

Strategic Plan 2018-2023: At a Glance

Mission: To tell stories of Yukoners' ingenuity and self-sufficiency through the history of transportation in the Yukon.

Mandate: To identify, acquire, preserve and conserve the history, cultural materials and artifacts of Yukon's modes of transportation and to interpret this history in an educational manner for all Yukoners and visitors alike.

Values:

- People are the museum.
- Our stories reflect authentic and unique Yukon characteristics in the context of transportation history.
- Our stories are told with the highest degree of professionalism to maintain our standing as a prime museum and attraction in the Yukon.

YTM's "Big Five" Goals

- 1 *Strengthen Organizational Capacity*
- 2 *Harness the Full Potential of Collaborative and Creative Partnerships*
- 3 *Ensure the Facility Meets Current and Future Needs*
- 4 *Steward the Museum's Collection Effectively*
- 5 *Focus on Visitor Experience*

GOAL 1 | Strengthen Organizational Capacity

STRATEGY 1. Increase capacity around administration and management.

STRATEGY 2. Increase staff retention and optimize recruitment.

STRATEGY 3. Develop regular Board recruitment and training opportunities.

STRATEGY 4. Create structure and clarity around Board and Staff roles, responsibilities, accountability, and communications, including:

- organizational flowchart
- annual workplans for Board and Staff (i.e. action items with timelines)
- regularly scheduled Staff meetings
- documentation of roles, responsibilities and expectations of Board members and Executive Director

GOAL 2 | Harness Collaborative, Creative and Effective Partnerships

STRATEGY 1. Develop a marketing/promotions plan, monitor results, and continually update.

STRATEGY 2. Create and implement a sponsorship and donation framework to ensure ongoing sponsor/donor recruitment and fulfillment.

STRATEGY 3. Maintain and potentially expand current successful partnerships.

STRATEGY 4. Pursue new partnerships to leverage opportunities & address weaknesses, including:

- awareness campaign targeting key Downtown hotels and airport travelers
- funding and/or technical assistance to reduce O&M costs
- achievement of programming and exhibit priorities (see Goal 5)

GOAL 3 | Ensure the Facility Meets Both Current and Future Needs

STRATEGY 1. Work with YG Highways and Public Works to reduce O&M costs.

STRATEGY 2. Undertake a Canadian Conservation Institute facility review—interior and exterior spaces—focusing on functionality, aesthetics, accessibility, visitor experience and protection of the Museum’s assets.

GOAL 4 | Steward the Museum’s Collection Effectively

STRATEGY 1. Update YTM’s Collections Policy and train Board and Staff to implement it.

STRATEGY 2. Review and assess the collection, including acquisition, de-accessioning, and storage requirements (in tandem with Goal 3 Strategy 2).

GOAL 5 | Focus on Visitor Experience

STRATEGY 1. Develop (or maintain) programs & events that connect the museum’s Mission and Mandate to the broader community and motivate ongoing resident visitation.

STRATEGY 2. Develop/implement an Exhibit Plan linked to YTM’s Mission and Mandate, with a particular focus on:

- increasing interactivity of exhibits
- strengthening the overarching “storyline” and linking each exhibit to it
- increasing the profile and inclusion of Indigenous content
- incorporating STEM learning opportunities
- family-oriented content

STRATEGY 3. Shift exhibition hall function to prioritize exhibits vs. rentals.