

2003 Field Workshops

Seeing Results

Historical organizations are accountable in a variety of ways – to the people we serve, to our communities, to our funders. How do we measure our successes in these arenas? And how do we communicate those successes to our stakeholders? It's all about results.

This year's workshops are designed to help you see and understand the results of your work. You'll come away with practical information on audience surveys and evaluation, communications strategies, volunteer recruitment and fundraising. And, as always, you'll have an opportunity to tour local historic sites. Join us in one of these fair cities!

Friday, March 21

Red Wing

Host: Goodhue County Historical Society

Location: Goodhue County Historical Society,
1166 Oak St.

Friday, May 2

Alexandria

Host: Douglas County Historical Society

Location: Holiday Inn, junction of I-94
and Minn. Hwy. 29

Friday, April 11

Fairmont

Host: Martin County Historical Society

Location: Holiday Inn, junction of I-90
and Minn. Hwy. 15

Friday, May 9

Virginia

Host: Virginia Area Historical Society

Location: Park Inn, 502 Chestnut St.

Fee: \$25 per person. Includes materials, lunch, refreshments and tour.

To register: Complete and mail the registration form on the other side. Please register at least one week in advance of each workshop – by March 14 for Red Wing, April 4 for Fairmont, April 25 for Alexandria or May 2 for Virginia.

For more information: Call David Grabitske at 651-297-4416 or e-mail david.grabitske@mnhs.org.

The mission of the Minnesota Historical Society is to foster among people an awareness of Minnesota history so that they may draw strength and perspective from the past and find purpose for the future.



MINNESOTA HISTORICAL SOCIETY

Workshop Schedule

8:30 to 9 a.m. — Registration, coffee, rolls

9 to 9:15 — Welcoming Remarks

9:15 to 10 — Keynote Address

Older and Wiser? Changing Perspectives on Preservation

Charles Nelson, historical architect at the Minnesota Historical Society, looks back at changes he has seen in the historic preservation movement during more than three decades of work to save Minnesota's cultural resources.

10 to 10:15 — Break

10:15 to noon — Concurrent Sessions I

Making the Case: The Importance of Local History

Field services staff members Tim Glines and David Grabitske lead a group exercise designed to develop and refine the messages you take to stakeholders about the importance of your work.

Working with Volunteers: Planning + Recruitment + Recognition = Results

Is your organization a place where volunteers want to be? Staff from the Minnesota Historical Society's Volunteer Services Office give you the tools to attract volunteers of all ages by focusing on planning, recruitment and recognition.

Noon to 2:15 p.m. — Lunch and Tour

2:15 to 3:30 — Concurrent Sessions II

Audience Surveys and Evaluation, Part I

Jennifer Lanning, audience research specialist at the Minnesota Historical Society, explains how knowing your audiences can help you develop programs that meet the needs of your community.

Grants Workshop

Mandy Skypala and David Grabitske of the grants office review Minnesota Historical Society grant programs and other funding sources, offer practical tips for submitting state grant-in-aid and capital grant applications, and update the status of the Minnesota Transportation History grants program.

3:30 to 3:45 — Break

3:45 to 4:30 — Concurrent Sessions III

Audience Surveys and Evaluation, Part II

Building on Part 1, Jennifer Lanning demonstrates how to undertake your own surveys and audience research projects without a large budget.

Fundraising: Individual Gifts

Marc Johnson, development director at the American Swedish Institute, offers strategies for identifying and soliciting gifts from individual donors.

Registration Form

Name(s) _____

Title(s) _____

Organization _____

Address _____

Phone _____

City _____

E-mail _____

State _____ Zip _____

Circle one: March 21, Red Wing April 11, Fairmont May 2, Alexandria May 9, Virginia

Number of persons registering: _____ at \$25 each. Total enclosed: _____

Make check payable to Minnesota Historical Society. Mail payment and registration form to:

Minnesota Historical Society

Attn. David Grabitske, 345 Kellogg Blvd. W., St. Paul, MN 55102-1906