Flight, Focus & the Future

Five-Year Strategic Plan
2022 to 2026
MISSION:
To preserve New Hampshire’s rich aviation heritage and inspire today’s youth to become tomorrow’s aerospace pioneers.

VISION:
To be the region's leading resource and advocate for local aviation history, preservation, exhibits, and education.
Executive Summary

In developing this plan, we recognize that the Aviation Museum of New Hampshire is at a turning point. After several years of growth and renewal, we look to a future that offers immense possibilities. More than ever, the Aviation Museum and its community of volunteers and supporters are ready to carry out our mission and make a difference in the lives of the many people we serve.

The intent of this strategic plan is to provide future guidance, which will be important as the museum expands its programming and geographical reach. This will require greater reliance on professional staff to help guide the efforts of our volunteers. It also means a commitment to practicing responsible stewardship of the resources entrusted to us.

This strategic plan identifies three areas on which the Aviation Museum of New Hampshire intends to focus from 2022 through 2026, with selected goals in each area. As reaffirmed during the plan's development, our path forward depends on the three interrelated pillars of PRESERVATION, EDUCATION, and PEOPLE.

Robert DiMeo
President, Board of Directors

Jeff Rapis
Executive Director

The 1937 Manchester Airport passenger terminal, future home of the Aviation Museum, in use circa 1950s when the airfield served the U.S. military as Grenier Air Base.
PRESERVATION

Core Statement: During 2022-26, the Aviation Museum of New Hampshire will develop and expand its collection, and seek to create space where visitors may reflect on our region’s rich aviation history.

OUR COLLECTION

We will:
• Create and clearly state our acquisition and collection policies
• Strengthen processes to assess and catalog incoming donations
• Accelerate ongoing cataloging of our collection
• Improve collection access, both in-person and online

PUBLIC INTERACTION

We will:
• Publicize the museum’s mission in order to attract high quality artifacts
• Plan colorful and interactive exhibits/lectures to feature the museum’s collection
• Pursue partnerships to widen access to artifacts that augment our collection
• Celebrate important anniversaries and milestones tied to our mission

BROAD PRESERVATION EFFORTS

We will:
• Examine the feasibility of conserving bigger artifacts, including large-scale and full size aircraft
• Support publishing or other media projects that fit the museum’s mission
• Develop funding sources to finance collection preservation, access, and display

ON THE VOLUNTEER/PROFESSIONAL BALANCE

We will:
• Seek trained professional leadership in archiving and preservation
EDUCATION

Core Statement: During 2022-26, the Aviation Museum of New Hampshire will use education programming to encourage young people to pursue careers in the field, and inspire a broad audience about all aspects of flight, aviation, and aerospace.

CURRENT EDUCATION OUTREACH EFFORTS

We will:
- Relaunch our elementary and middle school outreach programs
- Sustain the current plane-building program at the Manchester School of Technology
- Identify other scalable ways of reaching high school students
- Serve a minimum outreach constituency of 7,500 students per year by 2026

WAYS WE GO ABOUT EDUCATION

We will:
- Improve our visitor tour and program offerings, emphasizing ‘hands-on’ elements
- Incorporate distance learning techniques in all that we do
- Collaborate with schools and businesses to assess and incorporate their needs
- Develop content for in-person and online education

LONGER-TERM EDUCATION EFFORTS

We will:
- Evaluate the name and branding of the museum to include learning
- Develop “continuing education” programs/lectures for visitors, general audiences
- Assemble data to win financial support for STEM-based aviation learning
- Explore and quantify the space needs for hands-on education activities

ON THE VOLUNTEER/PROFESSIONAL BALANCE

We will:
- Hire professional staff to manage the effort and carry out objectives
- Implement consistent training for all educational docents
Core Statement: The key to carrying out the mission of the Aviation Museum of New Hampshire is our diverse community of volunteers, staff, members, visitors, and supporters. During 2022-26, we will encourage all stakeholders to join in building an organization capable of fulfilling its mission to preserve, inspire, and educate.

THE MUSEUM’S INTERNAL COMMUNITY

We will:
- Improve the docent/volunteer experience; continue to build volunteer corps
- Explore staff retention through offering benefits, HR handbook/policies
- Recruit board members who can expand the museum’s development network

THE MUSEUM’S EXTERNAL COMMUNITY

We will:
- Find ways for aviation-related clubs and interest groups to become more involved with the museum
- Continue to grow membership and improve membership value proposition
- Build membership rolls to 1,000 members by 2026
- Strengthen communications online and in print

THE MUSEUM’S FINANCIAL SUPPORT COMMUNITY

We will:
- Expand basic outreach to likely supporters in N.H. and northern Mass.
- Emphasize donor cultivation, including current as well as future backers
- Plan event calendar so revenue is more evenly spread throughout the year
- Achieve and maintain financial stability, including strategic reserve fund

LONGER-TERM HUMAN RESOURCE EFFORTS

We will:
- Examine feasibility of professional development/donor relations staffing
- Study need of professional store/membership/front desk staffing
About this plan

This document was developed by a Strategic Planning Committee during a series of stakeholder meetings from February through October, 2021. The committee consisted of museum volunteers, board members, and staff. Guidance was provided by Jeanine Tousignant of Jeanine & Co. of Manchester, N.H., a non-profit consultancy, and David Colglazier, retired artifact conservation consultant. Many thanks to the New England Air Museum of Windsor Locks, Conn. for hosting committee members on a site visit, and to the Grappone Auto Dealerships of Bow, N.H. for hosting our committee’s strategic planning retreat.

STRATEGIC PLANNING COMMITTEE MEMBERS
Wendell Berthelsen       Varel Freeman       Ora Lassila
Robert DiMeo            Knans Griffing      Charles Poltack
Patricia Evans          Robert Hough        Jeff Rapsis

This plan was approved and adopted by the board of directors of the N.H. Aviation Historical Society (the parent organization of the Aviation Museum of New Hampshire) on Friday, Oct. 8, 2021. Design work was done by Susan Englert of Bradstreet Englert Creative.

MEMBERS OF THE BOARD OF DIRECTORS
Robert DiMeo, president  Knans Griffing, secretary  Ted Kitchens, member at large
Greg Michael, vice president Robert M. Hough, past president Jay Carter, member at large
Varel Freeman, treasurer

Located at Manchester-Boston Regional Airport
Address: 27 Navigator Road, Londonderry, N.H. 03053
(603) 669-4820 / www.aviationmuseumofnh.org
A 501(c)(3) non-profit organization / Founded 1995.
“There are two lasting gifts we can hope to give our children. One of those is roots, the other, wings.”

- Johann Wolfgang von Goethe

“I believe that if one always looked up at the skies, one would end up with wings.”

- Gustave Flaubert