

Focus on the Future Summary Results

Prepared for the Annual Meeting November 14, 2018

Overview: The Historical Society Board has started a strategic planning process to help us focus on the future of this organization. The planning process was split into 2 parts to gather both quantitative (survey tool) and a qualitative (focus group conversation) sessions in October 2018.

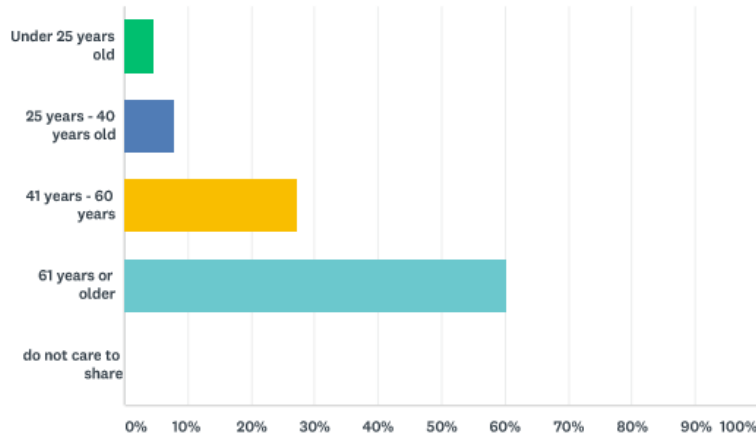
The written and online survey had 26 questions allowing participants to provide input on everything from our collections, to our buildings and our events.

While more than 100 people attended this event, it resulted in 93 survey completions.

Tour guides guided participants around the grounds and the finale was a focus group conversation lead by a board member and volunteer. These results are being compiled and will become the body of the strategic plan that will look forward to our future, address and prioritize our projects and be the basis of committee work.

IN Summary:

- Participants felt that Artifacts need to be expanded or changed our and rotated more frequently. (More than 85%)
- Participants felt that the gift shop meets our needs and should not be a priority. (66%) However, only 43% of the participants have purchased from the gift shop in the past 12 months.
- Basement storage was a clear leader for an item to address with almost 80% stating that we need additional storage and should be a priority.
- The research room was also an area for improvements with 82% stating that it needs updates and redesign to better serve our members.
- When asked about the grounds 83% of the survey results want to see building expansion / storage needs addressed.
- Expansion of exhibits ranked 65% to 35% stating they were adequate.
- Train depot was another tops that brought in 74% of the participants wanting to see improvements. Lighting and storage were almost equally addressed.
- A whopping 87% of those completing the survey have attended events in the past 12 months.
- As for more events targeted to an age range, adults seem to agree that there are enough adult events but that younger people could benefit from additional events targeted at teens and children.
- 60% of the participants are members of the organization
- In the area of how did you find out about the event, the top 3 responses were word of mouth, Facebook and the newspaper.
- When asked, "How do you prefer to get information?" e-mail was clearly the winner.
- 90% of the participants live in Saunders County and the age range was primarily age 61 or older.



ANSWER CHOICES	RESPONSES	
Under 25 years old	4.55%	4
25 years - 40 years old	7.95%	7
41 years - 60 years	27.27%	24
61 years or older	60.23%	53
do not care to share	0.00%	0
TOTAL		88

Qualitative Results:

A brainstorming session was conducted and based on the feedback, the number 1 priority was the need to expand parking. This issue was not addressed in the written survey and provides valuable insight to what our guests want and need.

Other items included:

- Expand presentations to evening hours or outside of our building.
- Update displays and signage.
- Offer more demonstrations.
- Feature more information about old time businesses in the county.
- Consolidate the 5 famous sons and add more displays that reach outside of Wahoo.
- Offer interactive exhibit activities for children.

This information is key to our future success. The board would like to thank the many volunteers who helped create, gather results, guide participants through the building and gather input at the focus group sessions. The work of the staff, board and volunteers is paramount to our future.

Respectfully submitted to the 2018 Saunders County Historical Society Board,

Pat Hannan, volunteer