



Sable Points Lighthouse Keepers Association
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Sable Points Lighthouse Keepers Association

Strategic Plan 2015-2020

Goals and Objectives



SPLKA Board of Directors and Staff—2015

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Sue Ann Schnitker, Vice President

Doug Buikema, Treasurer

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John Truxell, Director

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Roger Pashby, Director

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*Jim Hardie, Restoration and
Maintenance Supervisor*

Shirley Mitchell, Bookkeeper

Priscilla McBeth, Gift Shop Manager

Matt Varnum, White River Light Station Curator

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LUDINGTON MI
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P.O. Box 673
Ludington, Michigan 49431
(231) 845-7417
Website: www.splka.org

Strategic Plan (2015-2020): Our Vision, Goals and Objectives

It is the vision of Sable Points Lighthouse Keepers Association to focus on the historic preservation of our lights and the education of surrounding communities about our maritime importance. It is our vision to reach out to children state wide and share our history.

We are a member driven organization. It is our vision to make our programs accessible to all generations of lighthouse enthusiasts. It is our vision to expand and enhance our membership services by empowering our members and volunteers to be involved in multiple opportunities.

It is our vision to balance revenue sources to insure adequate funding to cover operational expenses and fundraise for the restoration of our lights and structures. It is our vision to strengthen and increase our partnerships in the local community, with foundations and with other organizations.

It is our vision to increase the use of technology as an educational tool and a means of reaching out to the public and to assist in marketing SPLKA globally.

It is our vision that the SPLKA Board of Directors provide leadership to our organization as well as stability and consistency. It is our vision to employ staff members that have passion for our lights and will provide mature leadership which will assist us in accomplishing our vision for SPLKA's future.

Goal I

To provide revenue to cover operational expenses of SPLKA and fund raise to support restoration of the lights.

Objectives:

- 1) Increase planned giving and/or end of life giving of SPLKA members.
- 2) Establish relationships with 15 foundations.
- 3) Assure that 50 percent of our members use the Amazon Smile Program.
- 4) Increase visitors and tower climbs by five (5) percent annually.
- 5) Increase gift shop sales by ten (10) percent.
- 6) Assure that grants/donations provide 25 percent of the revenue for SPLKA's operating budget.
- 7) Fund raise \$25,000 annually.

Goal II

To increase our physical footprint to include a separate building for a gift shop at BSP, restore the garage at WRLS, and build the keeper's house at LSP.

Objectives:

- 1) Complete Historical Structures reports for all of our lights by 2020.
- 2) Provide adequate storage facilities for all of our artifacts and our archives.

Goal III

To increase our efforts to educate children about our lights and provide hands on exhibits at all of our lights.

Objectives:

- 1) Make annual presentations to school administrators and teachers in Mason, Oceana, and Muskegon Counties about our lights to encourage their support for classroom presentations and field trips.
- 2) Secure an annual grant(s) to pay for transportation of children to the lights.
- 3) Make classroom presentations to school children.
- 4) Develop and train a core team of presenters to make presentations about our lights.
- 5) Provide at least one special event annually for children at the lights.

Goal IV

To develop positive relationships and increase our visibility in the community, and with other State agencies connected to our lights.

Objectives:

- 1) Implement the Ambassador Program to promote our lights locally.
- 2) Meet quarterly with agencies connected to our lights to share goals.
- 3) Establish a marketing strategy to advertise our lights in each quadrant of the State of Michigan.