

**Alabama Department of Archives and History  
FY 2020 Strategic Plan**

*Special objectives:*     *priorities for the current year*  
*Horizon objectives:*   *emerging priorities for next two to four years*  
*Ongoing tasks:*       *routinized functions*

**1. Identify, appraise, and acquire books, records, and artifacts that document Alabama history and are appropriate to the department's collections.**

*Special objectives:*

- a. Evaluate current collections management procedures and research best practices to inform development of new Collections Management Policy.
- b. Evaluate current holdings to identify strengths and weaknesses and inform development of collecting plan to be reviewed annually.
- c. Clear backlog of state agency permanent-record transmittals.
- d. Implement appraisal component of Alabama State Electronic Records Project (ASERP) in conjunction with Office of the Governor.
- e. Develop strategies and training for identification and regular ingest of routine permanent electronic records created by state agencies.
- f. Examine Alabama Military Department records for closed armories and consider acquisition of permanent records.
- g. Develop strategy for appraisal of Alabama Public Television film and develop agreement for preservation. [Review again prior to Oct1; implementation depends on feedback from APT and staffing]
- h. Develop processing and preservation plan for WSFA collection. [Requires additional staff resources.]
- i. Evaluate Alabama Law Enforcement Agency museum collection and develop agreement on timing and scope of transfer.
- j. Focus active acquisition efforts on materials documenting women's history and the period of 1966-1975: military service, social history, immigration, manufacturing, race relations, school integration, African Americans in public office, campus life, space program.
- k. Commission additional busts for statuary hall.

*Horizon objectives:*

- l. Commit additional resources to active acquisition program. [Review prior to October 1 for potential change to special objective.]

- m. Establish process and identify funding for purchase of collections through estate sales.
- n. Evaluate resource requirements and processes for active oral history program.

*Ongoing tasks:*

- o. Contact and work with prospective donors regarding potential gifts of records and artifacts to the department.
- p. Acquire, document, and acknowledge all records and artifacts received by the department.
- q. Develop reference collection.
- r. Seek additional participants for digital newspaper collection.

**2. Catalog, manage, and properly preserve records and artifacts in the department's custody.**

*Special objectives:*

- a. Implement regularly scheduled process for maintenance and backup of electronic administrative files.
- b. Develop and implement tiered, distributed backup solution for digital collections files.
- c. Evaluate needs and develop recommendations for conversion of audiovisual materials to digital format.
- d. Evaluate accession rates and develop projections for consuming available collections storage space.
- e. Initiate architectural services contract for research phase of new collections preservation facility.
- f. Develop plan for rehousing museum collections as needed.
- g. Convert B101 to museum storage and relocate large furniture collection.
- h. Continue project linking archival storage bar codes to catalog records. [Likely completed by end of FY19. Review in September.]
- i. Continue project for completing catalog records, documenting locations, and photographing museum collections.
- j. Complete preservation and access component of Alabama State Electronic Records Project (ASERP) in conjunction with Governor's Office.
- k. Complete transfer of Bentley administration electronic records.
- l. Identify priorities for processing electronic records. [Additional staffing needed.]
- m. Crosstrain staff in electronic-records processing and use of Preservica.

- n. Continue archaeological collections research, catalog improvement, and consultation as required for NAGPRA compliance.
- o. Conduct conservation needs and cost assessment for sponsorship program.
- p. Implement new procedures for initiating and reviewing incoming and outgoing loans.
- q. Reevaluate scope and disposition of book and serial collections. [Requires additional staff resources.]

*Horizon objectives:*

- r. Develop and implement de-accessioning plan.
- s. Prepare for implementation of security system improvements by Finance Department to include additional cameras and Coley Wing doors.
- t. Standardize organization, format, and contents of collections control files.
- u. Digitize registrar's records for collections management reference.

*Ongoing tasks:*

- v. Arrange, describe, and create online finding aids for all materials held by the department.
- w. Manage and preserve the collections of the department
- x. Ensure security for the collection and the department as a whole.
- y. Monitor auction sites and other sales markets to identify items stolen from the department's collections.
- z. Provide annual reviews of collection-care, disaster-response, emergency, and security procedures to staff.
- aa. Review annually the priorities for processing backlog of archival collections.
- bb. Update annually the inventory of and responsibility for digital assets.
- cc. Improve Coley Wing and Old Stack storage areas.

**3. Provide access to records and artifacts in the department's custody and general reference information regarding Alabama history and government.**

*Special objectives:*

- a. Evaluate implications of privacy, privilege, and permissions issues for access.
- b. Develop fee schedule for fulfilling batch and large-format digitization requests.
- c. Continue enhancements to FromThePage crowdsourcing platform and identify collections for indexing or transcription projects.
- d. Formalize policies for hosting Alabama Mosaic collections.

- e. Resume weekly Saturday hours in Research Room.
- f. Develop access procedure for electronic newspapers in Research Room.

*Horizon objectives:*

- g. Provide public access to PastPerfect catalog.

*Ongoing tasks:*

- h. Provide research assistance for visitors and in response to mail, email, and telephone requests.
- i. Provide regular public workshops and programs on research and use of collections.
- j. Support the Interlibrary Loan program.
- k. Add ADAH digital collections to CONTENTdm based on priority list.
- l. Work with online content providers to make additional collections available through commercial providers.
- m. Continue development of topical collections guides.
- n. Support statewide institutional participation in Alabama Mosaic.
- o. Annual review of digitization priorities.

**4. Promote an improved awareness and understanding of Alabama history with special concentration on history education in Alabama schools, museum exhibits, continued enhancement of the department's website, and general programs of public interest.**

*Special objectives:*

- a. [Before Oct 1, consider whether professional adjustment of lighting is needed throughout galleries.]
- b. Evaluate requirements for replacing control system for Alabama Voices media and lighting systems.
- c. Complete new label system for hallway portraits.
- d. Implement phased development of new website.
- e. Maintain education section of alabama200.org until new ADAH site is ready for launch.
- f. Conclude Bicentennial Schools program in fall 2019.
- g. Conclude NHPRC grant for Bicentennial Summer Institutes.
- h. Transition curricular resources and professional development from bicentennial emphasis to sustained departmental program.

- i. Develop plan for transitioning bicentennial website and records to the ADAH.
- j. Support scheduling and transport of *Alabama Justice* traveling exhibit.
- k. Implement *We the People* exhibition in Montgomery in fall 2019.
- l. Support development of ancillary interpretive material for Alabama Bicentennial Park.
- m. Provide ongoing support for committee work and general operations of the Alabama Bicentennial Commission.
- n. Coordinate activities of statewide Alabama Women's Suffrage Centennial Committee.
- o. Expand content for Alabama History DIY.
- p. Develop three-year schedules for publications and temporary exhibits.
- q. Revise docent training program with emphasis on content and delivery.
- r. Recommend candidates for appointment to the Social Studies Course of Study Committee to be chartered in 2020, monitor the Committee's work in 2021-22, and advocate for a strong and effective revision to the Course of Study.
- s. Investigate options for evaluation and training to improve accessibility for visitors.

*Horizon objectives:*

- t. Work with postsecondary advisory committee to explore options for sustained outreach to pre-service teacher programs at colleges of education.
- u. Develop evaluation programs for public events and exhibitions.
- v. Produce videos for educational outreach, preservation training, and collections exploration. [Consider whether this should be elevated to Special objective for FY20.]
- w. Explore options for technology-driven content delivery for museum exhibits.
- x. Renovate Studio 1819 for distance learning, a/v production, oral history interviews.
- y. Revise pre- and post-visitation materials for K-12 tours.
- z. Develop temporary exhibit for 2021 Alabama National Fair and evaluate possibility of annual participation.
- aa. Commemorate ADAH's 125th anniversary in 2026.
- bb. Commemorate nation's semiquincentennial in 2026.

*Ongoing tasks:*

- cc. Provide a meaningful educational experience for student groups.
- dd. Provide distance-learning outreach through Studio 1819.
- ee. Provide outreach to summer reading programs in public libraries.
- ff. Install changing temporary exhibits and maintain existing interpretive exhibits.

- gg. Provide assistance and support for general visitors to the department.
- hh. Organize and provide public programs about Alabama history.
- ii. Maintain, update, and continue to build the department's website.
- jj. Assist and support the work of other organizations promoting Alabama history.
- kk. Provide workshops and training opportunities for teachers of Alabama history.
- ll. Maintain weekly Saturday hours.
- mm. Maintain updated schedule for rotating exhibit spaces.
- nn. Complete conversion of gallery lights to LED lamps.

**5. Assist state agencies, local governments, and local history organizations in the proper care of records and artifacts of historical value.**

*Special objectives:*

- a. Strengthen relationships with the Association of County Commissions, the League of Municipalities, and others to increase educational outreach to local agencies.
- b. Seek local government partners who will host regional training opportunities.
- c. Develop general schedule for records retention.
- d. Develop procedure for revising local government RDAs.
- e. Develop guidance on records management and email for constitutional officers.
- f. Revise leaflet series on records management.
- g. Provide records management services for Secretary of State project.
- h. Make digitized state and local agency files accessible for staff reference.
- i. Develop strategy for increasing Records Center customer volume.

*Horizon objectives:*

- j. Assess the status of local court records and develop a long-term strategy for their preservation.
- k. Consider applying for NEH newspaper digitization grant.
- l. Consider vanity tag program to support assistance to local organizations.
- m. Strengthen relationships with Personnel Department and Emergency Management to increase educational outreach to state and local agencies.
- n. Develop goals and process for producing technical training resources including leaflets, podcasts, and other media, beginning with evaluation of legacy resources.

- o. Evaluate effectiveness of Capstone approach to email retention. Determine ramifications of adoption and identify requisite policy changes in conjunction with OIT.
- p. Revive museum services program to include facilitation of nationally recognized evaluation systems. [Consider moving to special objectives during budget review.]

*Ongoing tasks:*

- q. Operate the State Records Center as a self-supporting enterprise.
- r. Host annual open house at the Records Center.
- s. Promote a better public awareness of the need for and ways of caring for Alabama's historical records and artifacts.
- t. Provide consulting services for local historical organizations.
- u. Support the work of the State Records Commission, the Local Government Records Commission, and the Historical Records Advisory Board.
- v. Present / exhibit at conferences of local government officials.
- w. Provide information to those who contact the department for assistance in the care of records and artifacts.

**6. Support the improvement and expansion of department services through a development program.**

*Special objectives:*

- a. Develop new web page for the Foundation.
- b. Develop sponsorship program for collections conservation.
- c. Implement "100 for the 100th" campaign to support collections improvements, conservation, and programming.
- d. Implement transition in financial management for the Friends and the Foundation.
- e. Increase museum store merchandise and Friends membership incentives based on collections.
- f. Implement annual calendar for foundation grant applications.
- g. Request agency name change on income tax checkoff.
- h. Fill development position.

*Horizon objectives:*

*Ongoing tasks:*

- i. Strengthen efforts to secure legislative support.
- j. Host legislative open house at beginning of each session.
- k. Invite legislators to meet school groups at Archives for photo.
- l. Increase public awareness of and support for the work of the Archives, working with the Friends and Foundation.
- m. Provide support for the work of the Friends of the Archives.
- n. Increase Friends membership.
- o. Provide support for the work of the Alabama Archives & History Foundation.
- p. Provide support for the Alabama Academy of Honor.

**7. Improve administrative operations and capabilities within the department to ensure the effective achievement of the above goals.**

*Special objectives:*

- a. Implement Standards and Excellence Program for History Organizations (StEPs) self-assessment.
- b. Continue ongoing organization and cleanup of agency's electronic administrative files and ensure appropriate user rights have been applied.
- c. Transition legacy Corel Suite files to MS Office or PDF.
- d. Develop long-term lease agreement with Risk Management for parking lot.
- e. Update data collection procedures and develop data visualization for statewide impact.
- f. Prepare written procedures for auditorium a/v system.
- g. Increase volunteer corps with emphasis on docents and front desk.
- h. Prepare for staff succession in advance of FY19 retirements.
- i. Revise quarterly reporting process and contents.
- j. Improve directional signage throughout the building.

*Horizon objectives:*

- a. Hire two additional security guards.
- b. Develop agency annual report.
- c. Revise ADAH Records Disposition Authority.
- d. Evaluate options for automated phone tree for providing general information.

*Ongoing tasks:*

- e. Provide information to and support for the Board of Trustees.

- f. Continue the department's planning process.
- g. Represent the department in outside functions for which the department has a statutory or professional responsibility.
- h. Complete budgets and other reports in compliance with state requirements.
- i. Coordinate the department's volunteer program.
- j. Manage the department's LAN and coordinate information systems.
- k. Coordinate personnel management.
- l. Promote continuing staff development and professional involvement.
- m. Track constituent satisfaction through survey devices and respond to concerns.
- n. Provide regular emergency response and safety training to staff.
- o. Maintain medical emergency response capabilities and certifications.
- p. Promote public awareness of the programs and activities of the Department.
- q. Seek funding opportunities for repairs and renovations to restrooms, electrical, old stacks, and Coley Wing.
- r. Develop individual desk manuals and identify critical tasks.