

Petersburg Battlefields Foundation (PBF)
STRATEGIC PLAN - Summary
(January 2018)

Education

Goal: Present activities and programs that educate participants about the Petersburg Campaign.

Objective: Reach out to local groups to educate them about Civil War topics and PBF.

Objective: Establish relationships with Civil War Roundtables.

Objective: Develop and promote tours and educational programs (work with the Tourism Committee).

Objective: Host a one-day symposium with speakers at a low fee including lunch.

Objective: Encourage, undertake, and/or fund new scholarship on the Petersburg Campaign.

Preservation

Goal: Preserve sites associated with the Petersburg Campaign.

Objective: Develop an intervention policy or guidelines that includes land acquisition.

Objective: Educate the board (and public?) about preservation issues.

Objective: Identify and prioritize sites associated with the Petersburg Campaign.

Tourism

Goal: Promote sites, activities, and programs associated with the Petersburg Campaign.

Objective: Enhance cooperation and coordination among existing groups by networking them together to share common challenges and pursue regional projects.

Objective: Create, print, and distribute a local guidebook of sites related to the Petersburg Campaign.

Objective: Tie together discontinuous sites with trails and consistent signage.

Resource Development

[Fundraising]

Goal: Raise funds and resources to implement these plans and activities.

Objective: Determine fundraising goals for the next one to three years.

[Public Relations]

Goal: Provide the public relations necessary to support these plans and activities.

Objective: Determine the public relations needs of PBF and its committees, then implement them.

[Outreach]

Goal: Establish good relationships with individuals and organizations with shared interests.

Objective: Establish a membership program with non-voting members.

Objective: Communicate regularly and establish relationships (and possible partnerships) with the Petersburg National Battlefield, government officials, and organizations with shared interests.

Governance

Goal: Develop the corporate infrastructure (including staffing) to support the implementation of PBF's mission and operation.

Objective: Maximize the board's membership to help fulfill PBF's mission.

Objective: Use and maintain a committee structure for more efficient operation and to address key aspects of PBF's mission.

Objective: Continue to train board members.

Objective: Leverage PBF's work with administrative assistance.

Objective: Review and propose changes to current organizational documents to better support PBF's mission and vision.

Strategic Planning

Goal: Manage PBF's strategic planning process.

Objective: Monitor implementation of the PBF's strategic plan on a quarterly basis.

Objective: Involve regional stakeholders and other organizations in the strategic planning process.

Objective: Respond to changes in scholarship, preservation, interpretation, and cultural concerns that relate to the Petersburg Campaign and PBF's vision and mission.