportunities in their communities.

Objectives:

1. Share best practices on how heritage organizations are engaging in preservation-based economic development strategies.
2. Connect heritage organizations with preservation-based economic development organizations (e.g., Main Street programs)
3. Assist communities in developing collaborative preservation-based economic development strategies (e.g., through Heritage All-Stars, etc.)

Measureables:

1. One new Heritage Bulletin related to preservation-based economic development by January 2016.
2. Sessions at each Heritage Conference sharing best practices for heritage organizations involved in preservation-based economic development.

Education

GOAL 1: Learn from educators what they want in terms of programmatic help.

Objectives:

1. Survey K-12 teachers about quality and quantity of heritage education incidence in classrooms, professional development needs of teaching Oregon heritage within common core standards, and heritage teaching resource needs by January 2015.
2. Collect information about content of what is being taught in history, heritage and culture in Oregon by November 2014.
3. Compile report from other sources about heritage education by February 2015.
4. Create prioritized list of actions to respond to needs identified in surveys and reports by July 2015.

GOAL 2: Make Commission resources better available to educators and help educators understand how to utilize existing grant resources.

Objectives:

1. Allocate resources through grants or OHC funding to the development of collaborative educational models (between heritage organizations and schools/school districts) for incorporating heritage education in classrooms by September 2015.
2. Make post-project models available to school districts and heritage organizations by September 2017.
3. Pursue external grant opportunities for program development and professional development beginning April 2015.

Communications

GOAL 1: Create plan for communicating with legislators and other public officials about heritage successes and issues.

Objectives:

1. Plan outline by September 2014.
2. Plan completion by February 2015.
3. Plan implementation by March 2015.
4. Support state funding and legislation that enhances Oregon heritage.

GOAL 2: Create communications toolkits for heritage leaders and organizations so they can talk succinctly and knowledgeably about heritage value and issues with community leaders, business and other related sectors, including the commission's programs.

Objectives:

1. Plan outline by May 2014.
2. Plan completion by November 2014.
3. Toolkit for heritage leaders completed by March 2015.
4. Toolkit for Heritage Commission members by June 2015.

About the Oregon Heritage Commission:

Statutory Purpose: “The Oregon Heritage Commission is designated the primary agency for coordination of heritage activities and shall coordinate its activities with public and private organizations that express an interest in the heritage of Oregon.”

Statutory Location: The 1995 Legislature created the Oregon Heritage Commission and made it a part of the Oregon Parks and Recreation Department. It is currently part of the department's Heritage and Community Programs Division.

Current Programs: (**ORS/OAR responsibility)

1. Heritage Grants**
2. Museum Grants**
3. Heritage Conference
4. Statewide Celebrations**
5. Oregon Heritage Areas
6. Heritage All-Star Communities
7. Heritage Traditions
8. Former Historic Properties Commission artifacts**
9. Regional Technical Assistance and Heritage MentorCorps

10. Library/Archives Coordinating Group**
11. Collections Preservation Cabinet
12. Heritage Bulletins
13. Oregon Heritage News
14. Website
15. Social Media (Oregon Heritage Exchange blog/Facebook)
16. Oregon Heritage Plan**
17. Encourage tourism related to heritage resources**
18. Coordinate state celebrations of Asian American Heritage Month ** (dormant)
19. Increase efficiency and avoid duplication among the various interest groups that seek to preserve heritage resources**

Guiding Documents

- A. Oregon Heritage Vitality Report (2011)
- B. Oregon Heritage Plan (2014)
- C. Legislative Task Force on Heritage Vitality (2012)
- D. Oregon Cultural and Heritage Travelers Study (2012)