



## Social History Curators Group Forward Plan 2015-2017

The Social History Curators Group (SHCG) was formed in 1983 to improve the status and provision of social history in museums and the standards of collections, research, display and interpretation.

The group became a charitable incorporated organisation in 2014 with the following charitable object:

To advance the education of the public in heritage, science and the arts advancing standards of social history curatorship by encouraging better care, management, research and development of collections and delivery of improved use, access and interpretation of museum and related collections through public-facing outputs such as events, exhibitions, participative projects for the benefit of the public.

Registered Charity No. 1157994

Scottish Charity Register No. SC045254

### **Vision, Mission and Aspirations**

To coincide with becoming a charity, in 2014 we created a new vision for the group:

*Together; we will strengthen and transform social history in museums*

We defined the group's mission as follows:

*SHCG supports practitioners by championing innovation, advocating the value of social history curatorship and supporting inspirational practice in museums and community heritage venues.*

And we developed seven aspirational goals which we wanted our Forward Plan to focus on:

1. Widen and diversify the membership
2. Create a bursary scheme to support professional development
3. Create a Professional Development scheme
4. Increased partnership working
5. Increasing our profile and change perceptions about SHCG
6. Increased numbers and diversity at conference
7. Raise the standard of Journal *Social History in Museums*

### **How does SHCG function?**

SHCG is a registered charitable incorporated organisation with an elected committee of 12 trustees and a written constitution. Any member of SHCG is eligible to stand as a trustee and elections take place at our AGM, held as part of the annual conference. All trustees work on a voluntary basis and usually undertake a particular role.

This forward plan sets out not only the activities required to help us achieve our 7 aspirations listed above, but also the ongoing tasks involved in keeping the group running effectively. This is to ensure that the capacity of our trustees is reflective of their voluntary role and realistic to achieve their targets (both ongoing and aspirational).

### **What Does SHCG Do?**

**Organises** an annual conference at which a current theme is considered in depth through papers, case studies, visits and workshops.

**Publishes** an annual journal, Social History in Museums, with papers on current research and new projects. It also includes reviews of new exhibitions and new writing in social history.

**Produces** SHCG News, a regular newsletter which includes short articles, reviews and training opportunities.

**Provides** affordable one or half day training seminars.

**Campaigns** on current issues which concern members at regional and national level.

**Supports** our members to produce informed, engaging and innovative social histories in museums.

Much of our activity remains the same from year to year. Below is a summary of the main tasks of each trustee:

<b>Committee role</b>	<b>Target</b>	<b>Measure/standard agreed</b>	<b>Owner 2015/2016</b>
<b>Chair</b>	Lead the group with future strategy	Review forward plan every year	CN
	Chair committee meetings	4 a year (including AGM)	CN
	Represent SHCG externally	First point of contact for any press enquiries, coordinate response to consultations, develop partners	CN
	Be a member of firstBASE committee	Attend meetings and bridge between two committees	CN
<b>Secretary</b>	Record minutes of committee meetings	4 a year (including AGM)	ML
	Ensure requirements of Charity Commission are met	Ensuring minutes are published and the return of Annual Report and Accounts	ML
	Manage enquiry email address	Responding to emails sent to <a href="mailto:enquiryshcg@gmail.com">enquiryshcg@gmail.com</a> in a timely manner	ML
<b>Treasurer</b>	Keep accounts of organisation up-to-date	Produce monthly bank reconciliations. Ensure our activities are paid for and income received as necessary.	JK
	Arrange annual Independent Examiner's Reports	Liaise with external accountant annually in advance of AGM	JK
<b>Membership secretary</b>	Manage membership database	Ensure new members are recorded, contact details are kept up-to-date and remove members who no longer pay.	AB
	Manage membership payments	Working with Treasurer to manage payments from members, including invoicing and standing orders	AB
	Support the distribution of SHCG publications	Work with newsletter and journal editors to distribute publications	AB
<b>Conference organisers</b>	Develop and organise annual conference for members	Organise venue and speakers for conference to cater for development needs identified by our membership	JC VS
	Evaluate conference through surveys and compile resources to put online	Ensure surveys are sent out to both attendees and non-attendees to feed into future conferences and put content on website to broaden the reach of content to more of our	VS JC

		members	
<b>Seminar organisers</b>	Develop and organise training seminars for members	Organise venue and speakers for training days to cater for development needs identified by our membership	CC HT
	Evaluate seminars and compile resources to put online	Ensure evaluation is completed at every training session to feed into future seminars and put content on website to broaden the reach of content to more of our members	CC HT
	Manage object lessons boxes	Oversee loan of boxes to organisations	HT
<b>Newsletter editor</b>	Prepare content for SHCG newsletter	Commission content, liaise with contributors and edit articles.	EH
	Distribute newsletter to membership	Liaise with membership secretary to distribute print and digital newsletter to members	EH
<b>Journal editor</b>	Prepare content for Social History in Museums	Commission content, liaise with contributors and edit articles.	HM-S
	Distribute journal to membership	Liaise with membership secretary to distribute print and digital journal to members	HM-S
<b>Web editor</b>	Manage and maintain SHCG website	Ensure news is up to date and links and contact details are current.	EC-W
	Manage and maintain social media presence	Regularly update social media with information about group to encourage followers and broaden reach of group.	EC-W
	Manage and maintain the JISCMail email list	Respond to requests to be added to the list, moderate content (where necessary) and maintain email list to ensure it contains only current members	EC-W
<b>Marketing Officer</b>	Investigate ways of increasing awareness of SHCG	Develop and implement a marketing plan and create material to publicise SHCG	JH
	Target new members	Market SHCG through MDOs and regional feds to encourage new members	JH
	Build partnerships for our projects	Find organisations to tie in with conference and seminars.	JH

Beyond these regular activities of the organisation, we have the following aspirations and targets for the coming couple of years (2015-2017):

<b>Aspirations</b>	<b>Target</b>	<b>Measure/standard agreed</b>	<b>Date for completion</b>	<b>Owner</b>	<b>Others</b>
<b>Widen and diversify the membership</b>	Target students on museum studies courses	Trial offering free membership until April to students of MS courses	October 2016	Marketing officer/ Membership officer	
	Target AMA support groups	Email AMA support groups to publicise SHCG membership and conference	April 2016	Chair	ALL
	Target smaller museums	Push marketing at MDOs with access to volunteer run museums	October 2016	Marketing officer	
<b>Develop profile and change perceptions</b>	Encourage membership beyond "Social History Curators"	Produce marketing to explain what the group can offer/who we cater for	June 2016	Marketing officer/ Chair	News Editor
<b>Raise the standard of Journal</b>	Make the journal more academic and reflective	Trial guest-editing of the journal	May 2017	Journal Editor	
<b>Professional development offer</b>	Increase seminars and consider developing online resources	Return to at least two seminars a year to support our members and provide resources online	To rise to 2 seminars by December 2016 and then ongoing	Seminar Organisers	Web Editor
	Build website content	Introduce case studies and increase training content online	Following conference in June 2016	Web Editor	
	Develop firstBASE resources	Work on new content to add to firstBASE	September 2017	firstBASE	
	Networking opportunities	Develop some networking events (drinks, meet-ups, museum show-off etc)	April 2017	ALL	
	Ensure opportunities to be on SHCG committee are well-publicised	Email AMA support groups to publicise trustee elections	April 2016	Chair	

	Encourage start-of-career professionals to contribute	Encourage more first-time speakers at conference and seminars	June 2017	Conference and seminar organisers	
<b>Increase numbers and diversity at conference</b>	Market our conference beyond standard audiences	Develop marketing conference internationally and target museum freelance networks	May 2016	Conference organiser	ALL
<b>Create a bursary scheme</b>	Encourage students/unemployed to attend conference	Fund two free places to conference in 2016	June 2016	Conference organiser	Treasurer
<b>Increase partnership working</b>	Investigate other organisations to team up with on our activities	Find new partners (e.g. similar to SHARE and Yorkshire Fed) to work together on seminars and conferences – e.g. collections trust?	April 2017	Seminar organiser	Marketing Officer
		Investigate potential of joint projects with other SSNs	April 2017	Chair	