

Re-envisioning
the
Westchester County Veterans
Museum



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Lasdon Park Curator
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Strategic Direction Timeline

- The start of this timeline depends on when renovation of the house is completed.

2023

- Find replacement for Mark Tolf.
- Prepare storage rooms to receive museum collections when they are returned to the house.
- Conduct museum quality inventory of collection as it is returned to house inc. tagging and photographing everything. When complete, update existing museum records which may last through 2024.
- Identify strengths and weakness in the collections for future exhibits themes and research.
- Develop exhibit to re-open museum July 4 weekend inc. immersive experience in west room and "Pop-Up" teaser for Visitors Center.
- Make plans for two exhibits 2024.
- Develop and begin implementing educational and revenue producing programs for small groups such as Boy Scouts.

2024-2029

- With re-establishment of the museum, work on increasing visibility to make museum a specific destination with goal of increasing attendance.
- With 25th anniversary of the opening of the museum on May 30, launch capital fundraising plan to either expand or build a new museum. Plan on 5-10 years of fundraising to build and open new museum on either 30th or 35th anniversary.
- Continue developing educational programs and revenue producing programs.
- Re-landscape around the existing museum to make it more visually appealing.
- Work on getting an actual budget line for the museum.

2030-2035

- If a new building is constructed or present building is expanded with more exhibit and storage space plus educational space, begin re-envisioning process again.

WESTCHESTER COUNTY VETERANS MUSEUM – SWOT ANALYSIS

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- 100,000 Veterans in Westchester County to support museum
- A facility within the WC Parks department
- Location – many people stop by going to and from the Dinosaur Garden
- * Compelling stories

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- No specific budget line/ Very limited revenue
- Lack of visibility as a destination distinct from Lasdon Park
- No succession plan
- Poor collection storage
- Lack of proper museum Collection care inc. inventory that reflects best Practices
- Lack of collection research/scholarship
- * No plans for the future

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- Ability to develop compelling in-house exhibits
- Ability to use tech for virtual reality and podcast interpretive possibilities
- With 25th anniversary in 2024, opportunity for capital fundraising to expand building or build new one
- Link Vets museum with green horticultural team and horticultural therapy
- Connect with trail of Honor and Chapter 49
- *Link with FLPA plans

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- Passing of WW II and Vietnam Vets – prime audience
- No interest or awareness of museum by younger vets
- County official deciding no need for museum/ different use for building
- No longer politically acceptable to have a Veterans Museum

MISSION – To tell the service story of Westchester County Veterans

VISION – Never forget

As of Aug. 21, 2022

WESTCHESTER COUNTY VETERANS MUSEUM

2023 Issue-Based Strategic Plan

Issue #1: Staffing

Problem: Mark Tolf is moving away early 2023
Goal: Hire hourly replacement
Actions: * See if Mark knows anyone who can replace him
* Utilize Indeed and other social media job listings to recruit
Evidence of Success: Have replacement hired when Mark leaves

Issue #2: Collection Care

Problem: Collection care does not reflect best practices of museum field
Goal: Upgrade collection care
Actions: * Set up available storage area as conservational as possible in the Main House Jan. 2023
- Block light from windows to reduce UV damage
* Conduct museum quality inventory of collection as it is returned to the Main House for storage
* Photograph and tag all objects with accession numbers
* Create accession and catalogue cards on Past Perfect for collection records
Evidence of Success: Collection is inventoried, photographed and tagged by end of 2023 and accessioning has begun

Issue #3: Re-opening the Museum

Problem: Need to open museum
Goal: Re-establish museum as engaging destination
Actions: * Develop exhibit plan for eastern room
- Rotating permanent collection objects?
- Re-install as it was before museum closed?
- Use as extension of main gallery exhibits?
- Use as workshop/educational space for small groups?
- Use as studio for producing on-line museum program?
* Plan, create and install first exhibit by July 4th
- Decide if there will be any related educational programs and develop
* Create immersive experience in west room
Evidence of Success: Visitors can come into the museum and see exhibits

This plan is specifically for 2023 and should be revisited mid-2023 to develop a plan that will address lack of budget line, new sources of revenue and need for museum building expansion or new building.

Westchester County Veterans Museum Curator

JOB DESCRIPTION

* Daily operation and maintenance of a small veterans museum located in Lasdon Park, Katonah, NY.

EXAMPLES OF WORK

- Develops and installs 2 exhibitions a year
- Plan talks or workshops or programs for the general public and organized groups
- Interprets the exhibitions and collections for visitors to the museum
- Ensure that collection objects not on display are stored in the best condition possible
- Foster relationships with potential donors
- Keeps attendance record

KNOWLEDGE/SKILLS

- Good knowledge of US military history
- Familiarity and understanding of proper artifact handling
- Excellent public relations
- Ability to work independently

MINIMUM ACCEPTABLE TRAINING AND EXPERIENCE

- Experience in which the position involved public communication
- Experience with handling historic/antique objects
- More education, experience, or a specialty in specific fields may be beneficial.

WESTCHESTER COUNTY VETERANS MUSEUM STRATEGIC MAP FOR 2023

