

**Oregon Heritage Commission  
Regional Roundup  
Oregon City  
Friday, April 9, 2010**

**Afternoon Workshop: Transcriptions of Group Flip Chart Notes**

**Changing Generations**

**Who are “our” public?**

- Subject specialists/historians/scholars
- Youth
- Students
- Educators
- Tourists
- Businesses
- Families
- Home owners
- Retired folks
- Seniors/retirement centers
- Geneologists
- Veterans and their associations
- Walk-ins and “drive-bys” aka streakers and studiers
- Locals
- General public
- Architects
- Folks interested in preservation
- Local organizations
- Political organizations
- Immigrant communities
- Underrepresented groups: Latinos, Native Americans, Chinese, Japanese, other ethnic groups
- Overrepresented: settlers, pioneers, Oregon Trail

**How are you engaged?**

- Community Access television
- Local news
- AAA Oregon book
- Blue highway signs
- Oregon Museum Association
- Ethnic heritage focused events
- Heritage festivals
- Art shows
- Site tours

- Partnerships
- Youth oriented activities (with Scouts, leadership classes)

**How is our public changing?**

- Fewer publicly supported groups (and schools)
- Less dependent on local resources
- Less group-oriented
- Research methods change
- Want authentic experiences and “sound bites”
- Competing with text messaging and hand held devices
- Less interest in history subjects; not covered in schools
- TV or computer games as primary source of history “lessons”
- Need to be High Tech and “upgradeable”
- Family-oriented (multiple persons) as tech users
- Greater ethnic diversity
- New residents, researchers, tourists with less awareness
- Changing residents in historic district
- Founding public leaving/retiring/dying

**Current methods of Outreach Include:**

- Newsletters
- Programs
- Special events
- Publications
- Website
- Facebook
- Travel trunks
- Living History
- Press releases
- Broadcast emails
- Movie night
- Speakers
- Regular schedule of activities
- Exhibits (changing)
- No active websites
- No tweeting
- Maintaining email addresses (listserves?)
- Teacher in-services

**Outreach that’s working:**

- Free special events
- Word of mouth
- Electronic/digital media (e-newsletters, blogs, web sites, print ads)
- Joint marketing and cross-promotion

- Connecting with public to meet their needs
- Telling “their” story (personal pride)
- “Passports” with questions and reward
- Lecture programs (ex: History Pub)
- Outreach to colleges and schools
- Actual hands-on activities
- Guided tours with drinks and food
- Using targeted programs to serve groups (kids, low-income, etc.)
- Living history
- Free resources (for outreach and communication)
- Walking maps
- Cell phone/smart phone applications
- Bingo
- Increased membership dues

**What’s not working:**

- Saving current history funding
- How to save technology
- School groups can’t all afford to visit
- Location
- Ability to access technology
- Engaging elected officials
- Prohibitive fees
- Unable to advertise
- Vandalism
- Effective and efficient means of communication
- Lack of signage
- Grant writing and administration
- Doing history the same old way
- Public education
- Stagnant practices

**Challenges Facing Heritage Organizations**

- Visitors are older and white, a more narrow demographic
- Visitors are afraid of the cost to museums
- Museums need younger visitors
- Museums need more age and ethnic diversity on their boards
- Relevant to younger families
- Not enough room for classes in museum
- Brining in young professionals, ages 25-40
- Recent older retirees are not local
- Governing board doesn’t have descendents in area
- Speed of change/variety/compatibility

- Resistance of staff and volunteers to new technology
- Training needed for specialized knowledge
- Cost/value of keeping up with technology
- Consistent administration
- Attracting people with requisite knowledge in above
- Cataloguing
- With more information available online, how to keep revenue sources going
- Real/perceived security
- Sustainability with out government funding
- Lack of champions
- Reduced volunteer time
- Inspiration and determination
- Division of duties- need clarity of roles
- Difficulties in recruiting
- Diversity of expertise
- Inadequate facilities/inabilities to use year-round

### **Opportunities Facing Heritage Organizations**

- Joint exhibits with local artists/art organizations
- New programs in other venues
- “Museum” might deter visitors, change name to cultural center?
- Has to be entertainment based
- Need a centralized/hosted website that’s open source
- Upcoming Governor’s race- ask candidates about current issues in heritage (closures, etc.); get involved in politics

### ***ISSUE DISCUSSION***

#### **Heritage/History/Historic Preservation**

##### **Challenges/Obstacles**

How do we make history attractive? How do we avoid the “hysterical” society tag? How do we make it sexy? Inviting? Catchy? How do we define what is historic? “Heritage” is a bad word. “Historic preservation” is an architectural term.

DUST- DATES- DEAD PEOPLE

##### **Opportunities/Resources**

New legislation to redefine what is protected (i.e. making historic cemeteries “newer” than 1909)? Partner with “green movement.” “Heritage conservation” is being used world wide. Make connections with past to contemporary. What’s the “hook”?

##### **Strategies to Succeed**

OHC/SHPO advocate by packaging message for us all to use, distribute. Consistent identity/signage/icons statewide.

## **Ways to Work Together**

### **Technology**

#### **Challenges/Obstacles:**

- Don't know what's available?
- How to learn it?
- Using technology to the benefit to the public
- Fear of failure
- Affordability
- Keeping current with updates
- Capacity to store new/digital media
- Unrealistic expectations

#### **Opportunities/Resources:**

- Youth
- Online auctions
- Corporate sponsors
- Scanning photographs
- Capturing oral history
- Incoming email requests

#### **Strategies to Succeed:**

- Take the risk in change
- Providing access

#### **Ways to Work together:**

- Connecting with schools, businesses, churches
- Piggyback
- Staff training
- Webinars

### **Capacity Building & Leadership Development**

#### **Challenges/Obstacles**

- Need volunteers

#### **Opportunities/Resources**

#### **Strategies to Succeed**

- Have written plan
- Know what we are about and why our product is special
- Solicit unpaid workers from programs, such as "Experience Works"

#### **Ways to work together**

### **Partnerships & Collaboration**

**Obstacles include:**

- Everyone worrying about their own thing
- People see their missions and their world differently
- People don't see how collaborations can work
- Don't want to jeopardize their 501 c 3
- Not enough people to make it work
- Clashing personalities/underlying agendas

**Opportunities and Resources include:**

- What you can't accomplish alone, you can do with partners
- Economy dictates you must maintain volunteers
- Match volunteer interests to needs/job description/training
- Partner with service clubs, chambers, downtown associations, business owners/corporations/tribes, and other organizations with similar missions/type of work
- Sharing technology and partnering skills/resources

**Strategies & how we can work together:**

- Letters to donors
- Collaborate with national organizations to lobby congress and share information and strategies- works locally too
- Barter/Share resources
- Projects that multiple organizations have a stake in and that will draw grant funds for
- Find a way to allow youth to volunteer legally; they are our future leaders
- School assignments, scouts, etc. have them take ownership on projects
- Volunteers as judges in History Day Competitions

**Resource Development****Challenges/Obstacles**

- Organization's are overcommitted, unable to help
- Organizational isolation
- Competition for resources
- Arts groups often don't include heritage
- Heritage groups don't see themselves as partners
- Awareness of heritage as an asset
- Ignorance
- Can't access Heads and Beds

**Opportunities/Resources**

- Example of state library hosting resources, point of connection- equivalent needed for heritage
- OSU training and assistance

- Reach younger audience
- Maximize existing resources
- Assign value to volunteer time
- Revisit contracts
- Share costs with space and equipment
- Adopt inclusive policy by reaching out to build partnerships with other organizations
- Seek out capacity building grants (from the Oregon Community Foundation, Trust Management Services, Meyer Memorial Trust, Miller Foundation, Murdock Foundation)
- Local granting organizations (Oregon Cultural Trust, Cultural Coalitions)
- Membership and presentations to service organizations
- Understand the meaning and value of donations and recognize them
- Solicit inkind donations and matching funds
- Challenges to match donations for special projects
- Donations from estates
- Grants only pay for projects. Private funds most responsible for saving historic properties.
- Encourage others to invest in preservation
- Relook at taxing district potential
- State taxing district
- Lottery monies dedicated to heritage (themed to 02/14 or 07/04)
- Paradigm shift- museums are public services, which are rarely self-sufficient
- Hotel/motel tax for heritage
- Collaboration/partnerships

### **Strategies to Succeed**

- Collaboration
- Q&A/blogs/listserve/bulletin i.e. place to get assistance and find resources
- Have a “can-do” attitude
- Recruit skilled volunteers
- Succession planning
- Create a resource council
- Have two people share the board chair position
- Assign board members to an area or a work plan
- Find a good grant writer
- Find ways to give value to local businesses
- Make a profit on products from your archives
- Educate candidates during election cycles
- Reach out to county economic development groups
- Partner with universities
- Create internship/work study opportunities
- Tourism funds- change law re tourism funding
- Listen to guests

- Survey visitors
- Group referrals
- Keep track of volunteer hours as a leverage for funding
- Make yourself newsworthy- solicit news coverage
- Find professionals that will volunteer services
- Target skill areas for board memberships
- Generate longterm endowment commitments
- Plan for what you need- have a 5 year strategic plan- who will implement it?
- Package programming with other organizations of other disciplines: concerts, meetings, art shows, classes, speakers, a wide variety of topics
- Keep an open-mind
- Have short term as well as long term goals
- Leverage local and regional assets
- Join community organizations
- Create an endowment
- Create an inventory of potential partners and productive relationships
- Nurture your relationships
- Attending learning/training opportunities
- Take the initiative to involve boards
- Capacity building events (take advantage of popular culture)
- Exclusivity can become inclusivity
- Planning and action reports

### **Ways to work together**

- Technical assistance from the state
  - Training
  - Standards compatibility
  - Best practices
  - Licensing (statewide)
  - Databases
- Share expertise
- Networking to communicate awareness to market organization
- Membership and presentations to service organizations
- Involve schools in projects and events
- Arts partnerships- tough to compete with
- Create clearing house for statewide internships
- Need a forum to exchange ideas
- Need metrics on what works and what doesn't
- Why is public funding for heritage not automatic?