

PRESERVATION NEW JERSEY

Strategic Plan Framework

Mission

Preservation New Jersey is the statewide organization that advocates for the preservation of New Jersey's richly diverse historic places; promotes historic preservation to enhance the vitality of New Jersey's communities; and provides preservation education and support to communities, governmental bodies, organizations and individuals throughout the state.

Facilitated by:
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Adopted February 21, 2007

GOAL ONE: Promote historic preservation as key to sustainability, economic prosperity, and environmentally friendly practices benefiting open space and urban centers.

Objective	Action	Task	Responsibility	Schedule	Budget
Develop an environmental agenda focusing on green-building design	1. Design and conduct a “best practices” tour		Diane, John H., Michael, Larry	Year 2	\$2,000
	2. Develop a “best practices” web-based publication		Diane, John H., Michael, Larry, Christina, Webmaster	Year 2	
	3. Develop a panel with realtors/developers interested in green-building & historic preservation for New Jersey Builder’s Conference		Staff, Diane, John H., Michael, Larry	Year 2	\$300
Focus attention on urban issues	1. Host annual CAMP in Urban Centers	Oct 07	Swathy	Year 1	\$6,500
	2. Host 3 roundtables each year, at least one in an Urban Center		Swathy, regional BOD member	Year 1	\$1,500
	3. Focus on Teardowns in Urban Centers	NTHP	Adrian Fine (NTHP), Ron, Swathy	Year 1	
	4. Lobby for creation of a legislative study commission on historic preservation-based revitalization		Ron, Public Policy, BIN	Year 2	
	5. Partner with Crossroads Association to promote urban areas within Crossroads of the American Revolution NHA		John S., Cate Litvack, Ron, Swathy	Year 2	
Promote enhanced protection and stewardship of historic and cultural resources in cities, towns and rural areas, demonstrating quality of life.	1. Speak at NJ Future Redevelopment Conference	Feb 07	Ron, Board	Annually	
	2. Speak at Land Trust Rally	Apr 07	Ron, Board	Annually	
	3. Raise profile of Heritage Partnership, Convene 5 meetings; continue providing technical assistance as needed		Swathy, Dennis	Annually	
	4. Speak at annual statewide preservation conference	May 07	Ron, Swathy, Board	Annually	
	5. Grow 10-Most Endangered program outreach, training programs	TIPP June 07	Swathy, Ron. Mary Lou, 10-Most Committee	Annually	

GOAL TWO: Establish a Secure Funding Base

Objective	Action	Task	Responsibility	Schedule	Budget
Explore hiring a Development Coordinator with communications skills (See also Goal #3)	1. Develop a position description		Ron, Devel. chair	Year 3	
	2. Identify funding source		Devel & Executive Comms.	Year 3	
Build a more effective database	1. Capture information on potential donors	Raise funds for intern	Devel. Cttee, Ron overseeing intern	Year 2	
	2. Investigate and upgrade fund development technology	Consult with NFPs	Board Member, Staff	Year 2	
More fully develop Building Industry Network	1. Conduct a corporate outreach campaign needs assessment	Lists: licensing agencies - architects, developers, remodelers, realtors, landscape designers, suppliers, craftsmen, contractors	Larry, Diane, Michael, Ron & staff	Year 1	
			BIN Members: Michael, John H., Diane, Bill, Jeff, Larry	Annually	
	2. Present at various statewide & local meetings of professional associations & business groups related to the building industry	HPO Conf 08	Ron, staff, BIN Cttee	Annually	

	<ul style="list-style-type: none"> 3. Conduct 3 annual BIN workshops 4. Maintain on-line resource guide for BIN 5. Update BIN publication 		Christina	Annually	
			Ron	Annually	
Initiate a major fund development program per board adopted strategies in Partnership in Philanthropy Report	[Refer to PIP Fundraising Model]	[PIP]	[PIP]	[PIP]	
Explore development of an easement program and revolving fund	<ul style="list-style-type: none"> 1. Investigate model programs 2. Develop a list of potential candidates starting with endangered properties and teardown-prone neighborhoods 	<p>Contact: NJHT, NT, L'Enfant Trust, LPCI</p> <p>Seek info from Conservation orgs., neighborhood associations</p>	Megan, John H., Dennis & Ron	Year 1	
			Staff	Year 1	
Develop a planned gifts program	<ul style="list-style-type: none"> 1. Publicize planned giving opportunities 2. Educate board about basic planned gifts 		Megan, Devel Cttee	Year 1	
Continue growing Gala as public relations and fundraising	<ul style="list-style-type: none"> 1. Expand sponsorship, audience, auction 		Gala Committee, Board, Staff	Ongoing	
With Coalition for Conservation, PNJ will raise funds for the public campaign for GSPT renewal	<ul style="list-style-type: none"> 1. Identify list of potential contributors to campaign 2. Solicit contributions 		John H., Mary- Anna, Larry, Ron	Year 1	
			BIN, Board		

GOAL THREE: Improve the image of preservation as integral to economic growth and PNJ as its key statewide advocate

Objective	Action	Task	Responsibility	Schedule	Budget
Establish a relationship with tourism agencies	1. Insure PNJ participation on statewide heritage tourism task force	Participate in meetings & report back to board & staff	John S.	Ongoing	\$0
Collaborate & develop 2 PNJ tour programs each year with local and statewide partners	1. American Revolution Tour	Explore partnering with Crossroads & Pres. Alliance of Greater Philadelphia & local historical orgs.	Christina, John S., Cate Litvack	Year 1	\$4,000 / yr.
	2. Rural Open Space Tour	Collaborate with Rural land trust organizations	Swathy , John S., Heritage Partnership	Year 1	
Develop Speakers' Bureau	1. Appoint board member 2. Establish process 3. Develop liaison with Ron		Megan & appointee, Ron	Year 1	\$1,000 / yr.
Explore hiring a consultant to develop communications & marketing plan (See also Goal # 2)	1. Investigate firms and contact other Pres. Partners to collect their plans.		Ron, Maggie, John S.	Year 2	
	2. Identify key		Staff, Board		

	PNJ events & advocacy issues to promote				
Expand relationships with EDA, League of Municipalities, CDC's	<ol style="list-style-type: none"> 1. Participate as speakers 2. Attend conferences 3. Become members 		Ron, Mary Anna, Board Public Policy Cttee, Ron, Swathy PNJ	Ongoing	\$3,000 / yr. \$1,000
Develop & implement a strategy for drawing legislators to an annual legislative reception	<ol style="list-style-type: none"> 1. Consult with key preservation developers, environmentalists, legislators 2. Promote as an upper-level member benefit 	Secure sponsorships	Michael, Connie Grieff, Sen. Diane Allen	Year 2	\$3,000 / yr.
Continue advocacy on state & federal preservation issues	<ol style="list-style-type: none"> 1. Strengthen and increase participation of Public Policy Committee 2. Respond to legislation 3. Participate in Sate/Federal Lobby Day 	Lobby Day Keep it Green	Michael, Public Policy Committee, Ron Public Policy Committee, partners, Staff Public Policy Committee, partners, Staff	Ongoing Ongoing	\$1,000 / yr.

GOAL FOUR: Increase and diversify membership through greater public awareness and improved membership benefits.

Objective	Action	Task	Responsibility	Schedule	Budget
Become more product-oriented	1. Develop & expand communication on a regular basis regarding all events in which PNJ participates	Someplace campaign	Christina & Webmaster	Daily	\$3,000
	2. Promote PNJ, specifically BIN, as an on-line resource for old house owners needs		Larry, BIN Cttee	Year 1	
Cultivate members of other professional or community-based organizations	3. Provide select event discounts for Members		Governance Committee	Ongoing	\$1,500
	4. Grow sponsorship, attendance at PNJ Annual Meeting				
Publicize PNJ's statewide advocacy efforts	1. Develop a strategic approach to collecting lists of members of related statewide organizations		Staff, Devel. Cttee	Ongoing	
	2. Provide complimentary short-time memberships		Staff, Devel. Cttee	Year 1	\$1,000
Better capture and manage membership information	1. Develop News Releases for Statewide distribution on PNJ's advocacy efforts on behalf of tax credit & GSPT Renewal		Staff, NJHT staff	Year 1	
	2. Mobilize preservation activists via PNJnet		Ron, Christina		
	1. Consult with other nonprofit organizations and/or a communications consultant to determine how to best capture e-mail addresses		Staff		

GOAL FIVE: Improve Board Development through better recruitment, training & use of skills.

Objective	Action	Task	Responsibility	Schedule	Budget
Revisit and restructure committees, by-laws, and board policies to align with Strategic Plan priorities	<ol style="list-style-type: none"> 1. Establish a Governance committee 2. Explore development of an Advisory Council 	Insure current documents & policies Governance	Megan & Executive Comm.	Year 1	
Refine board job description & agreement; bylaws	<ol style="list-style-type: none"> 1. Review with Executive & Governance Comms. 2. Draft revised agreement & submit to board for approval 		Governance, Megan Governance, Ron	April 2007 June 2007	
Provide a formal board orientation/training for new, current & past board members	<ol style="list-style-type: none"> 1. Review & revise, if needed, orientation manual 2. Conduct an annual orientation / re-orientation meeting 3. Assign new board members a mentor 		Ron, Governance Megan, Governance Megan	July 2007 Each February Each February	\$250
Evaluate the board annually & recruit accordingly	<ol style="list-style-type: none"> 1. Target & recruit potential board members 2. Inviting potential board members to serve on a committee 3. Develop a board profile 4. Recruit key statewide decision-makers to board 	Develop prospects	Executive Comm. Governance Lisa Burcham Governance, Ex Comm	July – Dec. annually Complete Annually	