

Oregon-California Trails Association



Strategic Plan ARCHIVE

Revised March 5, 2010

Approved?

Oregon-California Trails Association
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Strategic Plan Archive

Introduction

The Oregon-California Trails Association (OCTA) observes its 30th anniversary of establishment in 2010. In addition to celebrating years of achievement in historic trail preservation, education, and scholarship, OCTA is using the anniversary as an opportunity to review directions for the future.

The strategic plan describes that future direction. The OCTA mission, vision, and broad goals for future achievement are included. These provide the foundation for a strategy of specific objectives and actions to be implemented. These actions are considered critical, and therefore of the highest priority, for realizing the OCTA mission.

The strategic plan is expected to have a five-year time frame and will be reviewed biennially at Board meetings to guide work plans and track accomplishments. Chapters are encouraged to review chapter goals and activities for compliance with the national association plan.

Vision

The Oregon-California Trails Association is the pre-eminent guardian and promoter of the inspirational story of the 19th century westward migration, which is unique in world history.

Mission

Our mission is to protect the Historic Emigrant Trails legacy by promoting research, education, preservation activities and public awareness of the trails, and to work with others to promote these causes.

OCTA's On-going Efforts

While highest priority actions for the next five years are included in the Strategic Plan (adopted March 3, 2007 and updated March 5, 2010), there are still other important activities that are on-going and conducted year-round and organization-wide. Many of these activities were identified during the 2006-2007 strategic planning process; some were modified in 2010. These represent the wide range of activities, all in support of the OCTA mission, undertaken by dedicated OCTA volunteer members each year.

These important on-going efforts are documented in the following tables:

ORIGINAL Goal 1: Ensure that OCTA is the pre-eminent guardian and promoter of the “inspirational” story of the 19th century westward American migration, which is unique in world history

To accomplish this goal, OCTA will:

| Objective | Action | Lead * |
|--|---|--|
| Develop and expand OCTA’S activities to raise public awareness of the importance of trail preservation and protection. | Partner with local, state, federal agencies, and private not for profit organizations, to undertake projects meeting mutual goals. | Committee Chairs* Chapters Staff |
| | Use electronic technology wherever possible to broaden scope of communication. | Chapters Committee Chairs Staff (*equal responsibility) |
| Promote and provide virtual library. COED web access availability will be included. | Partner with existing libraries, state historical societies, etc., and seek grant funding. | Internet Committee* Board |
| Increase public awareness of OCTA’s existence and relevance to foster organizational support and trail-related resource stewardship. | Develop articles and special “pull-out” sections in local and national news media. | PR/Marketing Committee* Preservation Committee |
| | Develop list of OCTA members willing to speak to groups in their locale. | Chapters* Education Committee |
| Promote trail scholarship, meeting professional history standards. | Provide funding for scholarship projects. | Board* Educational Committee Educational Publications Committee Fundraising Committee |
| | Publish research in widely-read journals, both popular and scholarly. | Publications Committee* Educational Publications Committee |
| | Feature scholarly articles on OCTA’s website. | Publications Committee* |
| Improve scope of publications to better (or more effectively) support OCTA’s programs. | OCTA executives (president, association manager, and headquarters manager) and the publications committee meet annually to discuss the general scope and focus of the publications program. | Publications Committee* Board OCTA Executives |

Goal 2. Preserve the historic emigrant trails

To accomplish this goal, OCTA will:

| Objective | Action | Lead * |
|---|--|---|
| Improve effectiveness of trails-related preservation activities. | Undertake at least one preservation project per chapter, per year, especially with new, diverse partners. | Chapters* |
| Take the lead or assist other stakeholders in the acquisition and preservation of trails-related resources. | Provide written support to stakeholders for preservation projects. | Preservation Committee* Chapter presidents |
| | Publicize threats to the trail and promote protection and prevention measures. | PR/Marketing Committee* |
| | Search out, recognize, partner with, and obtain assistance from private landowners, private not-for-profit agencies and governmental agencies from the local to the federal level that have a stake in assisting OCTA to maintain its preservation emphasis when it is desirable to do so. | Chapters* Preservation Committee |
| Support a publication program to promote the legacy of newly preserved trails-related resources. | Publicize preservation successes in newsletters and OCTA website. | Publications Committee* |

ORIGINAL Goal 3. Be recognized as the leader among historic trails partnership organizations by other historic and scenic trail organizations, and by all relevant federal agencies

To accomplish this goal, OCTA will:

| Objective | Action | Lead* |
|--|--------|-------|
| All objectives and actions are included in the Strategic Plan. | | |

Goal 4. Improve organizational and management effectiveness

To accomplish this goal, OCTA will:

| Objective | Action | Lead* |
|---|--|--|
| Enhance communication within and outside of organization for increased efficiency. | Utilize websites, chapter and national newsletter, direct mail and email in support of networking. | Staff* Board Chapters Membership |
| Increase membership to 2,500 members to increase OCTA's funding and to expand the volunteer base. | Identify what attracts members (reasons for joining, who compete with OCTA for their membership, etc.). | Staff* PR/Marketing Committee |
| | Recruit from targeted audiences – members of genealogy and trails-related groups, college students, and young families and children. | Chapters Membership Membership Committee Staff (*equal responsibility) |
| Increase revenue to ensure the continued preservation of trails-related resources. | Develop and provide COED database website for online sales. | COED Committee* |
| Develop Board, Staff, Officers, and Chapter Presidents into coordinated management team through leadership plan and teamwork. | Develop how-to manuals. | Policies and Procedures Comm.* Board Chapter presidents Committee Chairs Officers Staff |
| | Host training sessions. | Committee Chairs* |
| Recruit and train leaders at chapter level using the strategic plan. | Undertake leadership training at the chapter level to ensure future national leaders. | Committee Chairs* Chapters |
| | Develop how-to manuals for specific chapter positions. | Committee Chairs* Chapter Committee Chapters |

Goal 5. Keep OCTA’s base membership energized (Don’t let the fires go out.)

To accomplish this goal, OCTA will:

| Objective | Actions | Lead |
|-------------------------------------|--|--|
| Plan a 30-year celebration of OCTA. | Publish OCTA history utilizing range of media options, including special 30 th anniversary edition of Overland Journal. | PR/Marketing Committee* |
| | Organize activities along length of trails. | Chapters* Committee Chairs Staff |
| | Highlight anniversary at Elko convention in 2010 | Convention Committee* PR/Marketing Committee Staff |