



## Saskatchewan Genealogical Society

# Strategic Plan

### 2023 -2025

#### VISION:

Saskatchewan genealogy and family history is respected and valued.

#### MISSION:

Our mission is to provide expertise and assistance to help people participate in family history research, and, to collect, preserve and deliver Saskatchewan specific genealogical records and materials.

#### VALUES:

Our values are:

- **Professional:** We provide research knowledge and skills, and practice, foster and mentor ethical research standards.
- **Responsive:** We aspire to strong interpersonal relations which support strong Branch, member, client and public relations.
- **Inclusive:** SGS strives towards an environment that is inclusive to all, embraces diversity and cultural differences and is open to new experiences and learning.
- **Accessible:** We are available and willing to share our resources online or in person.
- **Collaboration:** We understand and respect the strengths of our partners and through collaboration we are able to provide a stronger voice for genealogy and improved education and resources for our branches, members and clients.
- **Healthy Organization:** We are trusted, respected, ethical and open to change.
- **Proud:** We are proud of the Saskatchewan Genealogical Society – its history, services and vision – and actively participate in and contribute to the cultural and heritage community in Saskatchewan.

## STRATEGIC DIRECTIONS 2023-2025

### Goal 1: Offer relevant programs, services, expertise and resources for family history research

**1.1 Objective:** Increase opportunities for SGS members and the public to participate in educational opportunities for the SGS and its branches to improve engagement of members and the public.

**1.1.1 Action:** Provide a variety of topics for educational opportunities to SGS members and the public

*Measure:* Maintain the number and variety of educational opportunities offered

*Target:* By end of year 1: Maintain the baseline established in 2020  
By end of year 2: 5% increase in educational opportunities over the baseline  
By end of year 3: Maintain 5% increase over baseline.

**1.2 Objective:** Strengthen program and service delivery

**1.2.1 Action:** Hire staff

*Measure:* % increase in on-site support for researches and education delivery

*Target:* As soon as possible – pending funding availability

**1.2.2 Action:** Find volunteers to supplement program and service delivery until such time as SGS can afford to hire additional staff

*Measure:* Recruit volunteers to help fill identified gaps in the organization.

*Target:* Recruit research assistance by end of Year 1

**1.2.3 Action:** All Staff to achieve Record Searcher certification

*Measure:* % of staff that have achieved Record Searcher certification

*Targets:* 100% by end of Year 2 (excluding any new staff)

## **Goal 2: Improve technological supports for SGS and family history research**

### **2.1 Objective: Implement technological supports improvement plan**

- 2.1.1 Action:** Promote existing online resources  
*Measure:* Increase member awareness of SGS online resources and how to use them;  
*Targets:* One article in every issue of the Bulletin  
One item in each issue of eConnection  
Frequent “Did You Know?” posts on SGS Facebook page

#### **Action:**

- 2.1.2 Action:** Digitize and make available online all SGS Obituaries (Pre-2001) Collection and link the digital images to the SGS Obituary Index entries.  
*Measure:* # of Obituary records online  
*Targets:* Year 1: Develop project plan, including human, financial and technological resources needed.  
Year 1: Identify grant opportunities to fund project and prepare and submit grant application(s)  
Year 2: Complete digitizing 10% of Obituary records and linking them to Obituary Index entries  
Year 3: Complete digitizing another 10% of Obituary records and linking them to the Obituary Index entries.
- 2.1.3 Action:** Develop and implement online library catalogue  
*Measures:* Library catalog is online.  
*Targets:* Year 1: Clear current backlog of cataloguing and keep current going forward.  
Year 2: Explore software options, identify costs, staff/volunteers and training required.  
Year 3: Identify grant opportunities to fund the project and prepare and submit grant applications.

## **Goal 3: Build Organizational Capacity**

### **3.1 Objective: Elevate the profile of SGS and grow the membership**

- 3.1.1 Action:** Implement the Communications Plan  
*Measures:* Year 1: Present the Membership Fee promotion for approval to members at the AGM to welcome new members and bring back past members.  
Year 2: Increase the number of memberships  
Year 2: Turn the steady decline of memberships to an increase in 2024

### **3.2 Objective: Increase self-generated funds**

- 3.2.1 Action:** Increase fund-raising revenue  
*Measures:* year over year revenue increase  
*Targets:* Year 1: establish baseline from 2021 fundraising revenue  
Year 2: 25% increase from 2021 baseline  
Year 3: 25% increase over 2021 baseline
- 3.2.2 Action:** Secure additional sources of funding  
*Measures:* Identify, apply and receive additional sources of revenue for project funding.  
*Targets:* Year 1: Apply for at least one additional funding source.  
Year 2: Apply for and receive at least two additional funding sources.

### **3.3 Objective: Identify and establish partnerships and collaborations**

- 3.3.1 Action:** Develop genealogical partnerships that benefit SGS, its members and the public through increased programming and service  
*Measures:* # of genealogical partnerships formed with program and service benefits.  
*Targets:* Year 1: Establish or coordinate at least 1 genealogical partnership that shows program and service benefits  
Year 2: Establish or coordinate at least 2 genealogical partnerships that show program and service benefits to SGS, its members, and the public.
- 3.3.2 Action:** Implement SGS Diversity Plan  
*Measures:* #of partnerships, new initiatives, and program change/updates reflecting diversity in genealogy  
*Targets:* Year 1: SGS to continue to develop an understanding of and appreciation for the genealogical interests of newcomers by continuing to build on the “What is Family” project.  
Year 1 and 2: Update genealogical education and information sources for Indigenous peoples.  
Year 2: Complete the “What is Family?” project and promote it on the SGS Facebook page, in the Bulletin, Branch newsletter and on the SGS website.