

DRAFT (V1.0) – NOT APPROVED

Strategic Plan of the National Association of Watch & Clock Collectors, Inc. (“NAWCC”) 2010 – 2013

Purpose of Plan

To guide the board of directors, management, professional staff, and volunteers in the fulfillment of NAWCC’s mission and movement toward NAWCC’s vision.

NAWCC’s Mission

To encourage and support the art, heritage, and science of horology (timekeeping) through our members and chapters, and the public.

NAWCC’s Vision

NAWCC is a global leader in disseminating knowledge about the art, heritage, and science of time and timekeeping.

The Plan for 2010 Through 2013 (not yet prioritized)

Goal A: Provide and facilitate educational, training, and research opportunities for the benefit of NAWCC members and the public.

Objectives:

1. Develop the Ward Francillon Time Symposium into a viable premiere educational opportunity
2. Provide accessibility to NAWCC’s educational assets
3. Develop beginner level educational content, especially across Internet venues
4. Continue to develop the NAWCC School of Horology for professional watchmakers and clockmakers
5. Partner with other organizations to share educational content
6. Improve, expand, and promote the Field Suitcase Workshop program, and non-diploma workshops at the School of Horology and elsewhere
7. Improve and expand the educational content at national conventions and regional meetings
8. Develop youth programs and services

Goal B: Encourage, train, and provide for preservation of horological artifacts for future generations.

Objectives:

1. Develop workshop programs on preservation for use at the chapter level
2. Investigate the funding of museum and library scholarships
3. Develop a collection of modern watches at the National Watch & Clock Museum (“NC&WM”)
4. Complete the accreditation of the NW&CM and library
5. Collaborate with horological museums and libraries
6. Develop, implement, and assess the effectiveness of how-to programs on preservation, conservation, and repair, using a variety of venues
7. Capture members’ knowledge that currently exists only in oral form

Goal C: Publish both scholarly and basic horological works in a variety of venues for NAWCC members, the public, and for posterity.

Objectives:

1. Extend published works to multiple formats, media, and venues
2. Support external sources of horological works, including literature reviews
3. Investigate and evaluate new sources of horological works
4. Collaborate with other organizations with regard to changing/modernizing formats and venues of already published horological works

Goal D: Provide for, encourage, and facilitate horological information and artifact exchange using a variety of virtual and physical venues.

Objectives:

1. Make national conventions and regional meetings more attractive to all
2. Provide additional venues for collecting and trading artifacts
3. Level the playing field for traders
4. Digitize archival library material
5. Provide recognized courses for appraisers
6. Provide means to authenticate artifacts

Goal E: Develop a growing base of knowledgeable members who are ambassadors and stewards of horology.

Objectives:

1. Continuously seek out and address members’ and chapters’ wants and needs
2. Develop a referral system so members and the public can easily seek out experts

3. Grow NAWCC's individual and chapter membership through improved member recruitment and retention
4. Develop, implement, and assess the effectiveness of new member mentoring programs
5. Review ethical conduct policies as needed
6. Develop a training program for chapter officers
7. Improve and publicize the speakers bureau
8. Investigate easier ways to educate at the chapter level
9. Provide knowledge and guidance for public projects
10. Improve and expand rewards and recognition to exemplary members, chapters, and the public
11. Address members' and chapters' perceptions and misconceptions
12. Grow the partnering relationship with chapters

Goal F: Continuously improve the organization's tools and infrastructure to become successful in Goals A – E.

Objectives with most pressing issues listed:

1. Develop financial resources
 - a. Membership growth
 - b. Development (fundraising; grants; endowments)
2. Become better communicators
 - a. Address action items in Appendix I
3. Implement technologies useful to NAWCC
 - a. IMIS completion and cleanup
 - b. Data backup
 - c. Communications tools
4. Upgrade and maintain physical assets as necessary
 - a. The building: roof; HVAC
 - b. Additional classroom space
 - c. More and better physical storage
5. Upgrade governance and management operations as necessary
 - a. Update of bylaws
 - b. Staffing levels
 - c. Ethics for online venues
6. Employ benchmarking to compare performance with other horological institutions, museums, and libraries.

Appendix I lists communications action items as identified by the strategic planning team.

Appendix I – Communications Action Items

- Continuous communications needed
- Obtain and answer members' questions
- Conduct member research (learn about members)
- Conduct communications via multiple venues
- Send a consistent message
- Communicate the same thing multiple times
- Communications to be readable and simple
- Venue research
- Messages should be within and coordinated with chapter newsletters
- Create a newsletter for chapter officers
- New media productions
- Leadership driven
- Credible
- Feedback driven
- Result-based
- Responsive
- Notify members with progress reports