

**Oregon Heritage Commission
Regional Roundup
Jacksonville, Oregon
Thursday, April 22, 2010**

**Feedback from Lunchtime Presentation of the
2010 Oregon Heritage Vitality Report**

Change -> Relevance = Success

Changing Publics:

- How to make it personal/create ownership
- Bring history curriculum back to schools
- People's stories- how to reflect this interest
- Family history- how to connect with context- broader history
- Make history interactive
- Look at media and how making it attractive (bring history to the people) "Ken Burns"
- Gathered descendents of pioneer families as draw
- Museum partnered with genealogy and history groups
 - Do genealogical research, then visit places
- Support families and family reunions
 - Pioneer family reunions reception
- Do what you do best
- Oregon Trail- interactive computer games
- Focus on story, not item "History is Juicy"
- Relevance and cultural sensitivity to Native populations
 - Tribal opportunities for collaboration
- Modernize the perception of history- include history of all cultures

Relevance:

- Target audiences
 - Old, new, future methods
 - Approach must match audience (radio good resource)
- Shakespeare Festival Model
 - Method and message targeted
- OPB "Think Out Loud"
 - Co-sponsored program (outreach)
 - Open mic on radio shows
- Public engagement
 - Personalize history
 - Hook on history- drawing attention to items and topics with context (Dome in Juille)

Technology

1. Challenges/Barriers

- 30% without web presence, lack of email, etc. “transitional period”
- Technology always evolving
- Varying degrees of acceptance
- New audiences
- Knowing who uses what, and how to get “on” it
- Keeping it sustainable (funding)
- Augment and supplement traditional, or develop as separate
- Limited- “can’t smell it”
- Maintaining the human baseline

2. Opportunities/Assets

- Travel Oregon
- Lots of data, collections
- Lots of tourist/local interest in heritage on the move

3. Strategies for Success

- TICO/Travel Oregon app for history
- Mobile Unit to archive pix/dox digitally for a week
- defining what we want to do
- informing public that digitization is not a replacement for traditional preservation
- statewide standards and money must continue, preservation of original
 - Indexing/OCR for records

4. Ways to Work Together

- Three parts: Government, Private, Nonprofit
- 4 primary purposes: archives, promotion, coordination, outreach
- Humans making decisions, not technology saying how

Capacity Building – Leadership

1. Challenges/Barriers

- Want to do more than able to do
- lack of leadership skills for capacity building
 - need for a vision
 - training in leadership
 - experienced mentors
 - brainstorming ideas
 - courage
- Fear
 - habit
 - collaboration

2. Opportunities/Assets

- volunteers take on leadership of defined, manageable projects
- develop database of potential volunteers with specific skills they offer
- Keep in touch with volunteers

3. Strategies for Success

- Good use of strategic plan to tie disparate things together
 - Letting go of control- giving away control (empowering)
 - Strong/clear vision guided by plan
 - Brainstorming with others
 - Collaborating with institutions of higher learning
 - Reciprocity- mechanism for this
 - Systems for communication (listserve? Calendar of events?)
 - Online learning community
 - Share our leaders
- 4. Ways to Work Together**
?

Collaboration/Partnerships

1. Challenges/Barriers

- Self-focused
- scarce resources
- with who?
- get past old mindset
- Money and people
- feel competitive
- communication, internal and external

2. Opportunities/Assets

- similar audiences
- same volunteer base
- communication
- grants

3. Strategies for Success

- value volunteers
- unusual partnerships
- think out of the box
- celebrate success
- Just do it
- broaden your base of “buy in”
- reframe message to audience

4. Ways to Work Together

- share info
- communication calendar
- share ads in programs/trade spots
- piggyback groups for events
- literature handouts
- listserve links

Resources Development

1. Challenges/Barriers

- inconsistent message
- education that exist as resource management
- not enough time to network
- competition for attention
 - 'heritage' not foremost in public thought
- political resistance (negative pressure, particularly for preservation)
- history undervalued, low priority
 - not appreciated until needed, then expected
- expectation that services will be free
- don't understand economic value
- time create networks and connections
- going beyond usual suspects
 - burn out/death
- access to people in power
- losing sight of what do well because spending time fundraising
- being afraid to ask for money

2. Opportunities/Assets

- able to do great things for little money, doesn't take much to have big impact
- use every opportunity to brag about what we can do for little (particularly to business community) ROI (return on investment)
- use volunteer time and donated resources as matching funds
- emotional connection is motivating factor
- Cultural Trust and County/Tribal Coalitions present opportunities for resource development and networking
- Cultural coalitions- inventory of groups for networking
- other organizations (service clubs, eg: Lions) to sponsor events/activities
- Direct human contact with individual businesses with requests
- Cultural Trust- free marketing materials for member/donor fundraising

3. Strategies for Success

- advertise each other (online and verbally)
- grant writing to OHC and Cultural Trust, foundations
- collaborative opportunities/networking
- contact radio shows
- mergers (challenging)
- stable funding for heritage will require coming together in some way
- Statewide: Oregon Day of Culture, supported by Oregon Cultural Trust (Oct. 8th)
 - expand to more days and coordinate regionally- passports to mark participation
 - Cultural Trust wants to deepen relationships with heritage organizations
 - House party (in conjunction with the Day of Culture)
- collaborate more with arts community

- Invite community to bring photos to copy
- High School students with phone cameras- post on Facebook to vote
- High School media class- 1 minute video ad for local heritage organization
 - screen videos, vote, winners posted on web to bring more videos

4. Ways to Work Together ?

Next Steps

- Collaboration- regular networking activities
- Local calendar of events
- Listserve- shopping mall, “George’s” list for heritage products, resources, sharing information
- Review of strategies and appropriateness for local, regional, state action
- Find common interests
- Build the economic value model
- Create a collaborative ask