

Pasadena Heritage Society – NL Inc.

Strategic Plan



Confidentiality Statement

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Cover photo: Church Street Bridge over South Brook

Credit: Karen Tiller



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Message from Our Board Chairperson

The Pasadena Heritage Society - NL Inc. recently incorporated as a not-for-profit. Since incorporation we have adopted a set of by-laws, developed a collections policy, and established financial controls. We held our first Annual General Meeting in May 2023. I am thrilled to report we have a full Board of Directors.



On behalf of the Board, I am pleased to present our first official strategic plan for the next three years. The goals and objectives set forth in this plan will guide us as we continue to fulfil our mission. I would like to acknowledge the hard work and dedication of our Board members, partners, volunteers, and our community as we transition from a grassroots organization to an established corporation. Thank you for your continued support.

Carole R. Spicer
Chairperson

Our Story

Our Story begins as a grassroots organization following a successful heritage display during Pasadena's Come Home Year 2012. Formed as an advisory committee to Town Council in 2014, the committee quickly outgrew its role. Our website and Facebook page launched in 2015. We incorporated as a non-profit in 2022.

Mission

We collect, preserve, and promote the history and heritage of Pasadena, Newfoundland and Labrador.

Vision

To ensure intangible knowledge and artifacts are preserved for future generations.

Core Values

- Collaboration
- Inclusion
- Integrity
- Pride
- Trust

Strategic Directions

To prepare to set strategic directions for the next three years, the Board of Directors conducted a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis followed by a full day of strategic planning.

The three key strategic directions are:

- Awareness
- Collection
- Knowledge Transfer

**Our mission, vision,
and core values inform
decision-making and
support the strategic directions
in this plan.**



Awareness

Goal

By March 31, 2027, Pasadena Heritage Society NL Inc. (PHS) will have increased awareness of what we do and why.



Objectives

By March 31, 2025, PHS will have developed a comprehensive communication strategy.

By March 31, 2026, PHS will have implemented the communication strategy.

By March 31, 2027, PHS will have evaluated the effectiveness of the communication strategy.



Key Indicators of Success

- Increased use of social media
- Increased public awareness
- Increased engagement with members of the community at events
- Engagement with different members of the community
- Increased engagement with public via partner organizations

Collection

Goal

By March 31, 2027, Pasadena Heritage Society NL Inc. (PHS) will have fully documented and preserved our collection.



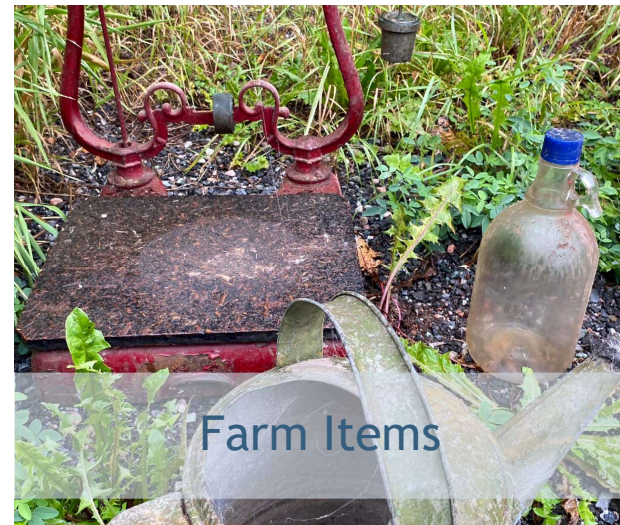
Display Cabinets

Objectives

By March 31, 2025, PHS will have reviewed and inventoried the current collection.

By March 31, 2026, PHS will have been trained in collections management and recording.

By March 31, 2027, PHS will have developed a properly documented accession register.



Farm Items

Key Indicators of Success

- Fully documented catalogue
- Digital and hard copy of collection
- Increased collection
- Board Members trained in collections management

Knowledge Transfer

Goal

By March 31, 2027, Pasadena Heritage Society NL Inc. (PHS) will have heightened awareness of the heritage of Pasadena, NL.



Traditional Skills

Objectives

By March 31, 2025, PHS will have developed and implemented a public engagement strategy.

By March 31, 2026, PHS will have been identified places of significance and erected interpretive signage.

By March 31, 2027, PHS will have identified key knowledge keepers of the community.



Community Events

Key Indicators of Success

- Increased public awareness
- Presentations and invitations to speak at other community events
- Signage and displays



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