



## JULY 20, 2020 ANNUAL REPORT

### Programs

MHA creates space and time in person and online for asking new questions and solving problems, new and ongoing.

### Network

MHA connects people from a variety of organizations on an equal footing, and invites us to collaborate generously.

### Visibility

MHA asks us to define the public history field broadly and inclusively; it is an open, democratic network that welcomes participants regardless of status or size of organization.

### Collective Work

MHA is made up of volunteers, history buffs, town clerks, teachers, independent professionals, people from tiny historical societies, governments, and more, who work side by side to provide services to the entire field of local and public history.

### Develop ment

MHA challenges organizations and people to participate and contribute enthusiastically to the advancement of the field of public history in Massachusetts, including our own organizations.

### **FROM THE PRESIDENT**

As I write anything and everything is opening up after a year or more of Covid-19 -related closures and adjustments. And yet, we all know that we're not out of the woods, that renewed onslaughts of variations on the theme may force us all to renew our commitment to separation measures.

But it will be very different. A year ago, the history and museum world was almost completely closed and we were just slowly beginning to think that we'd learned enough about social distancing to come up with a plan for outside activities. It fostered an enormous amount of creative activity, and we have that figured out now, insofar as that is possible. As I keep saying, who knew that going online would open up new worlds and increase accessibility?

During the past year, MHA's main public activities went to sustaining the Mass History Commons and its Conversations, and to reinventing the Conference as an online event.

The Conversations have received enthusiastic support and good feedback, people find them sustaining and informative. Fresh from our first and very successful online Mass History Conference, I think we can say one thing for sure: it will yet be different next year.

But while this was happening, a team also worked hard to create our first-ever Strategic Plan. As a newly-created volunteer network we felt that it was incumbent upon us to build this first plan on the vision of the group that started MHA in 2016, leavened by our experiences in setting up an ambitious all volunteer network in the intervening three years. And, I might add, by sustaining it for three years.

Along with our budget for the coming year, we offer that plan to you as our vision for a future in which the Mass History Alliance walks the next steps towards serving as an essential hub of information, networking, support, and advocacy for those at work in the local and public history fields in Massachusetts — a diverse group of people who have in common the faith that more history is not only a good idea, but a necessity for the well-being of Massachusetts as a state, the people of the Commonwealth, and the communities we work in and with.

I am so grateful for the hard work performed by board members and other volunteers and the enthusiasm with which people have participated in Conversations and in the Conference; for the funds entrusted to us by those who believe in the mission, and the member organizations that have supported MHA this year, confident that creating a network for everyone in the field will stand the members of MHA in good stead, that our rising tide will float all boats. Thank you!

Finally, I have something personal to share. MHA officers are elected for two years at a time. I am going into the second year of my second term as president. And, while I am not planning to leave the board (as evidenced by my being up for reelection to the Board right now), I do want to make this my last year as president. That means that, a year from now, someone else who is now on the board needs to be on the slate. Just sayin'... ~**Pleun Bouricius, President, MHA**

**CONTRIBUTORS AND SPONSORS**

With gratitude to our members,  
sponsors, and funders:

*\$10,000 and under*

Mass Humanities

*\$3,000 and under*

Dorchester Historical Society

MA State Historical Records Advisory  
Board

Michael Potaski

Earl Taylor

UMass Amherst Public History

UMass Boston Archives Program and  
Joseph P Healey Library

*\$500 and under*

Bank of America matching program

Peter Feinman

Robert Forrant

Museum & Collector Resource LLC

Historic Northampton

Pomeroy Foundation

Essex National Heritage Area

House of the Seven Gables

Lawrence History Center/Immigrant City  
Archives

Worcester Historical Museum

*\$100 and under*

Patricia Bruttomesso

Charan Devereaux

Mara Dodge

Digital Commonwealth

Stephen Donnelly

Duxbury Rural and Historical Society

Rebecca Griffith

Historical Society of Watertown

Marion B. Gebbie Class of 1901 Archives,

Wallace Library, Wheaton College

(Norton, MA)

Greg Masterson

Needham History Center

Elizabeth Nevins

Historical Society of Watertown

Donna E. Russo

Nora Hanna Bigelow

Daniel Sullivan

William Twombly

Dawn Salerno

Katie MacDonald

Stacia Caplanson

Rebecca Griffith

Gracelaw Simmons

Sippican Historical Society

Sons and Daughters of Hawley

Swift River Press Public History &

Communications by Pleun Bouricius

Topsfield Historical Society

Tsongas Industrial History Center

James Turner

Upper Housatonic Valley National  
Heritage Area

Uxbridge Hist Soc

Marya Vanthul

Waterworks Museum

## MINUTES MASSACHUSETTS HISTORY ALLIANCE ANNUAL MEETING, 2020

July 20, 2020 — Meeting opened at 2:05pm

Attendees: 21 in total

### Agenda

**1. Welcome given by Pleun (Board president)**

**2. Introductions of attendees**

**3. Annual report was presented (Pleun), see attached**

- Motion to approve: Dawn Salerno — Seconded: Margo
- Discussion: none
- Unanimously accepted

**4. Treasurer's report**

- Report was presented

Due to the cancelation of the 2020 conference, grant monies were reallocated to administrative tasks with the authorization of the grant funders

- Motion to approve: Eric — Seconded: Caroline
- Discussion: none
- Unanimously accepted

**5. Election results and new board member introductions**

- The online election on Election Buddy was closed by Patricia Bruttomesso

Results:

- Sixteen (16) member organizations voted in the election.
- New Board members elected: Erika Briesacher, Rebecca Griffith, Danielle Sangalang, Ymelda Laxton, Tom Sullivan, and Jenna Ware
  - Pleun Bourcius was elected President for a second term, Sonia Pacheco was elected Clerk, Eric Peterson was elected Vice President, Earl Taylor was elected Treasurer for a second term
  - Article 5 of the by-laws was amended.

**6. New Budget proposal (see attached)**

- Hire individual(s) to assist with membership, the Commons, the conference and other administrative tasks for a few hours a month

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- Both the Conference and the Commons are treated as 'projects' of the MHA and are expected to be revenue neutral
- Will need to fundraise about \$13,000 this year in order to meet our budget needs for this year; these funds may come from grants and/or individual donations
- Aspirational budget is \$18,000 for the fiscal year 2020/2021
  - Motion to approve: Sonia — Seconded: Eric
  - Discussion: none
  - Unanimously accepted

### 7. Plans for coming year

- Pleun read a prepared statement
- Margo led the discussion on thinking about strategic planning

General thoughts:

- The Strategic Planning process needs to be "allowed" to be messy, but also have a purpose
- We need to be careful to not broaden our ambitions to a place where they are not sustainable; we should remain flexible but should be focused
- We need to remember why people get involved: because they're looking for a connection and they are looking for a general leadership role within the public history field  
Will choose what things we care about; what our priorities are (both content & objects, but also our skills)
- The Commons sessions should be utilized as there is a certain freedom to discuss what is going on when it is a face to face conversation vs. survey based
- Idea of either having a strategic planning process or a strategic planning meeting
- Process should have a timeline: one month discussing, one month writing, one month reflecting and re-discussing and refining to have a final product that can be voted on at the end of the timeline. We need to have a specific benchmark that will force us to do process thinking
- We should have short and fewer meetings in respect of people's time and the current obligations
- The idea of the strategic plan is that we will be able to focus the energies of the board members and the work of the MHA to targeted ways we can

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fulfill our mission as the MHA

## 8. Action goals for coming year

The MHA Board proposes that the three goals for the 2020/2021 year be:

1. Mass History Commons
2. Mass History Conference
3. Strategic Planning/Five-Year Plan
  - Motion to accept: Mike — Seconded: EricDiscussion:
  - Subject to revisions by the strategic planning process
  - Subject to budget
  - Unanimously passed

### General discussion for topics for Conversations on the Commons

- The work that institutions are doing to uncover their own history specific to race
  - Conversation needs to include information on how to 'collect' information on that issue
  - A conversation on advocacy for the Commons
  - There is potential to bring people unto the conversation on advocacy due to the nature of the Commons

### Action items

- Sonia will be sending out meeting information for board meetings and in specific information about the August "New Board Member On-Boarding" meeting
- All board members are to submit a vision/aspiration statement

**Meeting closed at 4pm**

FULL REPORT FOR THE YEAR 2020-2021

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**STRATEGIC PLANNING COMMITTEE**

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MHA's first [Strategic Plan](#) was developed by the Strategic Planning Committee, evaluated by the entire board, revised throughly, worked through and commented on by small groups of board members, and revised again. It was then adopted by the MHA board in its March, 2021 meeting. You will find the Strategic Plan online or with the plans for the future, below.

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**TREASURER AND STRATEGIC DEVELOPMENT & FINANCE COMMITTEE**

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The MHA fiscal year ends on July 31 of each year.

After the end of last fiscal year, which occurred after the last annual meeting, the Alliance filed its tax return with the IRS and Form PC with the Massachusetts Attorney General.

The Alliance started fiscal year, August 1, 2020, with a balance of \$13,995.

**Notes on expenses and income for activities in fiscal year 2020-2021**

*Expenses:* In addition to direct website, Zoom, and conference IT expenses — most of them subscriptions), the Alliance hired Caroline Littlewood and Matt Friedman as consultants for IT of the Commons and the logistics of the Converstions on the Commons as well as to support the IT, planning, and administration of the June 2021 conference.

*Income:*

- Mass Humanities was the Premier Partner for the 2021 Mass History Conference. The Society signed a contract with Mass Humanities in the amount of \$10,000 as

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their support for the Conference and Commons for 2021, with \$8,000 due up front and \$2,000 due after the submission of the final report.

- The Conference is also the annual Forum of cConference Partner State Historical Records Advisory Board, which makes a contributions of \$3,000
- MHA received \$1600 in membership contributions, sponsor support in the amount of \$8,355 for the Conference, and \$3,894 in support for the Commons.
- Please see the complete list of contributors and sponsors elsewhere in this report.

Assets at the start of the fiscal year on August 1, 2020	\$13,995
Assets on June 23, 2021	\$21,556
Expected expenses for the remainder of the fiscal year approx.	\$ 3,000
Approximate asset balance expected at end of fiscal year	\$18,556

## **COMMUNICATIONS COMMITTEE**

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### Annual Report of the MHA Communications Committee 2021

Committee Members: Margo Shea, Stacia Caplanson, Rebecca Griffith  
Liaisons: Erika Briesacher (Advocacy) Earl Taylor (Finance)

The work of the Communications Committee supported the outreach, networking and general communication objectives of the MHA and supported the structural communication needs of the board of directors. The committee’s primary tasks included: the establishment, creation, editing and dissemination of a monthly newsletter; the research, writing, editing and feedback request process for an MHA Communications Handbook; and monitoring and maintaining MHA social media accounts and conducting analytics research to assess the reach of various modes of communication.

On a procedural note, the committee organized and maintained a monthly meeting, held on the first Monday of the month. It also researched engagement across all of the MHA



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## **1. Newsletter**

The MHA monthly newsletter, inaugurated in November 2020, is organized around the primary objectives of the organization: to share information about best practices, compelling projects and events, and to raise awareness about fundraising and capacity-building opportunities available to organizations in the Commonwealth. Regular requests for contributions go out to board members and list-serv subscribers and committee members augment received materials with their own research. The newsletter has proved popular and has a 30% “open” rate over the span of its existence.

## **2. Communications Handbook**

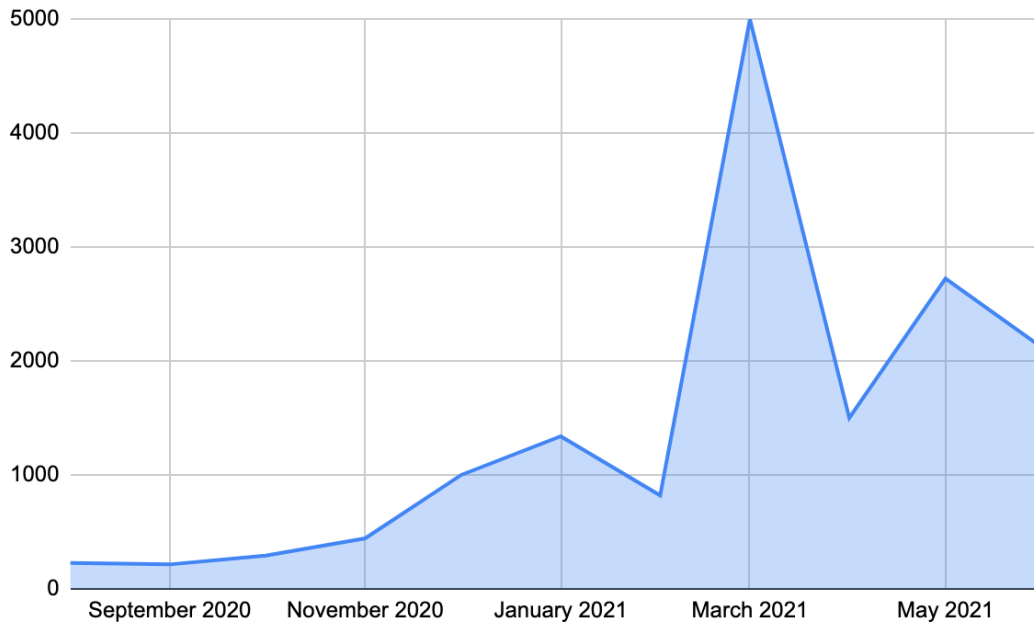
The MHA Communications Handbook provides MHA board and committee members with the necessary information on how to publish communications so that each committee may take on responsibility for putting out its own content in whichever format they choose. It provides instructions and guidelines for posting content to: the MHA Blog, the Google group listserv, Mailchimp and Facebook/Instagram. It may be accessed [here](#).

## **3. Correspondence, Social Media and Analytics**

The Communications Committee oversees all general queries and messages to the MHA and maintains and pushes content to the MHA’s social media outlets, namely Facebook. Committee members work with the Conference committee during the March-June period to make sure that conference updates and blasts are visible and not overrun by other kinds of communications. The committee also maintains analytics data on the reach of the organization’s various communication outlets.

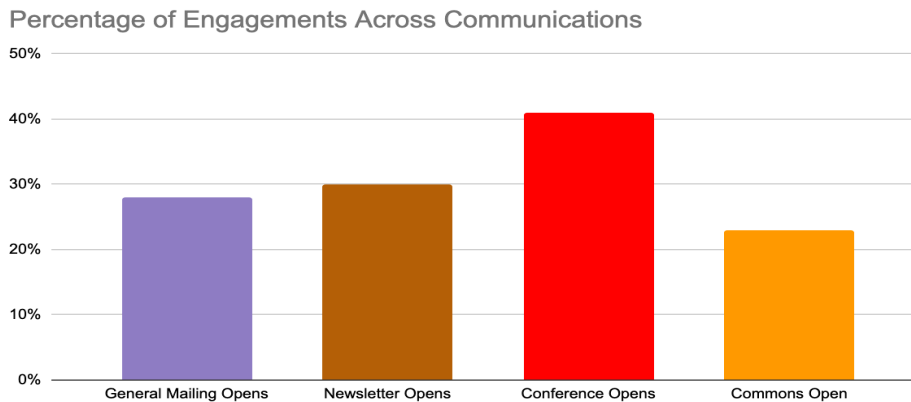
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Facebook engagements for 2020-2021:



Analysis: MHA Conference activities that invite engagement and request input are the posts with the most engagements. The most popular posts were: Nominations for the MA History Award, postcard competition and the launch of the Commons.

Average engagements across communications:



Analysis: MHA communications generally hit a 30% open rate regardless of content. Those messages that target people registered for the conference or previous attendees exhibit higher engagements: every message sent to this audience had at least a 30% open rate. The

## Mass History Alliance, Inc.

*messages and communications that specifically ask readers to do something had the highest open rates. Invitation to pitch something to present at the conference had a 75% open rate. Requests for feedback with an incentive had a 40% open rate and invitations to propose award winners or postcards had a slightly higher than average open rate of 35%.*

### **Conversations on the Commons**

The highest open rates were for the SHRAB conversation and the baking conversation, with 33% open rates each. Otherwise, messages about the Commons remain steady at a 26% average open rate.

### **2021-2022 Communications Committee Goals**

The Communications Committee has established the following objectives for the upcoming year:

- To develop an Instagram campaign
- To develop a series of blog posts and other communications to ensure people are aware of the Alliance
- To reach out to other organizations to contribute blog posts, either by invitation to a single person or a general call to the field, such as "what we are doing now" or "our way of doing something" or about an interesting artifact, etc.
- To send seasonal push-out reminders of Conversations on the Commons

## **CONFERENCE PLANNING COMMITTEE**

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The MHA conference committee was tasked with planning and managing an online conference. The bulk of the program had been mothballed from last year. The ad hoc Conference Program Planning committee worked with the MHA committee to confirm and update the program, do the fundraising, and write and edit the PR and program and online text, as well as the moderating and tech support tasks during the conference and later sessions.

### **Program**

1. [2021 Conference Program\\_20210507.docx](#)
2. June 7th a keynote, 9 sessions, networking space, and a coffee hour for socializing
3. Bay State Legacy Award as well as new MHA STAR awards
4. 3 additional "Classes on the Commons" throughout June
5. 3 additional "Cafes on the Common" throughout June

### **Staffing**

Paid

- Caroline Littlewood:, Conference Logistic Coordinator and Matt Friedman, IT Manager
- Graduate Assistants: Meghan (UMB), Kayla (UMB), Helen (UMA)

Volunteer:

- Fundraising/sponsorship: Ymelda, Katie, Rebecca, Pleun, Cassandra
- PR/program text: Marla, Gloria, Carolyn, Alejandra, Stacen
- Edit/proofreading: Jane, Susan

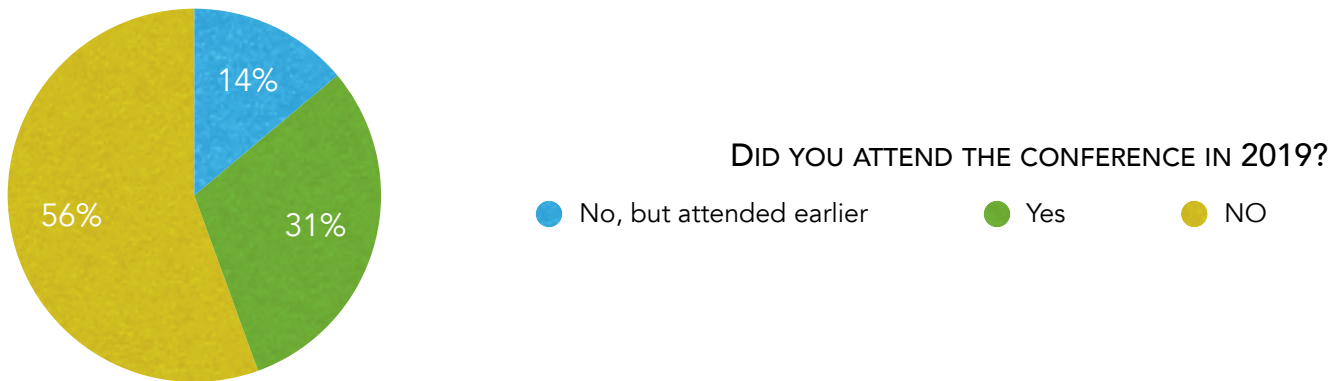
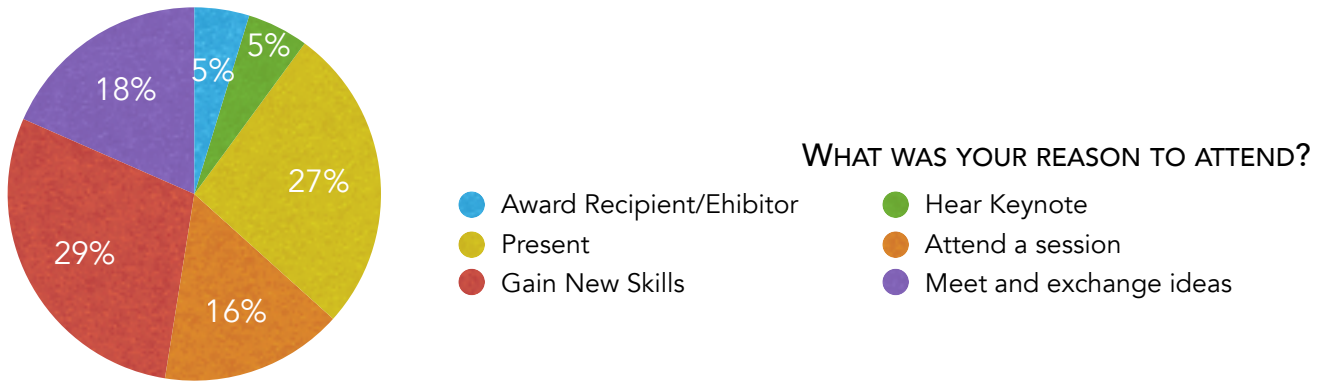
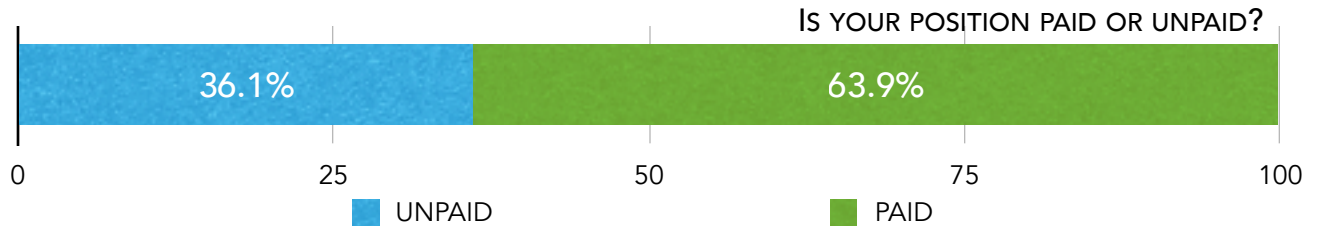
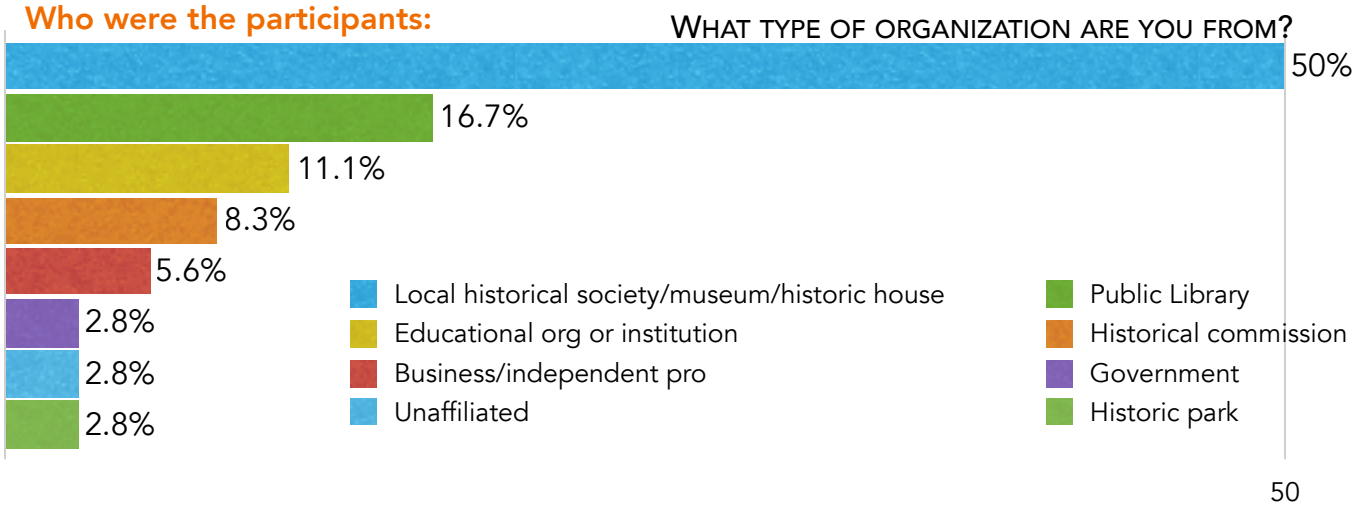
### **Who and how many attended?**

- 242 registrants, incl. 9 comps (4 for tech support, 5 as part of sponsorships)
- The one-day conference was attended by 171 people who did not have a role to play in putting on the sessions, as well as 89 with (sometimes overlapping) roles as speakers/moderators/exhibitors/participants in the awards ceremony.
- 222 attendees signed in through Whova (the speakers and presenters did not have to), and about one-third of them used the mobile app
- 80-90 attended the subsequent "class" (workshop) and "café" (networking) sessions

### **Stats: Attendee Viewing Activity**

Most popular sessions:

- 1) Welcome and Keynote address, watched by 127 attendees
- 2) Indigenous Communities and Historical Institutions: Beginning Conversations, Building Relationships, watched by 81 attendees
- 3) Curating Marginalized Heritage, watched by 61 attendees



## Evaluations

### Evaluations: Selected Comments from 36 2021 MHA Conference responses

*"I rather liked that it was a small selection of very focused, very relevant sessions. I have been to too many sessions where, frankly, no new or relevant information is passed on, and you often have to choose between too many sessions at once."*

*"The speakers for the sessions I attended were phenomenal and inspiring, keep up the good work! Whova was problematic at times, but tech issues are inevitable and conference staff addressed them."*

*"I really missed the opportunity for in-person networking but also would not have been comfortable with that in 2021. I can't wait for that next year. Speakers and focus on diversity and inclusivity was excellent. A lot of food for thought!"*

*"This was my first experience with the conference. It feels like some aspects of Zoom/whova were made more difficult than they had to be. Checking everyone's name against a list before admitting them into a session seemed time consuming and there were constantly people sitting in the waiting room for some time. Every Zoom should have been webinar style. Aside from the tech issues the content was good."*

*"I learned a great deal in a short amount of time without going anywhere. But-- not as fun as meeting in person and catching up with old friends."*

## Recommendations For 2022

### And for further discussion

- This was a well received conference as evidenced by the attendee feedback;
- Based upon the experiences of conference committee members, we recommend:
  - There be a single conference committee that plans all aspects of the conference;
  - That the contract of the conference coordinator be shared with the conference committee so they know which aspects they are responsible for;
  - That fundraising be significantly streamlined, both for ease of outreach but also to facilitate the work of the conference committee;
  - That a realistic conference budget is established by the MHA board, where the expectation is that the conference itself will be revenue neutral for 2022, and in subsequent years, yield a small margin of revenue that does not rely on external funding sources or fundraising. This is especially important going into the 2022 conference as the revenue will not include \$10,000 from Mass Humanities.

## **NOMINATING COMMITTEE**

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### **Summary of activity:**

The Nominating Committee (Eric, Erika & Jenna) created two versions of letters intended to stimulate MHA members, and the public at-large to consider joining the MHA Board. These were distributed several times in the Spring, with limited impact. In addition, each Committee member identified potential applicants among their personal contacts, to much greater effect. Once it was determined that six individuals were needed to fill vacancies and bring the MHA board to its maximum of 19 members, the recruitment efforts of the Committee were motivated by a need to seek diversity in background and geographical location. This effort was to best represent the broad interests of the state's history community and the MHA membership. Five of the six applicants that will form this year's Board slate were recruited through personal contacts of current Board members. This suggests that a more sustained and effective method for inspiring interest among MHA member organizations might be considered. Fortunately, most of the applicants had some affiliation with MHA member organizations, but it became clear once again that that qualification is not workable.

The Nominating Committee took the opportunity to establish a Nominating Committee Handbook. This will clarify the steps and time-line to be pursued by future Nominating Committees. However, the question of whether the Nominating Committee's work includes onboarding new members is still undetermined.

### **Suggestions and Questions:**

1. This Committee recommends the adoption of a proposed change in MHA bylaws that will allow qualified non-MHA member applicants to be considered.
2. Should the Committee be involved in onboarding the new slate of candidates? That is, supplying them with a Welcome kit that provides background material about the MHA Board they are joining, term limits, Board officers, methods of communication, available Committees, MHA platforms, expectations of engagement, code of conduct, etc.?

## **ADVOCACY COMMITTEE**

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The activities of the Advocacy Committee were limited last year, largely because of the diversion of public and legislative attention towards responding to the pandemic and an emphasis on determining organizational priorities during the establishment of a Strategic Plan. Although a clearer definition of the role of MHA advocacy was included on the MHA website advocacy page, alongside an easy method for members to contribute their ideas, plans to significantly upgrade the advocacy page and establish an advocacy toolkit did not materialize. Two, mildly successful advocacy-themed “Conversations on the Commons” (9/25/20, 2/19/21) took place: one examining the methods of professional history advocates and the other highlighting the motivations of local, grass-roots history activists. In both cases, the Committee Chair organized and moderated the Conversations. Several advocacy blogs were generated, including three by the Committee Chair. The Chair also again actively participated in annual Advocacy Day sessions sponsored by NEMA, which help position the MHA as an advocacy resource for small museums and historical societies. The obvious takeaway here is that the Committee Chair needs to better delegate responsibility! Fortunately, the work of alerting MHA members to opportunities or calling for support of State and Federal legislation was augmented by the creation of the MHA newsletter. While not eliminating the need to discover issues and concerns, it is expected that this will become a consistent and effective platform for MHA advocacy. Also, with the addition of a Communications Committee liaison, it is anticipated that the Advocacy Committee will be able to be more nimble in its response to fast-evolving issues.

### II. Advocacy Committee goals for the coming year:

Using the new Strategic plan as a blueprint, the following activities should be undertaken during the upcoming year:

- Continue to define and articulate the mission of the Advocacy Committee
- Continue upgrade website Advocacy page
- Develop resources & toolkits on Advocacy webpage
- Continue to push out Advocacy blogs and newsletter alerts by monitoring relevant legislative activities or soliciting member input
- Develop relationships with other advocacy groups (e.g., NEMA)
- Develop plan for advocacy in history education
- Plan a history education resource on Commons
- Meet virtually or face to face with legislators using any context or platform available (i.e., breakfasts, “conversations”, etc.) Get them to recognize the MHA as a viable representative of the public history community.



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## COMMONS COMMITTEE

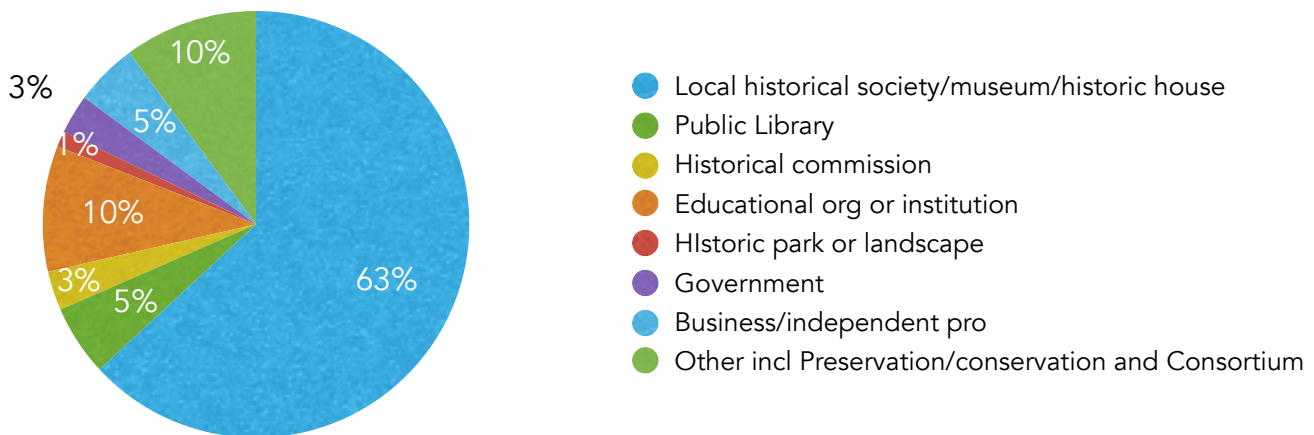
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The Mass History Commons started with Conversations in April, 2020, but we officially launched it in late June. At this moment, it has three main services associated with it.

- Conversations on the Commons
- Mass History Directory
- Resource Guides

The [Conversations](#) have been a success. Perhaps the greatest satisfaction is that they are ongoing, after a year.

- Twenty-five Conversations have been held since late April, 2020, not counting the events held on the Commons as part of the conference. Considering the month we take off in August and around the holidays, that's two events per month.
- Twenty Conversations in the [Conversations Archive](#), available for use
- There have been 34 panelists since 7/1/2020
- 252 individual attendees, representing x organizations
- 629 individual registrations, representing 325 organizations
- The poll question "What kind of organization are you from?" for 8 events yields this result



- Most popular topics (since 7/1/2020)
  - By # of registrations
    - [Researching and discussing slavery](#)
    - [BLM protests and history organizations](#)
    - [400 years and beyond](#)
  - By # of attendees
    - [Researching and discussing slavery](#)
    - [Archives' Hour SHRAB](#)
    - [Merchandising history](#)

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### Mass History Directory

The Mass History Directory is a work in progress. The basics are there, but we have not really tried to advertise or use it yet.

- 252 active listings — out of which:
  - 231 non-profits and governmental units
  - 21 Businesses
  - 152 Member organizations (right now we have 163 organizational members, we need to catch up)
  - 13 “Resource” organizations (grant makers, educational institutions, skills providers, advocacy groups)
  - 5 regional networks
- We are working to roll all the entries from the Commonwealth History Collaborative into the Mass History Directory. We have added the ones that had any real information and have offered them tools to edit their own entries. Right now we are working on harvesting the collections and finding additional information that about 14 organizations have added, and finding a way to transferring those, so they will be available now and not lost.

### Resource Guides

- 4 guides complete
- 4 guides partially complete — they need a specialist editor
- 3 guides planned

### **The immediate future:**

- KIOSK: Plans include a platform that streams history blogs and events calendars, and also provides other interactive capacities for exchange: interns, jobs, etc.
- Expand the Directory by approaching more organizations with stubs in the Commonwealth Historical collaborative to see whether they wish to be listed.
- Start “Classes on the Commons:” a platform on which we can invite individuals and organizations who wish to impart information, whether that be a lecture or a webinar or anything in between. Stay tuned.
- Attract more volunteers to run the Conversations and the Commons in general
- Find grant funding for a content manager.

**PLANS FOR THE YEAR 2020-2021 AND BEYOND**

The plans section consists of two items:

- 1) A bare-bones budget that the committees will expand into an aspirational budget at their first meetings. The budget needs to be passed at the Annual Meeting.
- 2) The 2021 Strategic Plan

MHA Budget 2020-2021			
Expenses		total	
MHA Conference 2020 net (see sheet 1.1)	\$0.00	Expected to be positive see budget	
Mass History Commons	\$0.00	Expected to be positive see budget	
MHA Website ongoing fees	\$ 200.00		
mailing lists and postage	\$ 250.00		
communications/membership mgt and fundraising support 10 hrs/mo @ \$25.00	\$ 3,000.00		
Insurance	\$ 250.00		
Bank fees and charge for checks	\$ 100.00		
Govt filing fees	\$ 100.00		
Meeting Expenses	\$ 250.00		
		total expenses	<b>\$ 4,150.00</b>
<b>Income</b>			
Membership contributions fundraising	\$ 2,000.00		
General contributions and sponsors	\$ 1,150.00		
% of Conference and Commons fundraising	\$ 1,000.00	See budgets	
		total income	<b>\$ 4,150.00</b>

MHA Conference Budget 2020-21

Expenses		subtotals	Totals
Management, fundraising, and outreach			
Logistics coordinator for program, presenters, and day: January-July (300 hrs )	8,400		
IT Manager	6,000		
Website/PR/Research followup	3,200		
total personnel		17,600	
Conference platform if online	1,500		
Venue fees for afternoon conference	6,000		
keynote	1,000		
Communications-PR (digital subscriptions, mailchimp, PR-- postcard etc)	1,500		
postage ( postcard)	600		
other, plaques, supplies swag, pringin	1,000		
contingency for extras	600		
payment processing fees	400		
5% of fundraising goes to MHA for hosting (approximation)	900		
		13,500	
		total expenses	-31,100
Income			
Registration: includes both in (smaller) person and online event	11,000		
MHC 2021 Sponsorship SHRAB	3,000		
Mass Humanities /other grant funding	10,000		
MHC 2019 projected other fundraising	7,100		
		total income	31,100

Mass History Commons Budget					
		ASPIRATIONAL	Notes	BARE BONES	
Expenses					
Management					
	IT specialist	5000	10 hrs mo	3600	
	Conversations on the Commons logistics and PR	3360	10 hrs/mo = 2 Conversations/mo	3360	
	Management of directory expansion	1500	5 hrs/mo / at this time		
Fees					
	Digital Subscriptions	450		300	
	Mailchimp	300		300	
	Social media ads	100		100	
Fundraising					
	Management of sponsors and	1500	5 hrs/mo		
	Credit Card Fees	300		300	
	PR for directory and fundraising	1500	5 hrs/mo		
Content development					
	Content manager/ conversations development	2100	At this time volunteer, think about hiring someone 5 hrs/		
	Resource Guide development	1000	At this time volunteer, think about hiring someone 5 hrs/		
5% of fundraising to MHA for overhead	approximation	500		125	
			<b>17610</b>		<b>8085</b>
Income					
Fees	Classes on the	500		500	
Grant (IMLS? MH)	needs to be found	10,000		5000	
Sponsors to be raised		7110		2585	
			<b>17,610</b>		<b>8085</b>

# Fundraising Compared

TOTAL FUNDRAISING REQUIRED: <b>BARE BONES</b> (see COMMONS budget)	
MHA	3,150
Conference	7100
Commons	2,585
Grants (for conf and commons)	15,000
<b>TOTAL</b>	<b>27,835</b>

TOTAL FUNDRAISING REQUIRED: <b>ASPIRATIONAL</b> (see COMMONS budget)	
MHA	3,150
Conference	7100
Commons	7,200
Grants (for conf and commons)	20,000
<b>TOTAL</b>	<b>37,450</b>



# Massachusetts History Alliance Strategic Plan 2021-2025



## Mission Statement: Advocacy and Support for Public History

The mission of the Massachusetts History Alliance and its annual conference is to support and advocate for all public history organizations and their work in Massachusetts by maximizing connections and cross-fertilization, and supporting skills development in the field of public history in Massachusetts. It is explicitly but not exclusively committed to supporting the paid and volunteer staff of the Commonwealth's many small historical organizations in their efforts to collect, preserve, make accessible, and interpret local history, enhancing their sustainability and relevance to their communities.

## Strategic Plan

The strategic plan was created and revised by the Fundraising and Strategic Planning Committee in 2020 with input from board members; final revisions and board acceptance in 2021. This is a working document that will be adjusted as needed over time. The strategic plan is aspirational in nature and focuses on the following areas:

Programs	MHA creates space and time in person and online for asking new questions and solving problems, new and ongoing.
Network	MHA connects people from a variety of organizations on an equal footing, and invites us to collaborate generously.
Visibility	MHA asks us to define the public history field broadly and inclusively; it is an open, democratic network that welcomes participants regardless of status or size of organization.
Collective Work	MHA is made up of volunteers, history buffs, town clerks, teachers, independent professionals, people from tiny historical societies, governments, and more, who work side by side to provide services to the entire field of local and public history.
Development	MHA challenges organizations and people to participate and contribute enthusiastically to the advancement of the field of public history in Massachusetts, including our own organizations.

# Massachusetts History Alliance Strategic Plan 2021-2025

## Programs

MHA sustains and develops robust programming

Hold successful virtual Mass History annual conference	Y1
Increase resources and interaction on the Commons	Y1
Develop 1 page descriptions of each program for board use	Y1
Develop plans for step by step growth of advocacy program	Y2
Hold successful Mass History annual conference	Y2
Commons 'Directory' is robust and readily available on app or internet as map	Y2
Assign website IT and upkeep to Admin and IT contractors	Y2
Maintain Conversations on the Commons and build out other interactive programming	Y2
Commons website is the 'go-to' website for history within the Commonwealth	Y3/4
Rebuild (upgrade) Commons website	Y3/4

## Network

MHA is a large network that includes a variety of organizations

Increase MHA membership to 200	Y1
Expand profiles on the Commons Directory to 500	Y1
Initiate Associates Program	Y1
Increase diversity of member organizations and individuals	Y2
Introduce interactive kiosk page on the Commons	Y2
Increase membership to 350 and listsev to 500	Y2
Increase MHA membership to 500	Y3
Assign network and communications coordinating to admin contractor	Y3

## Visibility

MHA is known as the starting point for information, advocacy, and collective work in history for public and local history organizations in MA

Create a communications plan/calendar	Y1
Broaden communications content/crowdsource content from history orgs.	Y1
Create Conversations on the Commons announcement and reminder schedule	Y1
Weekly and monthly communications	Y1
Expand listserv signups to 550 (from 442)	Y1
Create an advocacy program that works to increase funding and opportunities for history organizations and programs across the state	Y2
Expand the Communications committee	Y2
Assign platform moderation to admin contractor	Y2
Audit communications calendar and make changes	Y2
Audit and report on social media use	Y2

## Collective Work

MHA is an effective volunteer-run organization that operates on a coordinated process of shared work

All committees use a shared (communications) calendar	Y1
Each committee recruits at least one non-board member	Y1
Each committee has a communications plan	Y1
Each committee designates a communication person who attends communication committee meetings	Y1
All committees use Committee Action Task-list and shared work model	Y1
MHA Board members contribute as planned, consistently, spreading out the workload	Y1

# Development

Planned fundraising brings increased revenue to support our networks, the Commons, the Conference, advocacy and other programs

Create a fundraising plan and calendar	Y1
Raise \$6k towards hiring a Commons logistics coordinator	Y1
Raise \$10k for the Conference	Y1
Raise \$3k for IT support for webpages	Y1
Identify grant possibilities	Y1
Grant applications for \$25-50k for Commons operations and programs (including Commons management)	Y2
Assign fundraising coordinating to admin contractor	Y2
Develop a culture of contributing among membership and participants	Y2
Maintain Y1 contributed income goals	Y2
Develop relationships with funders	Y 2/3
Raise fundraising goals to \$40k annually to support rebuild and staff for the Commons	Y 3/4

1. *African American Heritage Trail Martha's Vineyard*
2. *Agawam Historical Association*
3. *Alden House Historic Site*
4. *Alexander Hamilton Awareness Society, The*
5. *American Meteorological Society*
6. *American Studies Department, Amherst College*
7. *Amesbury Carriage Museum*
8. *Andover Historical Society*
9. *Arlington Historical Society*
10. *Barre Museum Association*
11. *Belchertown Historical Association*
12. *Berkshire Athenaeum, The*
13. *Berkshire County Historical Society*
14. *Bidwell House Museum*
15. *Board of Underwater Archaeological Resources*
16. *Boston By Foot*
17. *Boston National Historical Park (National Park Service)*
18. *Boston Women's Heritage Trail*
19. *Bourne Historical Society, Inc.*
20. *Bristol Community College History Department*
21. *Brockton Historical Society*
22. *Brookline Historical Society*
23. *Cambridge Historical Commission*
24. *Cambridge Historical Society*
25. *Charles River Museum of Industry & Innovation*
26. *Chicopee Historical Society, The*
27. *Chinese Consolidated Benevolent Association of New England*
28. *Claire T. Carney Library Archives and Special Collections, University of Massachusetts Dartmouth*
29. *Clinton Historical Commission*
30. *Clinton Historical Society*
31. *Community Preservation Coalition*
32. *Crane Museum of Papermaking*
33. *David Ruggles Center for History and Education*
34. *Department of History and Political Science -- Worcester State University*
35. *Digital Commonwealth*
36. *Dorchester Historical Society*
37. *Duxbury Rural & Historical Society*
38. *Edward M. Kennedy Institute for the US Senate*
39. *Elizabeth Taber Library*
40. *Essex Base Ball Organization*
41. *Essex National Heritage Area*
42. *Fitchburg Historical Society*
43. *Fitchburg Public Library*
44. *FORBES HOUSE MUSEUM (MILTON)*
45. *Forbes Library*
46. *Fort Devens Museum*
47. *Frederick Law Olmsted National Historic Site, National Park Service*
48. *Freedom Trail Foundation*
49. *Freedom's Way Heritage Association*
50. *Friends of the Boston Harbor Islands*
51. *Fruitlands*
52. *Gibson House Museum*
53. *Greenfield Community College*
54. *Groton History Center*
55. *Hanover Historical Society*
56. *Heath Historical Society*
57. *Hingham Historical Society*
58. *Historic Beverly*
59. *Historic New England*
60. *Historic Northampton*
61. *Historical Journal of Massachusetts*
62. *Historical Society of Phillipston, Inc.*
63. *Historical Society of Watertown*
64. *History Department-- UMass Boston*
65. *History Department, Salem State University*
66. *Hopkinton Historical Society*
67. *Immigrant City Archives dba Lawrence History Center*
68. *Jamaica Plain Historical Society*
69. *Joseph P. Healey Library, UMass Boston*
70. *Lawrence Heritage State Park*
71. *Leverett Historical Commission*
72. *Lincoln Town Archives*
73. *Longmeadow Historical Society*
74. *Lynn Museum/LynnArts*
75. *Manchester Historical Museum*
76. *Marblehead Arts Association*
77. *Marblehead Museum*
78. *Marion B. Gebbie Class of 1901 Archives, Wallace Library, Wheaton College (Norton, MA)*
79. *Massachusetts Air and Space Museum*
80. *Massachusetts Center for the Book*
81. *Massachusetts Department of Conservation and Recreation (DCR) Archives*
82. *Massachusetts Historical Society*
83. *Massachusetts Office of Travel & Tourism*
84. *Massachusetts State Police Museum and Learning Center*

## MHA Member organizations

July 4, 2021

85. *Mattapoisett Museum*
86. *Methuen Historical Society*
87. *Metropolitan Waterworks Museum*
88. *Milton Historical Society*
89. *Museum of Printing*
90. *Natick Historical Society*
91. *Needham Historical Society*
92. *New Bedford Historical Society*
93. *New England Historic Genealogical Society*
94. *New England History Teachers Association*
95. *New England Museum Association*
96. *North Andover Historical Society*
97. *North Attleborough Historical Society*
98. *North Central History Network*
99. *Northborough Historical Society*
100. *Northeast Document Conservation Center / NEDCC*
101. *Old Colony History Museum*
102. *Old Schwamb Mill*
103. *Palmer Historical and Cultural Center*
104. *Partnership of Historic Bostons*
105. *Paul Revere Memorial Association / PaulRevereHouse*
106. *Peabody Historical Society & Museum*
107. *Peak House Heritage Center*
108. *Perkins School for the Blind Archives*
109. *Pioneer Valley History Network*
110. *Plainfeild Historical Society*
111. *Plainville Historical Commission*
112. *Plimoth Plantation*
113. *Plymouth 400, Inc.*
114. *Pocumtuck Valley Memorial Association*
115. *Preservation Massachusetts, Inc.*
116. *Princeton Historical Society*
117. *Project SAVE Armenian Photograph Archives, Inc.*
118. *Protect Our Past*
119. *Public History Certificate Program--Salem State Univeristy*
120. *Public History Program, University of Massachusetts Amherst*
121. *Revolution 250*
122. *Royall House and Slave Quarters*
123. *Salem Athenaeum*
124. *Salem Maritime National Historic Site*
125. *Sandwich Glass Museum*
126. *Saugus Iron Works National Historic Site*
127. *Scottish Rite Masonic Museum & Library*
128. *Seaglass TheaterCompany Inc*
129. *Sharon Public Library*
130. *Shelburne Historical Society*
131. *Shirley Historical Society*
132. *Sippican Historical Society*
133. *Somerville Museum*
134. *Somerville Museum*
135. *Southborough Historical Society*
136. *Spencer Historical Society*
137. *Stonehill College Archives*
138. *Stonehurst, the Robert Treat Paine Estate*
139. *Storowton Village Museum*
140. *Stoughton Historical Society*
141. *Sturbridge Historical Commission*
142. *Sudbury Historical Society*
143. *The Fairbanks House*
144. *The History Project: Documenting LGBTQ Boston*
145. *The House of the Seven Gables Settlement Association*
146. *The National Archives at Boston*
147. *The Public Health Museum in Tewksbury*
148. *The Trustees*
149. *Theatre Espresso*
150. *Topsfield Historical Society*
151. *Town of Danvers Preservation Commission*
152. *Uxbridge Historical Society*
153. *Waltham Public Library*
154. *Webster-Dudley Historical Society*
155. *West Stockbridge Historical Society*
156. *Westborough Historical Society*
157. *Westborough Public Library*
158. *Westminster Historical Society*
159. *WGBH Educational Foundation Media Library and Archives*
160. *Wistariahurst Museum*
161. *Worcester Historical Museum*
162. *Worcester Women's History Project and Project 2020*
163. *Worcester's Blackstone Canal Horse and Wagon Tours*

Respectfully Submitted,

Pleun Bouricius, President  
Erika Briesacher, Director  
Stacia Caplanson, Director  
Rebecca Griffith, Director  
Gavin Kleespies, Director  
Ymelda Laxton, Director  
Katie MacDonald, Director  
Sonia Pacheco, Secretary  
Eric Peterson, Vice President  
Mike Potaski, Director  
Danielle Sangalang, Director  
Margo Shea, Director  
Earl Taylor, Treasurer  
Jenna Ware, Director