

Wisconsin Archeological Society
Winter 2019 Strategic Planning Meeting
February 16, 2019, 10:00 am
Dodge County Historical Society, Beaver Dam

Total board members present: 10

Quorum Met

Meeting called to order at 10:05 am by President George Christiansen

Attendance:

- Bill Green
- Jake Rieb
- Kurt Sampson
- George Christiansen
- Kat Sterner
- Amy Rosebrough
- Kent Dickerson
- Connie Arzigian
- Rob Nurre
- Cindi Styles

The main impetus for this meeting is our dropping membership.

What services/goods can we provide to members/prospective members?

- Journal
- Field experiences
 - o Digital engagement in this for those who can't make it into the field
- Involvement in the northern part of Wisconsin
- Videos of lectures
- Avocational certification programs
- Grants to local historical societies
- Tours of rock art/mounds
- Regional program/speakers' bureau
- General public publication
- Contribute to K-12 education

Make connections with similar societies

- Wisconsin Society for Underwater Archaeology
- Get a table at the annual WHS historical society conference

Revitalize membership

- Send reminders
 - o Particularly to lapsed members
- Provide tangible indication of membership (card, pin, etc.)

Assets of the Society

- Experienced officers, members, etc.

- Journal
- Website
- Social Media
- Legacy
- Heim Mound
- Dedicated members?
- \$\$
- Untapped potential
- Affiliated societies

Liabilities of the Society

- Aging of the membership
- Geographic extent of the current membership
- Volunteer organization (time expenditure)
- No central location of leadership
- Lack of visibility to the general public
- Lack of coordination with the Survey
- Lack of diversity
- Disinformation and mistrust of archaeological community by general public
- No endowment for support of long-term funding

Things the Society does well

- Journal
- Archaeology month event
- Calendar of events
- Events that we do hold (need more obviously)
- Newsletter
- Responsive/responsible to members?
- Advocacy
- Website

How the Society can improve

- Better communication with...
 - o Donors
 - o Historical societies
 - o Media
 - o Affiliated organizations
 - Broaden our focus to non-archaeological
- Renewals/recruitment
- Promotion
 - o Membership
 - o Content
- Merchandizing
- Planning sessions and following up
- Relevancy/education on topics like race, climate, agricultural practices, diet, health, economic development, etc.

What would we like to see for the Society

- Memberships in the 400-500 range
- Fulfilling educational objectives
- Lobby for a legacy tax (like Minnesota)
- Regional archaeological program in conjunction with the Survey
 - o To help WHS with documenting sites
 - o Have an archaeologist in each region that WAS organizes and WHS can rely on
- Non-professional magazine (from the newsletter)

12:30-1:15 – Break for Lunch

Long term goals:

- Regional program
- Increase membership
- K-12 education materials
- Avocational certification
- Grants to local historical societies
- Non-professional publication
- Promotional video

Short term goals:

- Journal
- More northern exposure
- Videos of lectures
- Field experiences
- Tours

** Send this list as an email to the members from the president to increase engagement.

Regional program

- Site visits with documentation to WHS
- Artifact identifications
- Assist in cataloging of sites (rarely)
- Provide public outreach and education events
- Contribution to newsletter with update to regional archaeology

** Post “Meet your Regional Archaeologist” on the website

** Emphasize that WAS is doing this now, it is NOT state-funded or sponsored

Extra Short Goals

- Contact Amy Norland at WHS about the Local History and Historic Preservation Conference to get someone to present on WHS
 - o George Christiansen will be a speaker there
 - o October 25-26, Grand Geneva Hotel
 - o We will also need people to man the booth there
- Make a trifold brochure
 - o Connie will send Danielle Benden’s write-up to Kat
 - o Rob Nurre will produce a few paragraphs on WAS history
 - o Kat will compile the brochure and send it out to the board
- Send a letter/email from the president to the membership about what our goals are

- Talk to the Survey about Regional Archaeology Program at the spring meeting
- Send mailings to members who have lapsed
 - o Jake will assemble list of lapsed membership
 - o Kurt will make the postcard to send lapsed members
 - Come back, we miss you, this is what WAS is planning
- Send information about Spring 2019 Meeting
 - o Saturday, May 18, Satterlee Clark House
 - Excavations
 - GPR
- Put together a map of where our current members are and where they have been
 - o Examine where we need to reach people better in the state
- Outreach to the North
 - o Send Cindi a list of the members from northern Wisconsin whom she can reach out to
 - o Send her the new brochure
- Create a branded PowerPoint template for speakers to use

Far down the line goals:

- A paid staff person
- A home base for WHS meetings and stuff
 - o UWM again/still?

For the March meeting agenda

- Upgrade (pay for) website login for members
 - o Access to journal
 - o Renewals
 - o Ask Megan to look into it before the meeting

Seth moved that the Board accept the letter written by Rob about Man Mound to the Sauk County Board indicating our interest in the site and an offer of non-specific financial support. Seconded by Kat. Approved by the Board.

Meeting adjourned at 3:40 pm.