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**Social History Curators Group Forward Plan 2019-2021**

The Social History Curators Group (SHCG) was formed in 1983 to improve the status and provision of social history in museums and the standards of collections, research, display and interpretation.

The group became a charitable incorporated organisation in 2014 with the following charitable object:

To advance the education of the public in heritage, science and the arts advancing standards of social history curatorship by encouraging better care, management, research and development of collections and delivery of improved use, access and interpretation of museum and related collections through public-facing outputs such as events, exhibitions, participative projects for the benefit of the public.

Registered Charity No. 1157994

Scottish Charity Register No. SC045254

**Vision, Mission and Aspirations**

To coincide with becoming a charity, in 2014 we created a new vision for the group:

*Together; we will strengthen and transform social history in museums*

We defined the group’s mission as follows:

*SHCG supports practitioners by championing innovation, advocating the value of social history curatorship and supporting inspirational practice in museums and community heritage venues.*

And we developed seven aspirational goals which we wanted our Forward Plan to focus on:

1. Widen and diversify the membership

2. Create a bursary scheme to support professional development

3. Create a Professional Development scheme

4. Increased partnership working

5. Increasing our profile and change perceptions about SHCG

6. Increased numbers and diversity at conference

7. Raise the standard of Journal *Social History in Museums*

**How does SHCG function?**

SHCG is a registered charitable incorporated organisation with an elected committee of 12 trustees and a written constitution. Any member of SHCG is eligible to stand as a trustee and elections take place at our AGM, held as part of the annual conference. All trustees work on a voluntary basis and usually undertake a particular role.

This forward plan sets out not only the activities required to help us achieve our 7 aspirations listed above, but also the ongoing tasks involved in keeping the group running effectively. This is to ensure that the capacity of our trustees is reflective of their voluntary role and realistic to achieve their targets (both ongoing and aspirational).

## What Does SHCG Do?

**Organises** an annual conference at which a current theme is considered in depth through papers, case studies, visits and workshops.

**Publishes** an annual journal, Social History in Museums, with papers on current research and new projects. It also includes reviews of new exhibitions and new writing in social history.

**Produces** SHCG News, a regular newsletter which includes short articles, reviews and training opportunities.

**Provides** affordable one or half day training seminars.

**Campaigns** on current issues which concern members at regional and national level.

**Supports** our members to produce informed, engaging and innovative social histories in museums.

Much of our activity remains the same from year to year. Below is a summary of the main tasks of each trustee:

|  |  |  |  |
| --- | --- | --- | --- |
| **Committee role** | **Target** | **Measure/standard agreed** | **Owner**  |
| **Chair** | Lead the group with future strategy | Review forward plan every year | VS |
|  | Chair committee meetings | 4 a year (including AGM) | VS |
|  | Represent SHCG externally | First point of contact for any press enquiries, coordinate response to consultations, develop partners | VS |
|  | Represent SHCG on the SSN Consortium | Share best practice / collaborate with Subject Specialist Networks | VS |
|  | Be a member of firstBASE committee | Attend meetings and bridge between two committees | VS |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as a Trustee | VS |
| **Secretary** | Record minutes/actions of committee meetings | 4 a year (including AGM) | JM |
|  | Ensure requirements of Charity Commission are met | Ensuring minutes are published and the return of Annual Report and Accounts | JM |
|  | Manage enquiry email address | Responding to emails sent to enquiryshcg@gmail.com in a timely manner | JM |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | JM |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as a Trustee. | JM |
| **Treasurer** | Keep accounts of organisation up-to-date | Produce monthly bank reconciliations. Ensure our activities are paid for and income received as necessary. | LJ |
|  | Manage Go Cardless, Paypal and HMRC accounts | Ensure all accounts are accessible and up to date. | LJ |
|  | Arrange annual Independent Examiner’s Reports  | Liaise with external accountant annually in advance of AGM. | LJ |
|  | Administer Gift Aid on membership, from 2019/20 | Working with Membership secretary to secure gift aid on as many membership fees as possible. | LJ |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | LJ |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | LJ |
| **Membership Secretary** | Manage membership database | Ensure new members are recorded, contact details are kept up-to-date and remove members who no longer pay. | NA |
|  | Manage membership payments and Gift Aid | Working with Treasurer to manage payments and Gift Aid from members, including direct debits, invoicing and standing orders. | NA |
|  | Support the distribution of SHCG publications | Work with newsletter and journal editors to distribute publications. | NA |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | NA |
|  | Create / promote membership offers  | Discount digital membership for students & Christmas gift offer. | NA |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | NA |
| **Conference Organisers** | Develop and organise annual conference for members | Organise venue and speakers for conference to cater for development needs identified by our membership. | LR-SAG |
|  | Evaluate conference through surveys and compile resources to put online | Ensure surveys are sent out to both attendees and non-attendees to feed into future conferences and put content on website to broaden the reach of content to more of our members. | LR-SAG |
|  | Communicate policies to speakers | Venue & Speaker T&Cs to be distributed and kept updated. | LR-SAG |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | LR-SAG |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | LR-SAG |
| **Seminar Organisers** | Develop and organise two training seminars for members per year | Organise venue and speakers for training days to cater for development needs identified by our membership. | HTRL |
|  | Evaluate seminars and compile resources to put online | Ensure evaluation is completed at every training session to feed into future seminars and put content on website to broaden the reach of content to more of our members. | HTRL |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | HTRL |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | HTRL |
|  | Manage object lessons boxes | Oversee loan of boxes to organisations. | HT |
| **News Editor** | Prepare content for SHCG newsletter | Commission content, liaise with contributors and edit articles. | ME |
|  | Liaison with designer | Liaison with designer regarding final edits and production.  | ME |
|  | Distribute newsletter to membership | Liaise with membership secretary to distribute print and digital newsletter to members. | ME |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | ME |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | ME |
| **Journal Editor** | Prepare content for *Social History in Museums* | Commission content, liaise with contributors, edit articles. Work in partnership with other SSNs and organisations. | JP |
|  | Manage peer review process & proof reading | Liaise with peer reviewers and trustees re final edits to articles. | JP |
|  | Work with News Editor to distribute journal to membership | Liaise with membership secretary to distribute print and digital journal to members. | JP |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | JP |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | JP |
| **Digital Editor** | Manage and maintain SHCG website | Ensure news is up to date and links and contact details are current. | LP |
|  | Manage and maintain social media presence | Regularly update social media with information about group to encourage followers and broaden reach of group. | LP |
|  | Manage and maintain the JISCMAIL email list | Respond to requests to be added to the list, moderate content (where necessary) and maintain email list to ensure it contains only current members. | LP |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | LP |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as a Trustee. | LP |
| **Marketing & PartnershipsOfficer** | Increase awareness of SHCG | Develop and implement a marketing plan and use material to publicise SHCG e.g. leaflets and banner | GA |
|  | Target potential new members | Market SHCG through MDOs, EMPs, FEDs, and university departments to encourage new members. | GA |
|  | Build partnerships for our projects with other SSNs and  | Find organisations to tie in with conference and seminars.  | GA |
|  | Manage data in accordance with GDPR policy | Refer to GDPR policy for guidance. | GA |
|  | Manage effective handover of role at end of tenure | Prepare handover notes and be available to answer queries for 3 months after stepping down as Trustee. | GA |

Beyond these regular activities of the organisation, we have the following aspirations and targets for the next two years (Sept 2019 – Sept 2021):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Aspirations** | **Target** | **Measure/standard agreed** | **Date for completion** | **Owner** | **Others** |
| **Widen and diversify the membership** | Target students on museum studies courses, volunteers and apprentices | Offer free membership until April to students of MS courses | Initiated October 2018; Ongoing | Membership Secretary |  |
| Target AMA support groups and EMP groups | Email AMA support groups to publicise SHCG membership and conference, target EMPs on Facebook and twitter | Regularly, but at least annually when promoting conference, ongoing | Marketing & Partnerships Officer |  |
| Target smaller museums / less-resourced organisations | Contact MDOs and MD regions with access to volunteer run museums | Regularly, but at least annually when promoting conference, ongoing | Marketing & Partnerships Officer |  |
| **Develop profile and change perceptions** | Encourage membership beyond "Social History Curators"-what does the word Curator mean?-how do you approach your subject?-representation of different disciplines | Promote widely relevant news and job adverts via social media | Ongoing | Digital Editor | ALL |
| Consider rebuilding and improving SHCG website | Approach companies/follow-up on quotes for rebuilding website | 2020 | Digital Editor |  |
| **Raise the standard of Journal** | Make the journal more academic and reflective | Continue to develop themed journal issues with guest editor | July 2020 | Journal Editor |  |
| Continue to develop and improve peer review process | July 2020 | Journal Editor |  |
| Issue guidance for contributors and update as required | July 2020 | Journal Editor |  |
| **Professional development offer** | Build website content and social media content  | Add resources from seminars where relevant. Record some conference and seminar speakers or vox pops from attendees, and add to website. | Following conference in July 2018 | Digital Editor |  |
| Develop firstBASE resources | Work on new content to add to firstBASE | Ongoing | firstBASE |  |
| Online networking opportunities | e.g. Run an edition of Museum Hour on Twitter | Spring 2020 | Digital Editor | ALL |
| Ensure opportunities to be on SHCG committee are well-publicised | Promote trusteeship as a mid-career professional opportunity, as well as for early career professionals | 2019 – 2021 | Marketing & Partnerships Officer | ALL |
| Ensure all members are aware of breadth of our offer | Issue a copy of the welcome pack for new members | Ongoing | Membership Secretary |  |
| **Increase numbers and diversity at conference** | Market our conference beyond standard audiences | Develop marketing conference internationally and target museum freelance networks | 2019 - 2021 | Marketing & Partnerships Officer | ALL |
| **Create a bursary scheme** | Support mid-career professionals experiencing cuts to training budgets | Provide £300 per year for attendance or travel to SHCG events | *Review in 2020* | Conference Organisers, Seminar Organisers | Treasurer, Marketing & Partnerships Officer |
| Seek sponsorship for travel bursary from ACE, university research groups, Network Rail | *Review in 2020* | Marketing & Partnerships Officer |  |
| **Increase partnership working** | Work in partnership with other SSNs  | Represent SHCG in SSN Consortium group, & investigate potential of joint projects with other SSNs | 2019 - 2021 | Chair |  |
| Organise and run one joint seminar per year (and one SHCG seminar) | Ongoing | Seminar Organisers /  | Digital Editor |
| Work with other organisations on our activities | Find new partners (e.g. similar to FEDs, MD regions) to work together on seminars and conferences – e.g. Collections Trust / SSNs? | 2019 - 2021 | Seminar Organisers / Conference Organisers | Marketing & Partnerships Officer |
|  | Develop relationship with AIM – joint seminar, free digital temporary membership offer, promote SHCG via piece in their newsletter, presence at their conference | 2020 / 2021 | Chair | Marketing & Partnerships Officer, Membership Secretary, Seminar Organisers |