

Oregon Heritage Commission  
Regional Roundup  
La Grande, Oregon  
Thursday, April 29, 2010

### **Feedback from Lunchtime Discussion of the 2010 Oregon Heritage Vitality Report**

1. How do we younger people to participate?
2. How do we get public funding?
3. The school public are being lost due to the loss of school funding.
4. Have a Facebook page. Interesting discussions can take place there.
5. This is a depressing report. I want to get at solutions.
6. Phone conferences/email is being used for board activity in lieu of some in-person board meetings.
7. County leaders are a roadblock.
8. A cemetery feels more organized and efficient because of software it is now using.
9. It's smart to embrace the cultural dynamics taking place.
10. Facebook/Twitter are free. Let youngsters teach us if we don't already know it.
11. I always feel disappointed with negative results.
12. Our initial CLG effort is progressing.
13. New technologies take time, interest, and money to implement and to keep up.
14. I was initially excited with this meeting, then discouraged because I can't do what the big guys do.
15. We're seeing few families, students. We're engaged with government and visitors.
16. Curators and other heritage leaders in our counties could get together a couple of times a year to share needs and solutions.
17. We want to grow the number of volunteers.
18. Strategic planning made it possible to find a women loggers group.
19. We want to grow the number of younger people.
20. We're exploring more sponsorships for major fundraising events and other events/activities/projects.
21. Grants to increase collections accessibility would be great. Grants from retired educators group, Wildhorse Foundation and others have been the only way the 4<sup>th</sup> grade program has been able to continue.

### **Table Reports from Facilitated Group Discussion**

#### **How are you relevant? What are your success stories?**

Embracing technology with heritage tree and marker information online and with phone ties (GPS and Google Earth)

Community Workshop of downtown La Grande is providing education for skill sets in a non-campus setting. People are stepping forward to teach. When money component solved, the success will come.

Tracking organizational records.

Enterprise Main Street program is based on economic development, and is strong on preservation and heritage.

Recording family histories by loaning out recorders, then getting copies of the interviews.

We're creating a shared history. People are connecting through stories in logging. An African American railroad logging site is unique. We're connecting with colleges that want to know more. We're bringing history to others.

When riding horses, we're teaching history.

We're reaching beyond technology to interest kids.

We're asking the community what it wants. As youth to have meaningful involvement in your organization.

An organizational structure may need to change to accept newcomers.

Saving personal family histories and a community's photo record.

Photo reprints bring in sales, donations. (Use watermarked images)

## **Changing Demographics**

### **Publics include:**

Seniors (largest group), then their children and grandchildren.

School kids.

There are fewer young families and we get few locals.

International visitors.

Need more locals (within 50 miles) to support us.

Families

Youth

Business

Visitors

Civic groups

Retired people

Education

Schools

Out-of-state and former residents, the local community, the entire state. We've had difficulty attracting young people and Hispanic population.

Older generations or young families with jobs.

Tourists.

Family history researchers.

Science people with an interest in geology.  
Airstream people.

Tourists. We need to bring in locals, repeat visitors, new superintendent.

**We are engaged:**

Increase visitorship, membership and funds with a well-written newsletter  
Kids help bring parents, and parents get half-price admission.  
Diverse board.  
Active community participation.  
With publications and meetings.

Bringing in high school students by providing resources and technology, going to the high school to introduce the library to them, and engaging them with their history.

Local public membership increasing.  
Providing a quarterly newsletter.  
Have a Friends of the Library group.  
Collaborating by library and museum.  
Providing speakers related to the area.  
Collaborating with historical society.

Newspapers, social media, website, fundraisers, physically located in community (we're there) , on chamber website, participate in community collaborations.

**What's working?**

Asking people for their involvement.  
Taking our organization to the public.  
Retirees moving in.  
More interest in heritage.  
Gathering an email database.  
Having locals who went on trips or have something to share with the public present or display.  
Using sage wisdom, docents for school tours.

**What's not working?**

Youth moving away.  
City and county officials.  
Poor economy precludes activities that cost anything.

**Capacity Building and Leadership Strategies**

Have an unbiased person facilitate a board meeting.  
Provide a welcome package to volunteers with information about the organization and the "job" opportunities.

Honor volunteers.  
Provide training to keep people in your organization.  
Make sure you get the right people for boards and jobs. Don't just grab any warm body.  
Use technology for volunteers. Have a page for them on your website.  
Contact state experts (like SHPO and the Technology Assistance Program folk through OHC-Tamástslikt) for training.

## **Collaborations and Partnerships**

Works in difficult times  
Cultural Crossroads – coordinated effort by cultural organizations to have a quarterly table tent at restaurants, and meetings.

## **Technology**

### *Challenges obstacles:*

If you don't know, you pay or you take the time to learn.  
Funds.  
Some people don't realize how difficult it is.  
Getting more than person to take responsibility for tech work.

### *Assets, resources:*

Some businesses may give you computers when they upgrade.  
Local chambers have connections that might help you get a one-page website.  
Wordpress.com  
A Google grant  
Techsoup.org

### *Strategies:*

Shared websites and linking  
Social media  
Special deals and festivals  
Producing constant, meaningful content  
Getting trained as a group  
Create a comments page  
Put your newsletter on the web

### *Ways we can work together:*

Creating local networks of email lists.

### *How do we leverage and maximize resources?*

Don't be afraid – use a kid.

## **Light bulbs**

Know when to say no. Don't put the world on your shoulders.