



**SASKATCHEWAN
AFRICAN CANADIAN
HERITAGE MUSEUM INC.**

Community Three-Year Plan

Looking forward 2014 to 2016

TABLE OF CONTENTS

Who is SACHM?	3
Mandate	3
Vision.....	3
Mission	3
Values.....	3
Where is SACHM going in the next three years?	3
Objective 1	3
Objective 2	4
Objective 3	4
Objective 4	4
Key actions for next three years	4
Background information on the planning process for this community plan.....	4
What challenges does SACHM want to address in the next three years?	4
SACHM has identified three key areas of focus.....	5
1.Maintain and develop the website which contains our news, histories and the Virtual museum.....	5
2. Enhancing the Virtual Museum, was identified as a priority for SACHM to undertake.....	5
3. SACHM sees a critical need to establish a coordination process to bring greater clarity to its operations.....	6
Actions that SACHM will take to ensure the plan is executed	6
How will we measure the results of the UCAS’s actions?	7
Periodic Review and the planning cycle.....	7
Communications	8
We want to employ strategies that engage our audiences by using the following tools or assets:.....	8
We want to celebrate our achievements with	8
How	8

Community Three-Year Plan

Who is SACHM?

Mandate

The Saskatchewan African Canadian Heritage Museum (SACHM) Inc. is a provincial organization whose primary purpose is to celebrate, explore, research, document and preserve the history, heritage and contributions of people of African ancestry. It is dedicated to helping people of African ancestry preserve and gain access to information about their history, appreciates their heritage and recognize the contributions that African descent individuals have made in Saskatchewan.

SACHM also endeavors to raise public awareness of the role people of African ancestry played in settling and developing the province as well as their ongoing contributions as responsible community members and active citizens.

Vision

Equal partners in the heritage and development of Saskatchewan.

Mission

To research, collect, preserve, and undertake public education on the contributions and achievements of people of African descent in Saskatchewan.

Values

Inclusion and the celebration of diversity equality of human dignity and opportunity, perseverance and contributions growth through the grace of God.

Where is SACHM going in the next three years?

Over the next three years, SACHM has identified four objectives to pursue:

Objective 1

To help people of African ancestry gain access to information about their history, appreciate their heritage and recognize the contribution that their ancestors have made to Saskatchewan as well as the many contributions subsequent generations have made and are making to their communities and to the province.

Objective 2

To ensure that people of African ancestry are included in activities and portrayed in a positive manner in the multicultural mosaic of the province and to demonstrate through action the principles of inclusion, equity, dignity, and respect by means of constructive collaboration with Saskatchewan's multicultural community.

Objective 3

To promote and foster greater understanding of African heritage and to enhance inclusion, equity, and equality for all people throughout society by undertaking projects and activities that inform, educate and in some cases, entertain.

Objective 4

To strengthen the capacity of SACHM to be a repository for historical and heritage information and be a catalyst for strengthening attitudes, behaviours, understandings, policies and programs that support equity, equality, dignity, inclusiveness, hope and diversity.

Key actions for next three years

In 2014, SACHM reviewed its community plan. There are the key actions to undertake in next three years to achieve SACHM's vision. This plan constitutes the results of that review process.

Background information on the planning process for this community plan

The facilitated planning process is an informal process where SACHM reviews the progress of the organization and establishes some key actions for the next three years. As well, the process provides an opportunity to evaluate and reaffirm aspects of the strategic planning process for SACHM.

What challenges does SACHM want to address in the next three years?

- We need to increase our volunteer base – each board member to commit to adding 10 volunteer hours per year by bringing other volunteers on board.
- We need to do more fundraising – establish the two events: Black History Month and the Family Walkathon as our two major fundraising events.
- We need to increase our membership – increase four families per year to a total of 30 by year three.
- We need to seek out more sponsors – each board member to approach one sponsor per year.

- We have challenges, but we have as many opportunities!

SACHM has identified three key areas of focus

1. To maintain and develop the website which contains our news, histories and the Virtual Museum.

The key action here is to develop a technical capability to populate, manage and update the site from a technical and information standpoint. SACHM will implement this element by the following action: employ professional technical contractors to work with key volunteers who have the historical, cultural and community knowledge.

In an earlier workshop participants shared additional thoughts necessary to trigger this change:

- Work with educational institutions
- Involve others
- Access more grants to update the website
- Engage our community more
- Establish committee chairs
- Partner with key organizations such as the Roughriders.

Timelines: End of year one – Current website pages all updated; end of year two – funding for permanent website maintenance; end of year three – continue updates.

2. Enhancing the Virtual Museum, was identified as a priority for SACHM to undertake.

The key action here is to speed up the collection and organization of artifacts that would make up the Virtual Museum. In a future forward thinking process the group entertained the idea of engaging a Curator. However the group currently the task at hand is to collect artifacts for the museum itself. In order to do this, SACHM wants to engage the services of an artifact technician to work with community members to gather the appropriate materials for input in the Virtual Museum.

In an earlier workshop participants shared additional thoughts necessary to trigger this change.

- We want the data to show more of our community and personal achievements.
- We want to engage young people in maintaining the site with current information from our communities.
- We want to our current community events to be on the site, so it is relevant and usable.
- The site should have key anniversaries listed 10th and 100th etc.
- The site should involve more children and youth.

- SACHM would continue developing a children’s book.
- We want to cooperate with the University of Regina.
- We want to use Facebook, Twitter, Instagram and other social media tools so it is interesting for all.
- SACHM is recognized internationally and has links to many relevant organizations.
- SACHM would develop strategies that allow people to own the museum.

Timelines: End of year one – All pictures and updates of existing profiles completed; end of year two – Saskatchewan Roughriders page launched; end of year three – “Firsts” page added all information available.

3. SACHM sees a critical need to establish a coordination process to bring greater clarity to its operations.

The key action is to engage a higher level of expertise beyond what volunteers can provide. SACHM needs professional coordination.

SACHM wants to have a complete calendar of events with the necessary paid staff to implement these activities. It was agreed SACHM and its various activities have moved beyond what volunteers can manage by themselves.

In an earlier workshop participants shared additional thoughts necessary to trigger this change:

- Involve more people, particularly organizations, new immigrants, and young people

Timelines: End of year one – part-time coordinator hired for Membership, September and February events; end of year two – full time coordinator hired; end of year three – continue with coordinator.

Actions that SACHM will take to ensure the plan is executed

The Board of Directors will undertake to support its overall plan, its relevance in the community, and by taking the following initiatives:

- Network with key interagency committees operating in Saskatchewan to stimulate, collaborate and cooperate in community dialogue on issues affecting African Canadians in Saskatchewan
- Seek support from our elders and community spiritual leaders for our strategies and plans
- Follow up with political leaders regarding the changes they want to see for our community
- Continue to talk to public servants from all levels of government regarding our plans and priorities

- Attend selected public events to share our vision and plans
- Communicate informally and formally to all key stakeholders about our vision and strategies
- Encourage future staff to share our Priorities and Strategies with other agencies
- Share our priorities and strategic plans with media and interested stakeholders
- Share our successes with key stakeholders
- Utilize our project committees as part of this implementation process.

How will we measure the results of the SACHM's actions?

- Analyze feedback processes within SACHM
- Evaluate stories in the media about our successful projects
- Assess feedback we receive from our stakeholders
- Share successful project results
- Develop anecdotal stories we hear from a wide range of sources
- SACHM projects that are supported by multiple funding sources
- Review unsolicited support from the wider community and others for our Priorities, Outcomes, and Strategic Directions
- Develop new partnerships for our Priorities, Outcomes, and new initiatives

Periodic Review and the planning cycle

SACHM is committed to an annual planning cycle. How will this be done?

- The Board will meet regularly to review its directions and actions and adapt new evolving priority areas, as needed
- The Board will deploy resources to support its need for current information, to increase its skills set, to facilitate further planning needs, and to increase its liaison with members living in Saskatchewan and
- The Board will continue its liaison process with key community members, agencies, politicians and individuals to be informed of changing circumstances.

Communications - Overarching goal

We see a need to have the public understand our community and its efforts/contributions. In a recent workshop SACHM members shared additional thoughts on communicating with Saskatchewan people.

We want to employ strategies that engage our audiences by using the following tools or assets:

- Public Service Announcements
- Social media
- Newspapers
- Flyers and radio
- One-on-one contact with each member, other aligned groups and individuals to encourage membership
- Creating products such as brochures and other materials

We want to celebrate our achievements with:

- Our members
- Our sponsor/partners such as MCOS, SaskCulture, and other organizations

We want to engage our supporters:

- By engaging possible supporters from the following organizations in face-to-face meetings:
- Churches, schools
- African organizations
- Service clubs such as the Kiwanis
- Roughriders and other key organizations where African Canadians are making a contribution

Timelines: End of year one – update brochures and fact sheets; end of year two – join Facebook; end of year three – consider Twitter and other communication tools.

Appendix B

At an earlier stage, a member of SACHM drafted the following overview (Appendix B) by Lynn Minja

<i>Media</i>	X	X	X				X	X	X		X	X	X	X	X		X	X			X		X					X			X	X
<i>Special Interest Groups/Partners</i>	X	X	X				X	X	X		X							X	X	X		X	X	X	X			X			X	X
<i>Youth - Individuals and Youth Groups</i>	X	X	X		X	X	X	X	X		X			X				X	X	X	X	X	X	X			X					X
<i>Schools</i>	X	X	X					X	X								X	X		X				X			X					X
<i>Employers</i>	X	X	X					X	X									X		X				X			X					X
<i>Public</i>	X	X	X				X	X	X		X	X		X			X	X	X			X		X			X			X	X	X
<i>Visitors, tourists</i>	X							X	X				X				X		X					X			X					X