



Art by Camano Island Artist,  
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# **CAMANO SCHOOLHOUSE FOUNDATION**

## **2016 -2020 Strategic Plan**

*“Old School is New School”*

## **VISION STATEMENT:**

The Camano Schoolhouse Foundation's Vision is to enrich the lives of Camano Island residents and visitors with the experience of "old school style" educational and cultural activities in a Washington Heritage Register one-room schoolhouse accentuated with historic exhibits of Camano Island.

## **MISSION STATEMENT:**

The Camano Schoolhouse Foundation's Mission is to renovate and preserve the classic one-room 1905 Camano City Schoolhouse, to exhibit Camano Island history and provide a vibrant gathering place for educational and cultural activities for people of all ages.

## **STRATEGIC IMPERATIVES**

To achieve its Vision and Mission, the Camano Schoolhouse Foundation must develop a robust and self-sustaining organization, preserve the one-room schoolhouse with fundraising for operations and all necessary exterior and interior improvements, and establish a reputation for excellent classes and activities.

## **THE GOALS:**

1. Expand and improve The Camano Schoolhouse Foundation into a self-sustaining community service entity.
2. Solicit and obtain funding for repair, preservation and use of The Camano City Schoolhouse.
3. Preserve and enhance the historical quality of The Camano City Schoolhouse.
4. Offer a diverse range of educational programs and activities for people of all ages.
5. Feature Camano Island area historical exhibits.

## 6. Create the Camano Island Historic Sites Loop.

### **LONG TERM AND SHORT TERM OBJECTIVES for EACH STATED GOAL:**

#### **1. GOAL 1:**

**Expand and Improve The Camano Schoolhouse Foundation into a self-sustaining, community service organization.**

#### **Short Term Objectives (2016)**

- a. Increase Members at Large from 1 to 3 (per Board Vote on 1/29/16)
- b. Develop Scope of Duties for Each Board Position in Bylaws (2016)
- c. Obtain Resumes from Interested Persons for Service to the Foundation (2016)
- d. Fill Officer position of Secretary/Director of Communications (2016)
- e. Develop Committees with Committee Chairs to handle the Classes/Activities

#### **Long Term Objectives (2017-2020)**

- a. Consider retaining Interns or Assistants and Access Coordinator
- b. Develop Internship Program
- c. Consider retaining an Executive Director
- d. Obtain Funds to retain an Executive Director

**GOAL 2: Solicit and obtain funding for repair, preservation and use of The Camano City Schoolhouse**

**Short Term Objectives (2016):**

1. Obtain & Preserve 501(c)3 Status
  - a. Submit Annual Report to IRS (990)
  - b. Submit Annual Non-Profit Report to the SOS
  - c. Submit the Application for Solicitation Permit to the SOS
2. Raise Awareness of Schoolhouse (2016+)
  - a. Simple, Effective Marketing Packet
  - b. Develop a PSA
  - c. Enhance Website to be user/invitee/donor friendly
  - d. Newsletters with Podcasts and Videos
  - e. News Programs.
3. Develop Initial Capital Campaign (2016+)
  - a. Determine Needed Renovations/Preservation (See Goal 3, below) (2016+)
  - b. Maintain Donor List
  - b. Draft Initial Contribution Solicitation Letter
  - c. Draft Thank You Letters
4. Adopt Annual Fund Raising Plans in order to Support Classes, Activities and General Operations
  - a. Determine dates of Contribution Solicitations
  - b. Determine Levels of Contributions
  - c. Determine Types of Entities to Solicit and how to solicit each
  - d. Contact Organizations (e.g. Bev of Stanwood Foundation) for “Giving Tuesday.”
5. Update Website to Intergrate Electronic Donations
6. Investigate Contributions from Beyond Camano Island via Crowd Funding
7. Research available Grants with Foundation.org
8. Create Places for Sponsorship Recognition Banners

**Long Term Objectives (2017-2020):**

1. Explore hiring Fundraising and Marketing Specialist
2. Craft plaques (inside and outside) for Donor Recognition & Heritage Award Winner
3. Solicit Grants
4. Consider OTHER Fundraising Events:
  - a. Raffle as a part of Events
  - b. Entertainment from Classes, e.g. ”SHTalks”
  - c. Antique Valuation Show
  - d. Culture Events –The food, art, music, dance and history of \_\_\_\_\_
  - e. Dinner Theatre
  - f. Book on Schoolhouse(s)
  - g. StoryTelling Events
  - h. A Day with Maude Hayden

### **Goal 3: Preserve and Enhance the Historical Quality of Camano City Schoolhouse**

#### **Short Term Objectives (2016):**

1. Maintain Heritage Register Status
  - a. Preserve & Display Documents Necessary/Used to Obtain Status
  - b. Preserve & Display Certificate and Award Picture
  - c. Complete and Maintain Kiosk for the Heritage Register Award
2. Paint Kiosk per Board Vote
3. Commission a Sign for the Camano Island One-Room-Schoolhouse.
4. Determine Exterior/Interior Repairs Needed to become WIFI Equipped
5. Determine Exterior/Interior Repairs Needed to become ADA Compliant
6. Conduct Regular Inspections to determine necessary repairs/renovations.
7. Determine Costs and Permitting Process for Repairs with RFP
8. Determine Fund Raising and Financing Requirements to achieve yearly renovations
9. Schedule and Supervise the Repairs/Renovations if funds and permits allow.

#### **Long Term Objectives (2017-2020)**

1. Obtain Roadside Sign for Schoolhouse
2. Obtain Bids for Landscaping (necessary for drainage control from parking ADA)
3. Obtain Bids to Preserve the SH as **ADA Compliant** in the following areas:
  - a. ADA Entrance Ramp to Building at East Side of Building
  - b. ADA Entrance Door to Building at East Side of Building
  - c. ADA Entrance Door to Lower Level of Building
  - d. ADA Parking Area, Pathways, including Drainage Control
  - e. ADA Restroom (Unisex)
4. Obtain Bids for Interior Repairs
  - a. Review of Electrical System and Heating System (2017)
  - b. Remove Linoleum to Reveal and Refinish Wood Floor (2017-2020)
  - c. Remove and replace florescent lighting fixtures
  - d. Review Window efficiency and Repair/replace if necessary.
5. Determine Cost from Don for Repainting the South Side of the SH
6. Recondition and Use the Front Entrance of the SH
7. Obtain Bids for Replacement of Doors (Back Entrance; Utility Room and Lower Door
8. Research and Bell Tower & Obtain Bids for Reconstructing the Bell Tower on the SH
9. Repair or replace appliances as needed.

**Goal 4: Offer a diverse range of educational programs and activities for people of all ages.**

**Short Term Objectives: (2016)**

1. Locate and Select Educational Classes and Events on a Regular Basis

**Business Classes:**

- Legal Paperwork of Establishing a Business
- Running a Business
- Marketing a Business

**Home Economics/Cooking Classes**

**Legal Classes**

- Constitutional Round Table
- Estate Planning
- Property Law
- Mock Trials

**Liberal Arts**

- Acting Classes
- Dancing Classes
- Language Classes
- Leadership Classes
- Music Classes
- Quilting & Spinning Classes
- Piano Classes:
- Poetry Classes
- Public Speaking
- Puppetry Classes
- Singing Classes
- Speech Classes:
- Yoga Classes

2. Select Activities/Events:

February	Looking for Lincoln
March	Eleanor Roosevelt
April	
May	
June	Beer, Bratz and Biz...BAKE SALE & RAFFLE
June-end	CULTURAL EVENT
July	Schoolhouse Supply Sale????
Aug	Parade & Fair & .....
September	Camano City Days (Pot Luck Picnic)/RADIO DAYS
October	Heritage Award Breakfast
November	Holiday – Gingerbread
December	FUNDRAISER

**Long Term Objectives (2017-2020):**

1. Market Analysis of Need/Desire
2. Locate the Teachers and Interns for Chosen Classes
3. Obtain Administrative Services (Interns & Volunteers)
4. Market the Classes/Events
5. Evaluate the Success of Classes/Events
6. Evaluate Attendee Satisfaction (Survey at End of Class)
7. Analyze Financial Viability (Break Even or Positive Flow)
  - a. Stress on Building/Personal Property
  - b. Stress on Staff
  - c. Income vs. Expense

8. Provide Accomplishment Awards to Attendees of Classes

**GOAL 5: Feature Camano Island Area Historical Exhibits**

1. Obtain Historical Photos, Artifacts and Stories about Camano City and Camano Island from Historical Societies and Residents
2. Exhibit Photos and Artifacts in the Schoolhouse Lower Level

**GOAL 6: Create the Camano Island Historic Sites Loop**

1. Create The Camano Island Historic Loop (“The Camano Loop”) by:
  - a. Locating all Historic Sites
    - i. Camano Schoolhouse Gathering of Historic Site Owners and Others, e.g. Utsalady Vista Park, to discuss cooperative efforts to highlight the Camano Loop & Camano History”
    - ii. Obtain camera ready art/50 word description/Calendar Events for MAP
    - iii. Request Involvement for EVENT Tour & After-Party (Heritage Hoedown)
    - iv. Request Chamber Luncheon Meeting Topic: Loop Tour & Heritage Hoedown
  2. Promote The Loop on Maps and Websites as follows:
    - a. New Historic Loop Map (example)
      - i. Published with Cooperation & Support from Historic Sites Group
      - ii. Obtain Other Potential Sponsors:  
Camano Island Chamber  
Island Co. Historical Society (Rick Castalano)  
Heritage Bank  
Others
    - b. New Version of the Chamber Map
      - i. Add Historic Sites: Barnum Pt. Utsalady Vista; C.I. State Park;
      - ii. Enhance denotation for coordinating numbers.

**LONG TERM OBJECTIVES: 2017-2020**

1. Help to coordinate the building of kiosks for each Historic Site on the Loop
2. Include Loop Map on Camano Schoolhouse Website
3. Include on Loop Map Camano Chamber Website
4. Include Loop Map on Whidbey Camano Map and OTHER Maps  
(See Jim’s List)
5. The Loop would continue with On Demand Tours & Annual Hoedown Event
6. Consulting with the Owners of those Historic Sites for easy access to those sites
7. Consulting with Local Government regarding necessary signage on roadways

