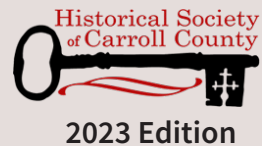


HISTORICAL SOCIETY OF CARROLL COUNTY
STRATEGIC ACTION PLAN



2023-2025





The Historical Society of Carroll County connects the past to the present and makes the County's vibrant history tangible, relevant, and meaningful for today's diverse communities and for generations to come.

We are thrilled to share with the membership and public the Society's 2023-2025 Strategic Action Plan. The Plan is an ever-evolving document that will be updated and reposted online as items are changed or accomplished. In addition to carrying on our existing programming and services, we will aim to accomplish the enclosed action items over the next several years. Readers will note projected budget ranges assigned with each action item. Although these numbers will continue to be refined, we do believe they are realistic, and represent a close estimate of what financial resources will be necessary to accomplish our many tasks. Certain tasks can be completed with little to no funds and readers will note the term *low impact* when we anticipate these figures to be nominal, despite the required allocation of staff and volunteer time.

The Society's Plan is also buttressed by the spectacular bequest and subsequent sale of nearly 100 acres of preserved farm land in Carroll County by Eleanor and Daniel Shipley. The lion's share of proceeds will be placed in long-term investment, a percentage will be utilized for operations, especially for HSCC campus preservation needs, and the remaining funds will seed future capital campaign initiatives on the horizon. Furthermore, another bequest by the Bare Family Trust will galvanize our efforts.

The Society's Gala, Annual Fund, Bluegrass Event, County Grant Support, and Membership continue to be major financial pillars, thanks to all who care deeply about our county's past. If you are not yet a member, and this Plan inspires you, please consider joining at this critical juncture for our organization. A membership form is included on the back cover of this plan. Furthermore, the success of our Plan hinges on volunteer engagement and committee support. If you are interested in potential committee service email us at info@hsccmd.org

Our Plan is ambitious and there is much work to be done. But, with your help, and our collective passion for history, we will succeed in implementing the actions outlined. On behalf of the Board, Staff and Membership, thank you for your support, encouragement and ongoing commitment to Carroll County history!

A handwritten signature in white ink, reading "Jason D. Allain". The signature is written in a cursive style with a large, looping initial "J".



Key Fact:



The Society was
founded in 1939

Mary Shellman, 1878

Goal 1: Strengthen Outreach & Forge Lasting Partnerships

Goal Summary: HSCC's future will only be as strong as the lasting partnerships it develops in the coming years. Goal 1 of our Plan aims to strengthen and formalize partnerships and outreach, not only with the various historical organizations in the county but with other non-profits and corporate partners that have a stake in county history. Realizing this vision will take time and experimentation. We will actively invite the community and potential partners to share ideas with the Society about how we might work together in creative and unique ways.

Key Objectives:

- Develop sustainable outreach workflows for the recruitment and retention of partners, members, donors and volunteers.
- Make programming more accessible, involving wider community input.
- Maintain an organizational culture of outreach and community engagement where the “public comes first” in all Society operations. Measure this objective by participating in museum industry organizational evaluations.
- Finalize vision statement for the Society by the end of the current Plan where outreach and partner cultivation is more prominently featured and emphasized.
- Develop a robust volunteer program; fully coordinated and integrated into Society operations.

Action Items:

COMMENCED
IN PROGRESS
COMPLETED

Form County Historic Sites and Museums Consortium in partnership with Celebrating America Committee

Timeframe, 2023
Lead, Executive Director/Outreach and Events Director/
Outreach Committee
Projected Budget, Low Impact



Make Society newsletter more accessible to public and non-members

Timeframe, 2023
Lead, Executive Director/Board
Projected Budget, Low Impact



Establish press release/community calendar workflow to market and promote HSCC initiatives and events

Timeframe, 2023
Lead, Outreach Committee/Outreach and Events Director
Projected Budget, Low Impact



Complete Outreach calendar for county-wide tabling/booth event participation and purchase new booth/display materials

Timeframe, 2023
Lead, Outreach and Events Director/ Outreach Committee
Projected Budget, \$2,500



Formalize partnership with Carroll County Public Library, Carroll County Genealogical Society, and Carroll County Public School Libraries for free research passes for HSCC library and possible workshop collaboration

Timeframe, 2023
Lead, Outreach and Events Director
Projected Budget, Low Impact





Carroll County Canning Label c.1950

The Historical Society of Carroll County is an important educational institution in Carroll County, which uses materials and knowledge of the past to explore topics of timeless relevance and current public interest and benefit. Inside and outside the walls of its buildings, HSCC encourages broad engagement in the diversity of experiences it offers. It develops and deploys its collections, knowledge, connections, and expertise to build relationships among individuals, organizations, educational programs, and communities to enhance understanding and to engender a pride of place. The Society offers a compelling reason to live in and to visit Carroll County.

	COMMENCED	IN PROGRESS	COMPLETED
<p>Reestablish Volunteer Luncheon with opportunities to serve orientation for prospective volunteers Timeframe, 2023 Lead, Outreach and Events Director/Outreach Committee Projected Budget, \$500-\$1,000</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Revamp and grow Tour Guide program and establish regular student work-study positions Timeframe, 2023 Lead, Outreach and Events Director/Outreach Committee Projected Budget, \$500-\$1,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Expand Sundae Scoop event into a larger family-focused history event Timeframe, 2024 Lead, Program Committee/Outreach Committee/ Outreach and Events Director Projected Budget, \$2,500-\$5,000</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Develop new homeschool program to replace Past Times for Children program Timeframe, 2024 Lead, Outreach Committee/ Outreach and Events Director/ Education Intern Projected Budget, \$1,500-\$3,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Launch annual teacher/educator open house & professional development program Timeframe, 2023 Lead, Outreach and Events Director/Outreach Committee Projected Budget \$500-\$750</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	COMMENCED	IN PROGRESS	COMPLETED
<p>Maintain regular BLT recordings, editing and channel uploading Timeframe, 2023 Lead, Outreach and Events Director/Program Committee Projected Budget, \$3,000-\$3,500</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<p>Expand Annual Meeting guest speaker recruitment Timeframe, 2023 Lead, Executive Director/Outreach and Events Director/ Program Committee Projected Budget, \$1,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Society website revamp or rebuild Timeframe, 2024 Lead, Executive Director/Staff/Board Projected Budget, \$35,000-\$50,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Launch new biennial history conference in partnership with Carroll Community College Timeframe, 2024 Lead, Staff/Ad-Hoc Committee Projected Budget, \$5,000-\$7,500</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Develop Board recruitment matrix to align with HSCC outreach objectives Timeframe, 2024 Lead, Board Chair/Nominating Committee Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	COMMENCED	IN PROGRESS	COMPLETED
<p>Establish “Youth Advisory Committee” with Board-approved parameters to expand engagement with younger audiences</p> <p>Timeframe, 2024</p> <p>Lead, Outreach and Events Director/Outreach Committee/Executive Director/Board</p> <p>Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Explore feasibility with partners of commemorating 85th Anniversary with “House that Jacob Built” play production</p> <p>Timeframe, 2024</p> <p>Lead, Outreach and Events Director/Outreach Committee/Executive Director/Program Committee</p> <p>Projected Budget, \$5,000-\$7,500</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Update educational trunk program in coordination with Carroll County Public Schools</p> <p>Timeframe, 2024</p> <p>Lead, Outreach and Events Director/Outreach Committee</p> <p>Projected Budget, \$2,000-\$4,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Non-profit corporate history partnership development in Cockey’s (Women’s club archives etc.)</p> <p>Timeframe, 2024</p> <p>Lead, Executive Director/Library Committee/Curator</p> <p>Projected Budget, \$1,500-\$3,000</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Sherman-Fisher-Shellman House, 1933



Key Fact:

**Annual Operating Budget:
\$325,000**

	COMMENCED	IN PROGRESS	COMPLETED
<p>Create County Historical Places Recognition program for county wide sites and places of significance in conjunction with phased updating of Carroll County Maryland Inventory of Historic Places with hired consultant</p> <p>Timeframe, 2025 Lead, Outreach and Events Director/Outreach Committee/ Program Committee Projected Budget, \$5,000-\$8,500</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Become a lead partner in the Semiquincentennial celebrations and coordination</p> <p>Timeframe, 2025 Lead, Executive Director/Outreach and Events Director/ Ad-hoc Committee Projected Budget, \$2,000-\$5,000</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Expand Outreach and Events Director position to full-time</p> <p>Timeframe, 2024 Lead, Executive Director/Board Chair/Board/ Executive Committee Projected Budget, \$8,000-\$10,000</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Board and Staff

OFFICERS

Chair

Vice Chair

Secretary

Treasurer

Name

Lynn Wheeler

James M. Shriver, III

Jennifer Munch

Tyler J. Codd

Staff

Jason Illari, Executive Director

Catherine E. Baty, Curator of Collections

Laura Bankard, Outreach & Events Director

Beverly Staub, Development Assistant

Cathy Rose, Bookkeeper

Jack White, Visitor Services Assistant

Stephanie Eckard, Visitor Services Assistant

TRUSTEES

Glenn S. Bair

Frank J. Batavick

Thomas C. Beach, IV

Larry Bohn

Dale R. Bowman

William L. Brown

Charles O. Fisher, Jr.

Samuel V. Greenholtz

Bernard L. Jones, Sr.

Josh Kohn

Debbie Leazer

William Palm

Douglas P. Velnoskey



Key Fact:

7 paid staff &
17-member Board
of Trustees

Key Fact:



Carroll History Journal
published three times per year &
Newsletter 4 times per year



House That Jacob Built, 1957

Goal 2: Beautify and Optimize Society Spaces

Goal Summary: In order to enhance the visitors experience and attract repeat patrons, HSCC must continue to beautify its campus and make it easier for the public to engage with our spaces. A significant amount of time and planning will be dedicated to solving the Society's collections and exhibits challenges. While the Society's Properties Committee will still maintain a vital role in maintaining our current structures, an Ad-hoc Space Planning Committee will be formed to spearhead a longer-range vision for Society spaces and report space needs and plans to the Board and an Ad-Hoc Capital Campaign Committee (see goal 4).

Key Objectives:

- Utilize HSCC buildings, rooms and spaces to full capacity to enhance the community's engagement with the Society's downtown Westminster campus.
- Create multi-year phased campus Master Plan in coordination with Space Planning Committee, Board of Trustees, Industry Experts and Stakeholders.

Action Items:

COMMENCED
IN PROGRESS
COMPLETED

Complete Sherman-Fisher-Shellman House exterior and interior repairs & rent temporary climate controlled space for collections as required to complete project

Timeframe, 2023
Lead, Executive Director/Properties Committee
Projected Budget \$90,000- \$100,000 (already secured)



Cockey's and Kimmey structural analysis completed

Timeframe, 2023
Lead, Executive Director/Board Chair/Properties Committee/
Space Planning Committee
Projected Budget, \$7,500-\$10,000



Examine Emerald Hill lease and make determination of Society's objectives for use in consultation with City of Westminster

Timeframe, 2023
Lead, Executive Director/Board Chair/Board/
Space Planning Committee
Projected Budget, Low Impact



Clear Cockey's third floor to make ready for future use, explore possibility student history paper archive in honor of Mike Eaton to replace bedroom furniture

Timeframe, 2023
Lead, Executive Director/Properties Committee/
Space Planning Committee
Projected Budget, \$5,000-\$7,500



Create & Implement Temporary Exhibits Plan

Timeframe, 2023
Lead, Curator/Exhibits & Collections Committee/
Space Planning Committee
Projected Budget, \$5,000-\$10,000



	COMMENCED	IN PROGRESS	COMPLETED
<p>Reestablish seasonal and anniversary exterior decorating schedule for campus buildings Timeframe, 2023 Lead, Outreach and Events Director/Properties Committee Projected Budget, \$1,000-\$2,000</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Complete Kimmey Bookshop remodel/relaunch and align Shop web presence with Bookshop objectives Timeframe, 2023 Lead, Outreach and Events Director Projected Budget, \$1,500-\$3,000</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Begin draft development of an Interpretive Plan for Sherman-Fisher-Shellman House second floor Timeframe, 2024 Lead, Curator/Exhibits and Collections Committee/ Properties Committee/Space Planning Committee Projected Budget, \$5,000-\$7,500</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Audit all directional and informational signage and install new wayfinding on HSCC campus in accordance with City guidelines Timeframe, 2024 Lead, Executive Director/Board Chair/Properties Committee/ Space Planning Committee Projected Budget, \$5,000-\$10,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Complete Gardens donor recognition signage project Timeframe, 2024 Lead, Properties Committee Projected Budget, \$2,500</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENCED

IN PROGRESS

COMPLETED

Walkway hardscaping around HSCC buildings and parking lot repair (if in line with long range campus plans)

Timeframe, 2024

Lead, Executive Director, Space Planning Committee, Properties Committee

Projected Budget, \$125,000-\$150,000



New Windsor Man and Ox Cart Early 20th Century
(New Windsor Museum Collection)



Funds

HSCC stewards several project fund accounts designated for special initiatives. Contributions of any amount can be made to support these projects.

Collection Care and Conservation Fund

Shellman Preservation Fund

Exhibits Fund

Outreach and Education Fund

Sophia Jean Brown Hall Fund (General Support)

Digital Library Fund (Pledges Committed)

The Society also maintains investment funds to support mission-critical operations. Reach out to HSCC to discuss a variety of options for contributing to these funds.

Endowment Fund (Interest utilized for Operational Support)

ShIPLEY Endowment Fund (utilized for Shellman Support)

Operating Fund (Rainy Day Support)



School Tour of Shellman 2023



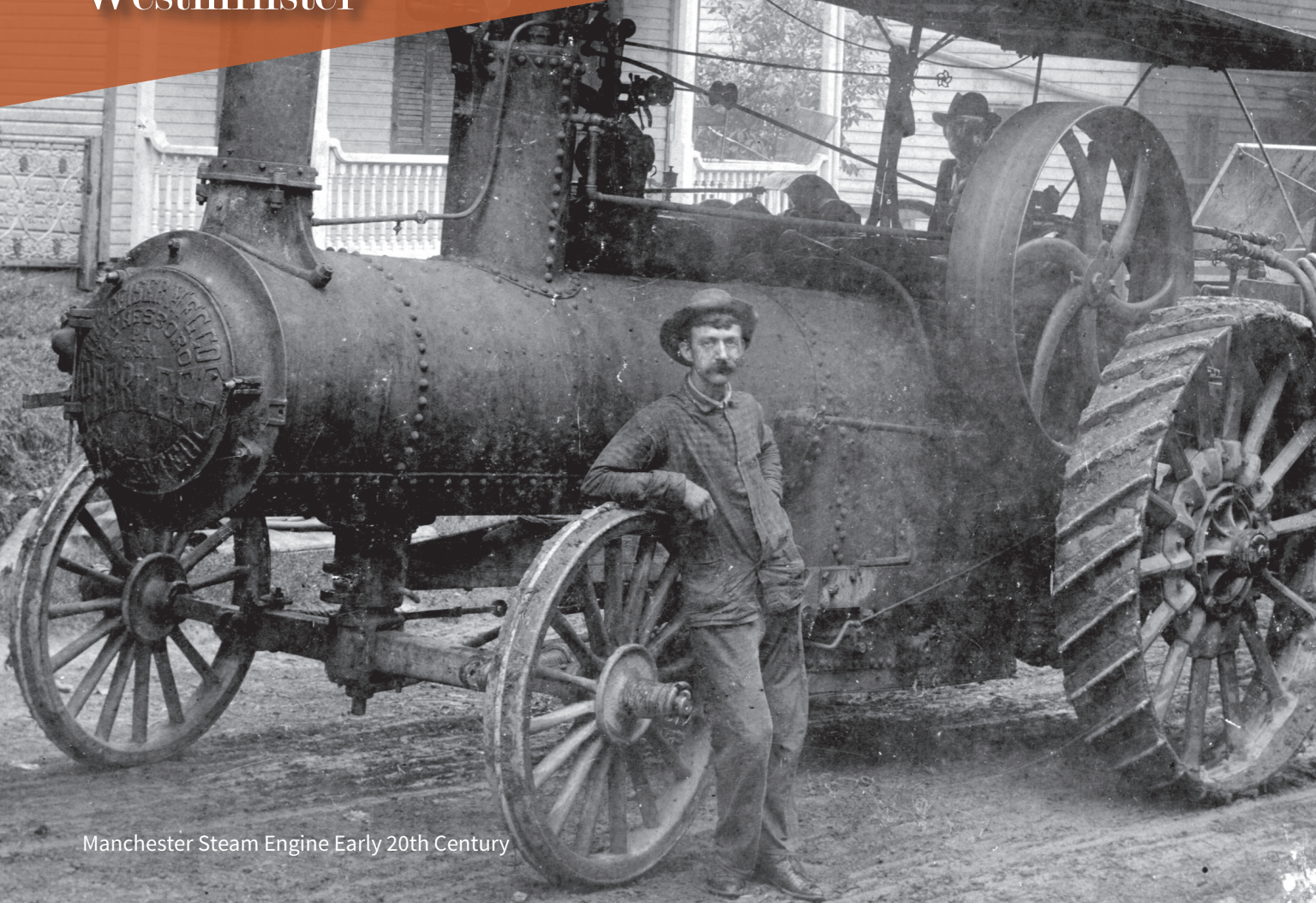
Key Fact:

The society is a 501(c)3 private educational organization with 500+ members

Key Fact:



Caretaker of three historic
properties in downtown
Westminster



Manchester Steam Engine Early 20th Century

Goal 3: Ensure Financial Sustainability

Goal Summary: The Society's mission will be enhanced through strategic growth of programs and services. In order for this growth to be maintained, financial capacity must increase. Philanthropic support must go hand-in-hand with a Society-wide culture of service towards the community, donors, members and patrons based on trust, transparency and a collective commitment to mission.

Key Objectives:

- Completion of a long-term budget forecast to incrementally increase the Society's operational budget.
- Secure funding for expanded HSCC paid staff to meet the demands of increased programming and services and align all staff duties and assignments to meet requirements of current and future plans.
- Maintain implementation of best financial practices and standards across all operations.

Action Items:

	COMMENCED	IN PROGRESS	COMPLETED
<p>Create Strategic Action Plan video with community testimonials with production firm Timeframe, 2023 Lead, Executive Director/Development Committee Projected Budget, \$5,000-\$7,500</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Reevaluate HSCC rates and fees for operational-related services (research fees, tours membership etc.) Timeframe, 2023 Lead, Executive Director/Outreach and Events Director/Curator/Library Committee/Program Committee Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Review staff job descriptions and evaluation procedures and create staffing plan aligned with long-term budget planning Timeframe, 2023 Lead, Executive Director/Executive Committee/Board Projected Budget, Low Impact</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>Conduct an internal review of all vendor invoices to determine rebidding feasibility Timeframe, 2023 Lead, Executive Director/Finance Committee Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Develop and promote HSCC's paid Intern and Scholarship Opportunities Timeframe, 2023 Lead, Outreach and Events Director/Outreach Committee Projected Budget, \$500-\$1,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	COMMENCED	IN PROGRESS	COMPLETED
<p>Develop position descriptions for two new part-time staff positions</p> <p>a. Librarian/Historian b. Collections Assistant</p> <p>Timeframe, 2024</p> <p>Lead, Executive Director/Board Chair/Board/Executive Committee</p> <p>Projected Budget, \$25,000-\$35,000 (if hiring proceeds)</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Revamp business membership program</p> <p>Timeframe, 2024</p> <p>Lead, Executive Director/Development Committee/Outreach Committee/Board</p> <p>Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Review Board term limits, seat availability and fundraising roles and responsibilities</p> <p>Timeframe, 2024</p> <p>Lead, Executive Director/Governance Committee/Board</p> <p>Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Move HSCC to a calendar year from a July 1-June 30 Fiscal Year</p> <p>Timeframe, 2024</p> <p>Lead, Executive Director/Finance Committee/Board</p> <p>Projected Budget, \$2,500-\$4,000</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Develop multi-year Gala Fundraising Strategy with Gala and Development Committee</p> <p>Timeframe, 2024</p> <p>Lead, Executive Director/Development Committee/Gala Committee/Ad-Hoc Space Planning Committee</p> <p>Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENCED

IN PROGRESS

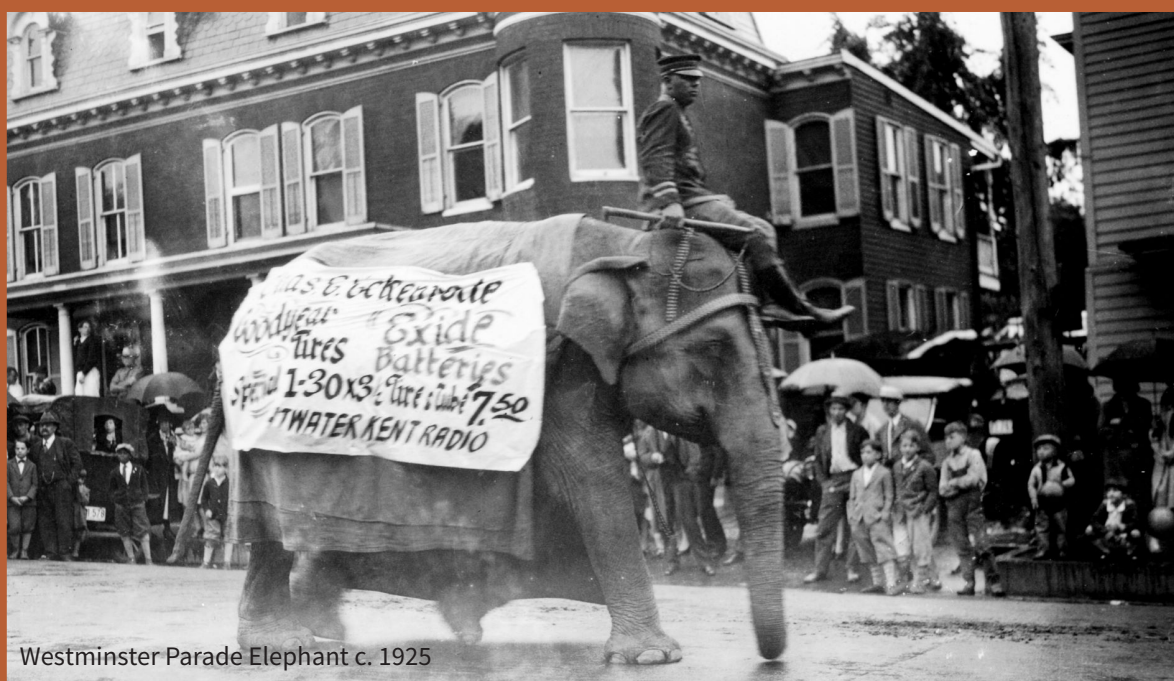
COMPLETED

Kick-off Society Golf Tournament Fundraiser

Timeframe, 2024

Lead, Executive Director/Development Committee/
Ad-hoc Golf Planning Committee

Projected Budget, Low Impact



Westminster Parade Elephant c. 1925

Committees

STANDING COMMITTEES:

Development Committee

Douglas P. Velnoskey

Executive Committee

Lynn Wheeler

Exhibits and Collections Committee

James Shriver

Finance Committee

Tyler Codd

Governance Committee

Charles Fisher, Jr.

Library Committee

William Palm

Outreach Committee

Debbie Leazer

Programs Committee

Lynn Wheeler

Properties Committee

William Palm

Publications Committee

Frank Batavick



Library Research Volunteers 2023

EVENT AD-HOC COMMITTEE:

Bluegrass, Bourbon and Bocce

Jennifer Munch

Legacy Gala

Debbie Leazer

Lynn Wheeler

Space Planning Committee (needs to be formed!)

Golf Tournament Fundraiser Committee (needs to be formed!)

Sam Greenholtz



Car novelty wind-up toy from
HSCC Collections c. 1910

Goal 4: Expand Care & Access to Collections and Historical Resources

Goal Summary: Carroll Countians have many stories to tell and HSCC must provide the means to make this possible. Currently, HSCC cannot physically expand its exhibit or historical program offerings, and the vast majority of its collections (exceeding 45,000 items) are locked away in storage. Although there are many details to iron out, we believe that with the community's help and the Society's perseverance, the Society can successfully complete a campaign that is appropriately scaled for HSCC's immediate and long-term needs. In the meantime, care and access to collections can be enhanced through obtainable action steps.

Key Objectives:

- Market HSCC's 85th birthday in 2024 to bring greater awareness to the public about HSCC's collections, historical resources and mission.
- Evaluate capital campaign options and costs for the expanded care, exhibition and interpretation of the Society's collections by the close of the Plan.
- Expedite immediate collections care, access and interpretation with increased Exhibits and Collections Committee activity and engagement .

Key Fact:



Steward of
over 45,000
objects
including rare
books, art,
manuscript,
artifacts and
ephemera



Margaret E. Buckey Quilt, 1857

Action Items:

	COMMENCED	IN PROGRESS	COMPLETED
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Complete install of archival database in library for search access for patrons and volunteers

Timeframe, 2023
 Lead, Executive Director/Curator and Library Committee
 Projected Budget, \$1,000



Write Collecting Plan to pinpoint collecting objectives to increase collections depth and diversity and limit collecting redundancies

Timeframe, 2024
 Lead, Curator/Exhibits and Collections Committee
 Projected Budget, Low Impact



Finish Emergency Buildings and Collections Preparedness Plan

Timeframe, 2024
 Lead, Curator/Properties Committee
 Projected Budget, Low Impact



Develop and Launch Digital History Library through Request for Proposal Process

Timeframe, 2024
 Lead, Executive Director/Staff/Ad-Hoc Committee
 Projected Budget, \$30,000-\$50,000



Update Photographic Reproduction and Distribution Policy and Fees

Timeframe, 2024
 Lead, Executive Director/Curator/Library Committee
 Projected Budget, Low Impact



	COMMENCED	IN PROGRESS	COMPLETED
<p>Review Collections Management Policy and update <i>as needed</i> according to AAM Standards and Best Practices</p> <p>Timeframe, 2024 Lead, Curator/Exhibits and Collections Committee Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Gather informal feedback from historical organizations in county regarding shared storage space concept and feasibility</p> <p>Timeframe, 2023 Lead, Executive Director/Curator/Exhibits & Collections Committee/ Space Planning Committee Projected Budget, Low Impact</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Form Capital Campaign Committee for initial analysis of campaign strategy and review report from Space Planning Committee</p> <p>Timeframe, 2024 Lead, Executive Director/Board Chair/Board Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Explore capital expansion options with architects, designers, industry-specific experts and local and state regulators and representatives</p> <p>Timeframe, 2024 Lead, Capital Campaign Committee/Space Planning Committee/Executive Director/Board Chair/ Designated Committee Chairs Projected Budget, Low Impact</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMMENCED

IN PROGRESS

COMPLETED

**Development Committee to help inform Capital Campaign
Committee of campaign feasibility in close consultation
with Board of Trustees**

Timeframe, 2024

Lead, Development Committee/Development Chair/
Executive Director/Board Chair

Projected Budget, TBD



**Develop Communications and Marketing Strategy for Capital
Campaign in tandem with Board approval of
Capital Campaign plans**

Timeframe, 2024

Lead, Executive Director/Board Chair/
Capital Campaign Committee/Marketing Consultants

Projected Budget, TBD



Initiate public-facing roll-out of Capital Campaign plans

Timeframe, 2025

Lead, Executive Director/Board Chair/Development Chair/
Capital Campaign Committee

Projected Budget, TBD



Now's the time to become a member!

With the roll-out of the Society's 3-Year Strategic Action Plan, there is no better time to join the Society or pass on the gift of membership to a friend or family member. Membership is affordable and meaningful. Business memberships are also available.

All memberships include:

- Subscription to *The Courier* newsletter to keep current with Society news & upcoming event information
- Subscription to the *Carroll History Journal*, featuring original and scholarly articles about unique aspects of county history
- Free use of the research library's genealogical sources, archival news articles, books, and historical manuscripts
- Free admission for tours at the Sherman-Fisher-Shellman House Museum and exhibits
- Invitations to Annual Meeting, special events, education programs, exhibit openings, lectures, workshops and more
- Discounted admission to *Box Lunch Talks* and other events
- Discount on purchases at the Kimmey Bookshop

The easiest way to join now is to visit the Society's membership page at <https://hsccmd.org/get-involved/membership/> If you are already a member, there is nothing more to do. Thank you!

Want to join or have questions? See below!



Bluegrass, Bourbon & Bocce Attendees 2022

Name:

Email:

Telephone:

___ I would like to join the Society in support of the 2023-2025 Strategic Action Plan at the one-time 50% discounted price for *the first year*. (Enclosed is my payment. See pricing on Jason's cover letter.) (If paying online you will note the special discounted price – enter STRATEGICACTIONPLAN)

If providing the membership as a gift, please include recipient name and address here:

___ I am not sure of my membership status as an individual or business member. Please email me more information about my membership status (want to save a stamp? Email us at info@hsccmd.org to obtain your membership status)