SAMPLE DOCUMENT

Type of Document: Collections Plan  Date: 2008

Museum Name: Please Touch Museum  Type: Children’s or Youth Museum

Budget Size: $5 million to $9.9 million  Budget Year: 2008

Governance Type:  Accredited: Yes
Private, Nonprofit Organization

Notes on strengths or special features:
The document has the following elements:
- Identifies museum’s audiences and how they will be served by the collections
- Reviews strengths and weaknesses of existing collections
- Includes gap analysis suggesting potential acquisitions & deaccessions
- Sets priorities for acquisitions and deaccessions
- Identifies collections held by other institutions that may affect museum’s decisions
- Takes into account existing or needed resources
- Tied to interpretive plan (formal or informal)
- Tied to research plan (formal or informal)
- Other: Executive Summary, Authority, Mission Statement, Tied to Strategic Plan
Scope of Collections, Objectives/Goals/Strategies, Implementation Strategy, Evaluation Review/Revision

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COLLECTIONS PLAN

Enriching the Lives of Children by Creating Learning Opportunities Through Play

Approved March 10, 2008
2008-2013
Stacey A. Swigart
Collections Plan

Enriching the Lives of Children by Creating Learning Opportunities Through Play

Executive Summary

Preamble
- Purpose of the Collections Plan
- Audience (for the document)
- Authority (Development, Participation, Authorship)

Setting the Stage
- Mission Statement
- Strategic Plan Summary for Collections
- Relationship of Collections Plan to Other Museum Planning Documents

Intellectual Framework (vision for the collection)

Analysis of Existing Collection
- Description of Collection
- Scope of Collection
- History of Collection
- Strengths and Weaknesses of Collection
- Connections to Other Institutions and Their Collections

Shaping the Ideal Collection
- Priorities for Acquisition and Deaccessioning
- Strategies for Acquisition and Deaccessioning
- Criteria for Acquisition and Deaccessioning

Implementation Strategy
- Action Steps
- Timeline
- Assignment of Responsibilities

Evaluation

Revision of Plan
Executive Summary
Please Touch Museum actively collects and uses objects that reflect and reveal the history of childhood. The collection objects become learning tools to engage children’s minds and imagination as they observe objects in exhibits. Such careful observation acts as a springboard for new thoughts and ideas, and stimulates the use of critical thinking.

The primary collection of Please Touch Museum is toys—toys guide play, engender creativity and cultivate the imagination. Toys offer children ways to develop their brain power in strategic and critical thinking…and toys help children in all the stages of play: social/emotional, physical, cognitive and language. Plus, they’re fun! Please Touch Museum is a child’s first experience with a museum. With interest in what children learn at Please Touch, they often become life-long collectors and museum visitors.

Please Touch Museum recognizes that exhibits are the primary means by which its mission is fulfilled. Exhibitions are theme-based; collections and borrowed objects from all categories may be used to support the exhibit’s themes. Families and other groups with young children who visit the museum learn through hands-on interaction with exhibits. “Hands-on” is here defined to mean child-directed, open-ended, object-based and tactile. Educational programs are developed to supplement and enhance the exhibits. Please Touch Museum’s reputation as an expert on experience-based learning for children aged one to seven is built on the excellence of its exhibits.

The Collections Plan outlines the Objectives, Goals and Strategies of the Collections Department over the next five years (2008 – 2013).

Purpose of the Collections Plan
The Collections Plan will guide Please Touch Museum at Memorial Hall in fulfilling its mission of “learning through play” as well as the strategies and goals outlined in the institutional Long Range Plan. The major goal for collections from this plan is under “Learning/Play” to “be widely recognized by parents, educators, researchers and children as a leader in the development and execution of fun, process focused, child-centered, open-ended experiences, events and theatre that inspire imagination, interaction and creativity for young children of all learning types and abilities.” To that end, the strategy will be to “expand existing collection of post-1945 toys and other childhood objects, which complement PTM’s mission to provide learning opportunities through play, while creating opportunities for intergenerational connections through programs with collections.”

The Collections Plan outlines areas for growth and refinement of existing collections. It supplements the Collections Management Policy (adopted 1983, updated 2007) by expounding on and clarifying the museum’s scope of collections. The interpretive themes of Please Touch Museum specifies what collections the museum will seek, concentration of staff efforts and museum resources and the detailed scope of collections will guide decisions about the parameters of what will/will not be accepted in the permanent collection.

Audience
The Collections Plan will consist of three distinct levels of information. Level I is the shortest version. It contains the basic Collections Planning information with a “wish list” of objects being sought for the permanent collection. This document will be primarily for donors, potential or pending funders, members, the press, etc. Level II is fairly comprehensive with detailed information on the steps and processes of the Plan that can be distributed inter-departmentally as well as for review by other colleagues and organizations outside of PTM. The Level III version is the most comprehensive version—the one that
describes the action steps, budgets, timelines and potential donor sources. It is to be used by the Collections/Exhibit staff in the overall development and refinement of the collection.

Authority
The Collections Plan was prepared by the Curator of Collections in 2004-2007 during the development of plans for the museum’s move to Memorial Hall in Fairmount Park. Resources included in the development include the Curator’s participation in an American Association of Museum (AAM) two-day Collection Planning Symposium in December 2004; “The AAM Guide to Collection Planning,” 2004, sample collection plans from the Indianapolis Children’s Museum, the Mariners’ Museum in Virginia and others. Internal discussions with the PTM “Experience Team” and vetting through the Collections Committee, staff and Senior Staff as well as community participation where appropriate provided suggestions, directions, goals and strategies for the Plan.

Mission Statement of Please Touch Museum
Enriching the lives of Children by Creating Learning Opportunities Through Play.
Core Values: Caring for Children, Fun, Creativity, Learning, Innovation.

Value of Play at Please Touch Museum
play (plā), n., v., played, playing. Activity, often spontaneous, engaged in for recreation, as by children

--Random House Webster’s College Dictionary

At Please Touch Museum, we encourage children to play and grow through the myriad of experiences we offer. It is clear that play is freely chosen and an imaginative engagement in activities that are fun and enjoyable. We know that play provides the foundation for basic life skills such as building relationships, cooperation, negotiation and compromise as well as providing opportunities for children to find out who they are and what they enjoy doing. Play offers an emotional outlet, develops the imagination and creativity, and cultivates problem-solving skills.

With young children playing daily at Please Touch Museum, we see that it is a process-driven way of creating, exploring and investigating the surrounding environment with adults, other children or by themselves. Play is a fun and imaginative way to become familiar with the world we live in.

Background
PTM is a collecting institution that believes young children derive multiple benefits from object-based learning. Our collections are critically important for fulfilling our mission--enriching the lives of children. They support our efforts to serve as a first museum experience that promotes lifelong learning and cultural awareness. Our collections of more than 10,000 toys, historic, and everyday items are a developmentally appropriate means for interpreting history and culture to children. They are currently used in exhibits and programs and serve as a nationally known resource for scholars and educators. There are five major categories of collections: Childlife—principally the Contemporary Toy Collection, Art, Centennial Exhibition, Memorial Hall, and the Institutional Archives. The Childlife Collection (our primary collection) is the primary category that features three subsections: 1) Contemporary Toy Collection—objects from 1982 and onward represent the yearly top selling toy trends; 2) The Historical Childlife Collection—objects documenting the material culture of childhood, especially in the Delaware Valley; 3) The Childlife Archives—photographs and primary materials that document other parts of the collection.
Strategic Plan Summary for Collections
[Excerpted from the Strategic Plan, 2007]
“Learning/Play” Goal: Be widely recognized by parents, educators, researchers and children as a leader in the development and execution of fun, process focused, child-centered, open-ended experiences, events, and theater that inspire imagination, interaction and creativity for young children of all learning types and abilities.

STRATEGY: Expand existing collection of post-1945 toys and other childhood objects, which complement PTM’s mission to provide learning opportunities through play, while creating opportunities for intergenerational connections through programs with collections.

RESPONSIBILITY
Collections/Exhibits/Education

ACTIONS
1. Expand collection, by adding new toys each year to ensure that the PTM collection reflects national trends
2. Develop “Kid Glove Program” designed to give visitors access to and an understanding of the PTM collection [Fall 2007]
3. Include the PTM collection when planning monthly themes, programs, events, and activities (e.g. Toys & Play monthly theme, Transportation theme) [Fall 2008]
4. Include the PTM collection in exhibit design, and traveling exhibit selection and design. [Ongoing]

Relationship of Collections Plan to Other Museum Planning Documents
The Collections Plan is one in a series of important documents that guide museum decision-making. These include:
- the mission, vision and values
- Strategic Plan
- Exhibition Plan
- Interpretive Plan
- Collections Management Policy
- Play Study Center Plan
- Archives & Library Management Plan
- Preservation of Collections Plan
- Implementation Plan for Preservation
- Play Collection

The Collections Plan and other collections-related plans work together in tandem to ensure the proper care and management of all Please Touch Museum collection resources.

Intellectual Framework
Vision for the Collections
The intended audience for the Collections of Please Touch Museum are the core visitors to the museum—children and their caregivers. The primary audience is children age eleven and under, with the core range of three to seven. The Collections are a core component to the main learning standard of Please Touch Museum, Learning Through Play. Exhibits and program focus on the Adult—Child—Environment learning triangle of which Collections are a major part. Collections objects, connections to collections are made throughout these learning environments (See Mission, Vision and Values document). Collections are used within exhibits and programs in and out of the museum as necessary. These may be traveling exhibits, hands-on programs featuring objects from the Play Collection, or internal exhibition programs at Please Touch Museum.
As stated in the Executive Summary above, “The primary collection of Please Touch Museum is toys—toys guide play, engender creativity and cultivate the imagination. Toys offer children ways to develop their brain power in strategic and critical thinking...and toys help children in all the stages of play: social/emotional, physical, cognitive and language. Plus, they’re fun! Please Touch Museum is a child’s first experience with a museum. With interest in what children learn at Please Touch, they often become life-long collectors and museum visitors.”

To that end, future growth and development of the collection is all focused on the primary mission of the museum of “Learning Through Play.”

Analysis of Existing Collection

Description of Collection

(Additional details can be found in the Collections Management Policy)

Childlife Collections and Archives. The museum’s primary collection consists of cultural artifacts and supporting documentation representing the history of American childlife. Toys are the primary collection focus. Artifacts representative of worldwide cultures, childlife in the Philadelphia region, and art will be acquired based on program and exhibition needs. Timeframe for collecting objects is post World War II (1945 – present) due to relevance to current multigenerational audience. The categories include:

The Contemporary Toy Collection consists of objects representing the yearly top selling trends in the toy industry and our core organizational theme of play, regardless of age. Due to the changes in marketing in the industry, the museum will also use the following initial screens for all categories:

1) Best Selling Toys (based on industry standards)
2) Play Value
3) Cultural Value.

Toys are collected in the following categories:

- Artistic Self Expression: Arts & Crafts, Musical
- Cognitive: Games, Puzzles
- Developmental: Infant and Preschool
- Personages: Dolls, Action Figures, Plush, Doll and Action Figure Accessories
- Big Muscle: Ride-ons, Sports
- Real World: Cars and Trucks, Construction and Building, Playsets
- Transformational: iconic and fad

Within a category, collecting screens unique to that category will be further developed. Example for dolls: Fashion—Barbie—Classic—Entertainment—Special Issue. Certain contexts within exhibit areas may mandate additional screens. Example, the Play Study Center’s toy presence: prephonics/pre-numbers; socialization (role playing); arts and crafts (manipulation).

The packaging is also collected and retained with the objects. Appropriate supplemental materials are acquired for the Childlife Archives.

The Historical Childlife Collection documents the material culture of childhood. Objects included are children’s toys and associated ephemera, especially from children seven and younger or from the Delaware Valley region. The focus of the
collection is the 20th century with special emphasis from 1945 to the present. Included are the objects (such as sets, costumes and props) from the Captain Noah’s Magical Ark television program and from the Savery Collection of objects from three generations of one Philadelphia family. The older versions of the types of toys in the Contemporary Toy Collection provide an historical framework for the study of toy development. Objects will relate to programs and exhibits of Please Touch Museum.

The Childlife Archives include photographs and written or printed primary materials which enhance and document other parts of the collection. Contents include:

- Advertising, company histories, product histories and photographs of the objects in the Contemporary Toy Collection;
- Photographs of children’s daily lives;
- Letters and diaries of childhood, children’s books;
- Toy industry journals and catalogs;
- Oral History Projects;
- Tana Hoban Photograph Collections (of children and made to illustrate children’s books);
- Joel Spivak Star Wars Archives;
- John C. Walworth Child Appeal Premium Archives;
- Video and audio tapes, scripts, correspondence and other materials relating to the production of Captain Noah’s Magical Ark television program.

The Art Collection consists of artwork appropriate for children based upon the Art Framework of Please Touch Museum. The categories include Observational Art, Parallel Art, and Interactive Art. Commissioned art that falls into the categories of Observational and Parallel Art will in most cases be accessioned into the collection. Criteria that will determine whether a piece is accessioned or not include:

1. Intrinsic value to the Museum
2. Historic value
3. Individual artist background (career)

The accessioning of murals installed in the museum will be determined on a case by case basis, evaluated on:

1. Merit
2. Installation (panels vs. directly on wall)
3. Associations with Philadelphia regional arts organizations (i.e. the Mural Arts Program, Philadelphia Youth Corps Mural Arts)

Centennial Exhibition 1876 Centennial Era (1870-1880). The priority for these objects will be to obtain these on loan; however we will seek artifacts and memorabilia that tell the story of the family and child’s experience at the Centennial in 1876. These are contextual to exhibits only. Some non-copy-righted items may be acquired to serve as templates for reproduction and use in interactive exhibit experiences.

Memorial Hall (1874 – current). The priority for these objects will be to obtain these on loan; however we will seek artifacts and memorabilia that tell the story of Memorial Hall, its history and as the home of Please Touch Museum. These are contextual to exhibits only. Some non-copy-righted items may be acquired to serve as templates for reproduction and use in interactive exhibit experiences.
Institutional Archives. The Archives maintains documents, objects and materiel relating to the history and development of Please Touch Museum. The institutional archives are the foundation for the Play Study Center at Memorial Hall. Future development will be directed to the mission of the Play Study Center. Records are gathered from every department in the Museum based on the Records Retention Schedule.

Scope of Collection

History of Collection

The collections and archives of Please Touch Museum support the mission of the museum. Acquisitions in the five areas described below serve as a resource for learning in play, and the arts and humanities for children, their families, caregivers and teachers. The museum’s Childlife Collections and Archives also provide a resource for scholars and other adults interested in children’s education and development and in the history of childlife. The museum’s focus collection is Childlife Collections and Archives. The primary focus is the Contemporary Toy Collection (toys post-1945 through present) and artwork appropriate for young children.

Originally, in order to balance the museum’s obligations to its collections and to its audiences, all objects, whether in the permanent or educational collections, were to be divided into three categories: Red (non-handling), Yellow (supervised handling) and Green (unsupervised handling). Every object was assigned to the appropriate category. (1983-2003) Initially, the program was thought to work successfully, however subsequent staff have had to deal with mis-marked or mis-categorized objects, damaged or lost permanent collection objects and a variety of other accession record problems. The Play Collection, established in 2003, serves as the hands-on collection of the Please Touch Museum and has its own set of priorities and procedures. (See Play Collection) The establishment of the Contemporary Toy Collection that was established in 1983 was based on the top-selling toys in various categories based on the findings of the NPD Group each year. [NPD Group, founded in 1967, is the leading global provider of consumer and retail market research information for a wide range of industries. They provide critical consumer behavior and point-of-sale (POS) information and industry expertise across more industries than any other market research company. www.npd.com] This was successful for a number of years, however for various reasons, many of the toy retailers—top three include Walmart, Target and ToysRUs—have not participated in the NPD research, skewing the numbers of what is selling and what is not.

The museum collects, catalogs, exhibits and borrows only those objects for which it is able to care, to store and to exhibit in a manner consistent with its educational purpose and with generally accepted museum practice.

Collections management policies have been adopted to insure that Please Touch Museum carries out its responsibilities for its collections in a manner consistent with its mission and its responsibilities as a non-profit museum accredited by the American Association of Museums. The policy is a living document which shall be regularly re-evaluated in light of the educational, exhibition and research programs of the museum. Changes must be approved by the collections committee and ratified by the entire Board of Directors.
The Collections Committee reviews as needed collections policies and guidelines which are followed by the President/CEO, Vice-President of Exhibits and the Curator of Collections for the collections and archives of Please Touch Museum. The Committee has particular interest in acquisitions and deaccessions and will advise on such matters as donations that have questionable provenance, will change the collecting policy, strain staff resources and storage capacities or cost a considerable amount to conserve. The Committee will advise on potential collections and funding sources, review collections activity reports and proposed deaccessions for the permanent collections.

Strengths and Weaknesses of Collection
The Contemporary Toy Collection has become the strongest focus of the collection. As a result of this realignment in focus, many gaps in the collection have been identified. While the collection will always be primarily contemporary toys post-1945 through present, some samples of toys pre-1945 are needed to create the stage or fill the gaps within the timeline of contemporary toys. The Museum will seek objects to fill these gaps as identified through donations and purchases.

Connections to Other Institutions and Their Collections
A handful of children’s museums are collecting institutions—many with a variety of “play” themes. The Strong—National Museum of Play, in Rochester, New York; the Brooklyn Children’s Museum, Boston Children’s Museum and the Children’s Museum of Indianapolis are all major collecting institutions. The Please Touch Museum has visited a number of these museums to view not only their objects, but review their practices, goals and objectives for their own institutions.

Objectives, Goals and Strategies 2008 - 2012

Overarching Objective
The mission of the Collections Department of Please Touch Museum is to collect, preserve, interpret, exhibit, and make available for research the artifacts and records that reflect the history of American child life and enrich the lives of children 0 to 11 by creating learning opportunities through play.

Access/Object Use Objective
To make available Collections Department objects, archives and library materials for exhibition, research and interpretation (museum-wide, traveling exhibits, web)

Goal 1
Make collections more available by installing and maintaining collections cases in each exhibit supporting the environment and themes as outlined in the PTM Exhibition Framework

Goal 2
Make collections more available through digitization and image access

Strategy 1
All 2008 acquisitions forward will have digital images
Strategy 2
All objects prior to 2008 will be digitally photographed or prior print images will be scanned and downloaded to the collections database as time and funding allow

Strategy 3
Provide on-line access to collections through PastPerfect web component, “PastPerfect-Online”

Goal 3
Make collections more available through the Play Study Center [ongoing]

Goal 4
Facilitate planning and implementation of collections supported and motivated exhibits (temporary and traveling)

Goal 5
Work with appropriate museum departments (Education, Community Services, etc.) to develop and support opportunities for object use in conjunction with monthly themes, special events or programs, KidGlove.

Strategy 1
Implement KidGlove program on a regular basis

Goal 6
Provide digital images and contextual information to the External Affairs Department for inclusion on the website and in relative marketing materials for exhibits, events and programs (as appropriate).

Strategy 1
Work with appropriate museum departments to develop a plan for artifact based virtual exhibits

Strategy 2
Implement (minimum) one virtual exhibit

Goal 7
Support exhibit galleries with regular artifact rotation schedules on a seasonal or monthly (three to four average) basis.

Acquisitions
Objective
Acquire objects that fit the scope of collections and meet the criteria of standards for permanent and Play Collection objects

Goal 1
Establish (or re-establish where appropriate) individual or corporate donors to support specific types of collections acquisitions, particularly in the Contemporary Toy Collection category

Strategy 1
Partner with local retailer to establish top-sellers in the region for additions to the collection as well as donations of objects based on the top-sellers

Strategy 2
Attend trade shows and industry sponsored events to cultivate partners and relationships with vendors/manufacturers for donations to the collection (or purchase at significant discount)
Strategy 3
Invite potential donors to visit PTM and collections storage facilities for behind-the-scenes tours

Strategy 4
Work with Development Department to identify and determine potential individual or corporate donors (or sponsors) for specific collections acquisitions

Goal 2
Acquire objects to fill gaps within the Contemporary Toy Collection as identified in conjunction with toy consultant(s)—see CTC Acquisition List

Strategy 1
Continue to refine and update list as necessary reflecting top toy trends post-1945 to present (periodicals, consultants, toy industry research)

Strategy 2
Use eBay or other on-line auctions, toy auctions, antique toy dealers to acquire objects no longer available in current retail outlets

Strategy 3
Acquire objects as identified in the Contemporary Toy Acquisition spreadsheet to fill collection gaps.

Goal 3
Align Collection Plan with the development of programs, exhibits, and events as outlined in the Interpretation Plan and Exhibition Plans (and other plans as appropriate) and potential traveling exhibits

Strategy 1
Review all collections-associated plans on an annual basis with related departments

Goal 4
Acquire objects for Contemporary Toy Collection when PTM was without a curator/collections manager (2000-2003)

Strategy 1
Acquire objects as identified in the Contemporary Toy Acquisition spreadsheet to fill collection gaps.

Goal 5
Acquire objects for Contemporary Toy Collection with realigned focus. (2003-present)

Administration

Objective
To have sufficient resources for the Please Touch Museum to provision proper processing, housing and exhibiting collections, ongoing collecting, collections maintenance and repair, and time to assist researchers

Goal 1
Seek increased annual budget for acquisitions to the collections

Strategy 1
Work with Collections Committee to advocate to the Board for the need for increased acquisition and preservation funds in the annual budget

Goal 2
Seek line item on annual budget for preservation and preservation activities for collections
**Strategy 1**
Work with Collections Committee to advocate to the Board for the need for line items on the annual budget

**Strategy 2**
Evaluate additional staffing needs

**Goal 3**
Increase special project implementation through non-paid and paid (when funds available) internships

**Strategy 1**
Create relationships with local universities and colleges for museum studies/history/education/etc. related majors to work on collections related projects

**Strategy 2**
Regularly update PTM Human Resources Department with volunteer job descriptions for collections related projects

**Objective**
To ensure proper procedures are in place regarding all collections management activities

**Goal 1**
Review Collections Department procedures and policies and update where needed

**Strategy 1**
Determine annual purpose and schedule of Collections Committee; identify new members and topics/issues of discussion

**Strategy 2**
Hold two annual Collections Committee meetings per year

**Strategy 3**
Create and implement annual “Conflict of Interest” statements for staff—review and retain

**Goal 2**
Create a “Collections Policy” brochure or hand-out defining collections emphases and procedures for donating to the collection

**Strategy 1**
Review similar documents from other institutions

**Strategy 2**
Plan/create concept for a donor/collection supporter annual event (“White Glove” party; Collections Reception; “Toy Box” event)

**Strategy 3**
Work with External Affairs/Graphics to create a PTM branded collection management document/brochure

**Goal 3**
Determine physical layout of Memorial Hall Collections storage and office space for maximum efficiency and safety

**Goal 4**
Update with department heads annual records retention schedule

**Objective**
Share the message of toys and play

**Goal 1**
Continue development of PTM “learning through play” with collections—regularly meet with education, retail and marketing staff to relay collections and play messages
Goal 2
Work with staff to publish articles/publications on collections related subjects; “Field Guide to Play,” etc.

**Collections Management**

**Objective**
Effectively plan and manage collections related task through ongoing growth of the collections management policy

**Goal 1**
Implement plan for review of inventory and cataloguing of all collection materials

**Goal 2**
Evaluate and update museum records and archival materials retention policies

**Goal 3**
Process incoming and outgoing object loans in a timely manner. Ensure they are removed and returned safely.

**Goal 4**
Draft and create plan for barcoding the collections via the Collections Move Plan

**Strategy 1**
Add barcode component to PastPerfect software upgrade

**Strategy 2**
Purchase barcode related supplies—including barcode scanner(s) and labels for printing object barcodes

**Strategy 3**
Utilize barcode for moving

**Strategy 4**
Continue with complete barcoding of all collections

**Objective**
Effectively use and manage collections through PastPerfect museum collections software/database

**Goal 1**
Polish use of the collections management software. Update names, addresses and information as necessary. Correct typographical and spelling errors, etc.

**Goal 2**
Upgrade collections software on a regular basis with input from the IT Department

**Strategy 1**
Maintain annual support contracts for collections software programs.

**Strategy 2**
Seek additional training as necessary

**Objective**
Create plan for updating database records

**Goal 1**
Continue accessioning incoming objects in a timely manner (includes record-keeping, digital imaging, etc.)

**Strategy 1**
Accession backlog of incoming objects from years without curator/collections manager

**Objective**
Effectively manage annual loans of 1876 Centennial Exhibition materials
Goal 1
Create plan for rotating schedule of loan of historic 1876 Centennial-era related objects and materials for the Centennial Exhibit on an annual basis with regional and national organization

Goal 2
Manage plan and follow schedule for Centennial Exhibit loan objects

Deaccession
Objective
Effectively manage the collection by removing materials that are out of scope with the Collections Management Policy and Collections Plan.

Goal 1
Review objects for value to scope of the collection; condition; potential use
  Strategy 1
  Review all policies—focusing on deaccessions—with museum attorney
  Strategy 2
  Review potential deaccessions with Collections Committee
  Strategy 3
  Follow procedures of Deaccession policy in Collections Management Plan

Goal 1
Remove duplicate, inappropriate, poor condition/quality, hazardous or potentially hazardous materials from collection
  Strategy 1
  Proceed with steps as outlined in the Collections Management Policy for deaccessioning objects
  Strategy 2
  Multicultural collection objects deaccessioned from the collection

Moving to Memorial Hall
Objective
To have a well-planned, well-executed, efficient and safe move of the collection to Memorial Hall [2007]

Goal 1
Create a Moving Plan for Collections for review by the Collections Committee [2007]
  Strategy 1
  Draft a plan based on research and past experience for moving the collections [2007]
  Strategy 2
  Seek additional funding for moving the collections
  Strategy 3
  Work with Operations Department/Manager for the “MOVE” to tweak the move plan

Preservation
Objective
Initiate, draft and review plans for Preservation and Disaster Planning for collections

Goal 1
Draft Preservation Plan and Implementation for Preservation Plans and update as necessary
Goal 2
Implement goals and strategies of the Collections Preservation Plan on an annual basis.

Strategy 1
Review Preservation Implementation Plan annually and update as necessary

Strategy 2
Work with Exhibits Department to create manual for objects in traveling exhibits

Goal 3
Draft and compose Emergency Preparedness Plan for Collections

Strategy 1
Review Emergency Preparedness Plan with Operations and Safety Committee on collections related issues in regard to emergencies

Strategy 2
Update Emergency Preparedness Plan for preservation issues

Strategy 3
Conduct annual “mock” collections related emergency to test Emergency Preparedness Plan

Strategy 4
Annual review of Emergency Preparedness Plan for collections with Facilities/Operations Departments

Goal 4
Identify potential funding sources for preservation of collections

Strategy 1
Work with Development Department to draft and submit applications for grant funding to appropriate federal, state and local agencies and local philanthropic foundations

Goal 5
Create and implement regular environmental monitoring schedule for exhibition and storage areas. (Includes temperature, relative humidity and light levels)

Strategy 1
Upgrade (and add to where necessary) environmental recording equipment

Strategy 2
Develop regular maintenance/cleaning plan for collection cases in current exhibits

Public Outreach

Goal 1
Present programs related to PTM collections, history, and museum planning as needed or requested to students, visiting scholars or museum association meetings/symposia

Strategy 1
Propose and submit session on collections related projects to AAM/ACM in 2009/2010

Goal 2
Present programs related to PTM collections related subject matter for collectors organizations, history groups, etc.

Strategy 1
Present carousel presentation to National Carousel Association Annual Meeting in 2009
Strategy 2
Invite organizations for tour(s) of Memorial Hall and exhibits (Lewis Carroll Society of North America; Victorian Society in America, etc.)

Goal 3
Update all staff, all departments on collections-related projects or research subjects through “brown-bag” lunches on a regular basis
Strategy 1
Schedule one “brown-bag” lunch in 2007
Strategy 2
Schedule two “brown-bag” lunches in 2008

Research
Objective
To Conduct research on objects, subjects and themes within and relating to the collection, archives and institution

Goal 1
Participate in the ongoing development of the Play Study Center
Strategy 1
Refine and review the Library and Archives Management Plan for ongoing development and maintenance
Strategy 2
Refine and build collection area research materials with books, periodicals and associated articles on an annual basis for use in the Play Study Center

Goal 2
Continue research on Contemporary Toy related topics
Strategy 1
Continue supervision of FAO Schwarz Family Foundation Fellow in regard to collections and the Play Study Center
Strategy 2
Solicit research topics from students at local universities and colleges
Strategy 3
Create PTM “recipe cards” for collection objects or activities

Goal 3
Continue research on Memorial Hall, 1876 Centennial Exhibition, and Dentzel Carousel/Woodside Park

Goal 4
Share the message of collections with the public
Strategy 1
Conduct presentations on collections topics, collections related activities to appropriate associations and organizations (AAM, ACM, IPA, etc.)
Strategy 2
Highlight some aspect of Collections (objects, archives, library) in issues of the PTM newsletter
Strategy 3
Create and maintain a “Pat ToyBlog” on the world wide web, featuring information about toys in the collection
Strategy 4
Draft list and create outlines for potential articles and publications regarding toys and play
Strategy 5
Work with staff to publish articles/publications on collections related subjects; “Field Guide to Play,” etc.

Goal 5
Join or continue memberships in professional organizations

Security
Objective
To effectively care for collections materiel and ensure their safety and security in storage, on exhibit and in transit.

Goal 1
Review and maintain security standards for collections storage areas

Strategy 1
Meet bi-annually with Operations/Facilities Department to review current procedures and discuss ways to maintain, standardize or upgrade security issues

Goal 2
Refine security operations procedures during first year in Memorial Hall

Storage
Objective
To effectively house and care for collections materiel in a safe, secure and stable environment

Goal 1
Determine physical space needs for current collections plus 15 -20 years of additional collection additions at Memorial Hall

Strategy 1
Plan and install compact storage equipment in collections storage area

Goal 2
Reorganize collections storage for greater organization for documenting, rehousing, labeling, packing and arranging materials for packing and moving.

Goal 3
Designate an area for incoming objects to be processed.

Goal 4
Work with Facilities/Operations Department to implement regular ongoing scheduled cleaning in collections storage and work areas with supervision from the collections staff

Goal 5
Define security level for storage areas and work with Facilities/Operations Departments to ensure consistency in all keyed areas with a clear understanding of access

Strategy 1
Review security levels for all exhibit areas with Facilities/Operations Departments

Goal 6
Evaluate methods of storage and organization after first year in new facility. Refine as necessary.

Implementation Strategy
Working in tandem with the various collections planning documents, the guidance of the collections committee and following the guidelines of the institutional strategic plan, the collections staff will use the
identified goals and strategies to create an implementation plan/calendar to meet the goals of the Collections Plan (as well as all other working collections-related plans). This “master” plan will be maintained by the Curator of Collections and reviewed by the Collections Committee on a semi-annual basis and the Board of Directors on an annual basis.

Action Steps
Based on the “strategies” outlined above, the Collections Department, under direction of the Curator of Collections will work toward achieving the Objectives, Goals and Strategies of this plan.

Immediate Action Steps/Priorities
1. Plan/develop future collection space
2. Deaccession of objects no longer in the scope of collections
3. Plan for and move collections from 21st Street to Memorial Hall
4. Objects/archives information data: collect and input to collections software

Timeline
The timeline for the Collection Plan is for five years, effective 2008 – 2013. The plan will be reviewed annually and updated as necessary.

Assignment of Responsibilities
The Curator of Collections will identify what departments/staff will participate in various aspects of the plan on a case-by-case basis. As needs identify and funds allow, additional collections staff may be hired to assist with various projects or levels of projects within collections.

Evaluation
The Collections Plan and subsequent Master Plan/Calendar will be reviewed on a semi-annual basis by the Collections Committee, annually by the Board of Directors and bi-monthly by the Curator of Collections in conjunction with the Exhibits Department. Comments and suggestions will be solicited quarterly from associated departments for feedback, suggestions and comments.

Revision of Plan
The Collections Plan will be reviewed annually by the Collections Committee for any needed adjustments and revisions as needed. Large scope revisions will be reviewed and determined by the Collections Committee for Board of Director approval as needed. Small scope revisions (tweaking of categories, goals or strategies) will be reviewed and adjusted accordingly by the Collections Committee and the Collections staff. A full revision and recreation of the Collections Plan will begin to be reviewed in the fourth year (2012) with a new five-year Collections Plan submitted for approval to the Board of Directors in 2013.

Credits
Stacey A. Swigart, Curator of Collections (Experience Team) [2003-present]
Willard Whitson, Vice-President of Exhibits [2006-present]
Jennifer Bush, Director of Education (Experience Team) [2003-present]
Jason Smereczynski, Director of Exhibits (Experience Team) [2003-present]
Lorna Kent, Senior Designer (Experience Team) [2003-present]
Kit Matthew, Vice-President of Memorial Hall [2003-2005]

Collections Committee  (includes staff above)
Woody Rosenbach, Mattel
Michele Box, Wachovia