



# **STRATEGIC PLAN**

**2009 - 2011**

## **Vision**

A community in Ulster that is able to lay common claim to and have pride in its heritage and history.

## **Mission**

The Federation will provide guidance, support and direction to those societies and individuals who are interested in the rich and varied history and heritage of Ulster. This shall be done in an inclusive and accessible manner that encourages widespread participation and promotes mutual understanding.

## **Aims and Objectives**

### *Aim 1*

TO SUPPORT A PROGRAMME OF ACTIVITIES THAT WILL ENGAGE COMMUNITIES IN AN EXPLORATION AND UNDERSTANDING OF LOCAL STUDIES

#### *Objectives:*

- Increase participation in locally focused learning about the past
- Increase the number of local study groups
- To encourage intergenerational engagement.
- To nurture current limited local studies provision.
- Increase the visibility the Federation throughout the area of Ulster
- Support member societies at a local level.
- Enhance the role/position of the Federation with external bodies that work in the heritage sector.
- Broaden the membership base and influence of the Federation

#### *Measurable*

- Increase awareness of the Federation via the internet, Due North, local history society journals and local media.
- Extend range/approaches of local society activities to attract a new/wider audience e.g. develop local forums.
- organise a series of local events targeting areas of underdeveloped local studies provision.
- Develop outreach provision that will target schools and adult learning organisations.
- Create a database of speakers/topics that will assist local groups.
- Provide a Federation Executive presence at member societies events/AGM.
- Lobby government for the establishment of a heritage advisory body.
- Develop a calendar of Federation events
- Organise an Annual Conference on local studies.
- Deliver and provide an information point/service for Federation members and for other heritage groups.
- Deliver a training programme for the preservation of oral history and traditions in their various forms
- Engage with education providers to enhance the position of local studies in schools

## *Aim 2*

TO MAINTAIN AND DEVELOP THE VIABILITY OF THE FEDERATION AS A PRIMARY VEHICLE IN LEADING AND PROMOTING LOCAL STUDIES IN ULSTER

### *Objectives:*

- Broaden the range and number of groups and individuals that the Federation works with.
- Make the Federation more readily recognisable within the community and voluntary sectors as a valued partner and skills building provider.
- Improve communication between and among the Federation membership.
- Enable FULS to sustain its work both with its own members and with the general public
- Develop links with history and heritage groups and organizations in other areas and jurisdictions

### *Measurables:*

- Increase the number and influence of local study societies in Ulster.
- Develop contacts with NICVA, NI Tourist Board, Ulster Historical Foundation and other province-wide organisations in the heritage and community fields
- Support societies to enable them to utilise more fully information systems, including a presence on the internet.
- Encourage and support more active involvement of member societies and individuals in the working of the Federation.
- Provide opportunities for the Federation membership to interact with similar organisations and societies in Ulster and further afield through shared activities and publications.
- Produce a regular bulletin of local events, news and items of interest
- Encourage inter-society programmes and visits.
- Develop and maintain good relationships with government departments, local and statutory agencies such as Public Records Office N.I. and the Library service.
- Develop a marketing strategy for the Federation.
- More targeted use of co-option to the Federation Executive Committee.
- Develop an action plan for the more effective and representative working of the Federation administration.

## **FULS Action Plan 2009 – 2011**

### **Membership**

- Review the membership fee structure and introduce a direct debit system.
- Introduce automatic renewal of Public Liability Insurance for member societies.
- Carry out an audit of membership
- Develop a strategy to promote Individual and Associate memberships

### **Recruitment**

- External: Create an information pack and publicity leaflet on FULS
- Internal - Develop the role of the sub-committees.

### **Promotion**

- Create a *power-point* presentation on FULS.
- Update the FULS brand/logo.
- Create a database of speakers/topics.
- Develop a FULS presence at book fairs.
- Create a post of PRO
- Establish a schools competition
- Create a calendar of events

### **Schools and education**

- Form an Education sub committee.
- Develop links with local libraries.
- Create a presentation for third level institutions.

### **Administration**

- Form appropriate sub committees.

### **Publications**

- Produce one issue of *Due North* per annum.
- Develop a publications marketing and distribution strategy.

### **Education/lifelong learning**

- Organise and run at least one 'How to' workshop each year.
- Organise and run an annual seminar on local studies perhaps in conjunction with the AGM.
- Organise a bi-annual north-south event.

### **Networking**

- Establish or enhance links with other heritage organisations.
- Create opportunities to highlight the role of local studies to government