



Joint Board Alignment & Collaboration Session

Discussion Guide

Purpose: Strengthen alignment between the Museum Board and Friends Board as we prepare for the Museum's next chapter and support a successful leadership transition.

As we prepare for our Joint Board Alignment & Collaboration Session, we encourage you to spend a few minutes reflecting on the following discussion topics. There is no need to prepare formal responses—these topics are intended to help guide our conversation.

Discussion Topics

- Celebrating the Museum's successes
- Current strengths and opportunities
- A shared vision for the Museum's future
- Challenges to address together
- Strengthening collaboration between the Museum Board and Friends Board
- Supporting the Museum through its leadership transition

Reference Material

- Museum Strategic Plan

Strategic Plan 2025-2029



Who We Are:

The museum is administered by the City of Platteville Museum Department under the direction of the City Manager, Museum Board, and Common Council. The Friends of The Mining & Rollo Jamison Museums is a 501(c)(3) nonprofit organization that exists to fundraise and provide financial support for The Mining & Rollo Jamison Museums, to promote interest in the history of the tristate area, and to support The Mining & Rollo Jamison Museums in all their endeavors.

The Museum Board is a Municipal Board of the City of Platteville that sets policies for all aspects of the Mining and Rollo Jamison Museums relating to maintenance, staffing, public utility, and the disbursements of monies belonging to the Museum Fund. Brad Brogley, President, Tom Nall, Common Council Representative, Garrett Jones, Secretary and Platteville Public Schools Representative, Deb Jenny, Friends of The Mining & Rollo Jamison Museums Representative, Lawrence Bowden, Kathleen Connett, Deb McWilliams, Jamison Trustee Representative, Ex-Officio, Matt Zielinski, School Board Appointee, Jamison Trustee Representative, Ex-Officio

The Jamison Museum Association, dba Friends of The Mining & Rollo Jamison Museums Board of Directors, is a 501(c)(3) nonprofit, EIN 39-1363989. • Deb Jenny, President, Hap Daus, Vice President, Duane DeYoung, Treasurer • Dee Woolf, Secretary • Mark Haas • Eileen Nickels • Matthew Zielinski • Bill Van Deest

The Museum staff consists of two full time employees, three part-time employees, and four to six Seasonal employees depending on the time of year.

History of the Museum:

The Mining Museum Origins: The Platteville Common Council created the Museum Department in 1965 to collect, preserve, and interpret artifacts and documents relating to the history of mining in the Upper Mississippi Valley Lead-Zinc District. By 1966, the museum had acquired the 1860 Rock School. The museum began developing exhibits, collecting artifacts, and planning events. A fire gutted the museum in 1969 and its grand reopening with stunning new dioramas took place on August 21, 1971. The museum provided field trips to students of Robbins School next door as well as the general public.

Opening the Bevans Lead Mine: In 1972, museum staff successfully located the long-lost 1845 Bevans Lead Mine in the backyard and permitted its reopening thanks to creative vision and the support of a highly engaged museum leadership team with expertise and the pioneering spirit. A city referendum and thousands of \$2 mine shares purchased by area residents made it possible to construct mine

safety infrastructure, a depot, and a headframe building. A ribbon-cutting ceremony welcomed the public on July 3, 1976, in time for the American Bicentennial and Platteville Sesquicentennial celebrations. In 1978, above-ground train rides became a much-loved part of the mine tour experience after the Platteville Optimists donated funds to help acquire and rebuild a 1931 mine locomotive with custom passenger cars. Generations of students of the University of Wisconsin-Platteville practiced hands-on engineering skills in the mine.

The Rollo Jamison Museum Origins: The vision of an expansive museum campus was realized with the opening of the Rollo Jamison Museum in 1980 inside the 1905 Hanmer Robbins School building, a Platteville architectural jewel designed by Henry Kleinhammer. A city referendum demonstrated popular Platteville support for acquiring the museum founded by Rollo Jamison, who amassed his significant cultural history collection over 70 years in nearby Beetown, Wisconsin. A mechanic, tavern owner, and self-taught historian, Jamison collected artifacts revealing the material culture of the peoples of southwestern Wisconsin from 13,000 years ago until the 1970s. This resource sparked a new generation of research, exhibits, and seasonal programs like Heritage Day. It inspired a 501(3)(c) non-profit association now known as the Friends of The Mining & Rollo Jamison Museums to valiantly support the museums with its endeavors through volunteerism and philanthropy – starting with inventorying and transporting the entire Rollo Jamison collection from Beetown to Platteville. It also inspired area citizens to donate additional artifacts to the museum general collection, eager to see local history preserved and shared with the next generation.

Strategic Planning Process

The museum board and staff approached strategic planning in a different way for our 2025-2029 plan. Instead of attending one long retreat, the group met for three sessions that were scheduled to last one hour each. The intentionality that was brought to each gathering allowed us to tackle the whole process in a shorter period of time while also being invested and attentive for the entirety of each session. Session one took place on September 4 and focused on the Mission and Vision. Session two took place on September 18 and focused on a SWOT Analysis. Session three took place on October 2 and focused on goal setting. The results of these three meetings are below:

- **Mission and Vision**

Our mission is to uncover, preserve, and share the diverse cultural history of the Upper Mississippi Valley Lead and Zinc Mining District. We offer educational experiences that inform and inspire by telling the region's rich stories.

Vision: We will expand our impact and inspire excitement in all of our audiences.

- **SWOT Analysis**

Strengths

1. Our staff -
 1. We have a qualified staff with knowledge of and experience with the study of history.
 2. The staff also has experience in the museum fields and is knowledgeable about best practices.

2. We have a facility to showcase our collections and there is room to expand and better display our items.
3. We have an area history that the city/community gets behind to support the museum.
4. We have a strong sense of our space and subjects that are not covered by any other local museum.
5. We cover the history that others don't cover.
6. We have two supportive boards.
7. We have a 19th Century Mine, which is an incredibly unique attraction.
8. We have a strong relationship with local schools.
9. We have a large and usable campus.
10. Programming
 1. We have existing programming that is engaging.
 2. We have a diverse audience.
11. Strong connections with Platteville Community
12. We have the support of the City.
13. We have a core group of volunteers that is always available.
14. Where we are geographically located in the driftless region is a strength.

Weaknesses

1. Support from the city from the FTE perspective and past practices
 1. Ongoing funding
 2. Staffing shortage - PT staff members
 3. Staffing turnover - PT vs Full Time
2. For staff and visitors the name is confusing.
 1. The organization of the Collections is confusing for our staff. It is not organized according to museum standards.
 2. Mining History 1820s to ?
 3. Rollo collection 1890s to 1960s.
3. We are providing little to no reason to be a repeat visitor.
4. "I saw the mine as a 4th grader and haven't been back".
5. Do other communities and schools in the area know about the Mining and Rollo Jamison Museums?
6. Due to the building's design, the flow of visitors is challenging.
7. Size of some of the exhibit displays (artifacts are not easily moveable).
8. We have outdated marketing materials.
9. Engaging UWP, UWP students aren't aware of the museum.
10. Creating programming that is relevant to college students.
11. Engaging UWP staff.
12. Closed during the winter months.

Opportunities

1. Engaging with UWP
 1. Students
 2. Interns
 3. UWP Staff
2. Maximizing the use of the Museum Campus

3. 2027 is 200 years of Platteville
4. 2026 is the 250th Anniversary for the US
5. Deciding our focus reach more communities to tap into
 1. Walking tours throughout the mining district (Mines in Dubuque, Benton, Galena, etc...)
6. Partnering more with museums, business, Chambers of Commerce in the area, tourism councils, etc.
7. History of Mining - Maintain a connection with this group, retired miners, mining enthusiasts
8. Growth in programming
9. Attract different types of demographics and expand on how to grow
10. New technology, new interpretations, revamp exhibit spaces
11. More interactive exhibits

Threats

12. Financial Needs
13. Perceived competition for funds
14. Large maintenance issues that may come up
15. Climate control to expand more space on campus
16. Donor fatigue
17. Staff turnover
18. Loss of city support
19. Heavy rainfall, extreme weather conditions, Example: Flood in 1993
 1. Building is influenced by climate

- **Strategic Goals**

Goals	Deadline
<ul style="list-style-type: none"> Improve Visitation and Repeat Visitors 	
<p>Increase field trip numbers by 3% year over year</p>	<p>Annually</p>
<p>Install new panels in the upstairs exhibit space</p>	<p>06/01/2025</p>
<p>Install new interactive exhibit modules (photobooth, curiosity cabinet, reflection station)</p>	<p>10/01/2025</p>
<p>Begin yearly process of rotating exhibits in the East Display and host opening receptions</p>	<p>10/01/2025</p>
<p>Introduce new programming to attract repeat visitors (Unique once or twice annually programs such as D&D in the mine or Behind the Scenes Tours, classes/historic activities, and/or Walking tours around the museum and around the mining district.</p>	<p>04/01/2027</p>
<p>Update, change, add to, reimagine mine and our interpretation in it</p>	<p>04/01/2029</p>
<ul style="list-style-type: none"> Build and Retain Partnerships / Be a Community Leader 	
<p>Retain and build our relationships with teachers by creating and distributing new surveys that are relevant to our offerings</p>	<p>03/01/2025</p>
<p>Retain and build our relationships with teachers by Creating and hosting a teachers roundtable event.</p>	<p>01/01/2026</p>
<p>Build on our partnership with Badger Brothers to see if we can help design informative coffee bags for their boxing squirrel blend.</p>	<p>01/01/2026</p>
<p>Create non-educational partnerships with businesses and groups who can use our backyard and get more people on our campus. (I.E. Yoga in the backyard, meditation in the backyard, Galena Shakespeare in the backyard)</p>	<p>05/01/2026</p>
<p>Create a new partnership with the art/graphic design department at the University to help build light and fun marketing that helps us to better convey who we are and highlight our diverse partnerships listed in this document.</p>	<p>05/01/2027</p>
<p>Create a handful of partnerships with similar organizations or like minded business through the Upper Mississippi Valley Lead and</p>	<p>05/01/2028</p>

Zinc Mining District	
<ul style="list-style-type: none"> • Improve Marketing and Our Identity 	
Increase our Social Media followers by 5% on Facebook each year and 25% on Instagram each year.	Annually
Revamp/rethink our newsletters	03/01/2025
Build a presence on TikTok.	05/01/2025
Create new pamphlets or other more relatable marketing tools/materials to have available at the museum and out in public	01/01/2026
Create a campaign over social media that explains what we do and what we are.	02/01/2026
Create a email list of UWP Mining alum and mining enthusiasts to reach out to for support.	01/01/2027
<ul style="list-style-type: none"> • Gain Institutional Control and Knowledge over the Collections / Improve our Care of the Collections. 	
Catalog the collections at a pace of 100 items per month for the entirety of the 5 year plan.	Ongoing
Organize the collections in a themed manner room by room.	04/01/2027
Design and implement a tour of the collections.	04/01/2028
Grow our collections in a way that expands our ability to share a more story driven pedagogical approach	12/31/2029
Follow NAGPRA recommendations.	Ongoing
<ul style="list-style-type: none"> • Build and Nurture Financial and Institutional Stability 	
Increase the number of annual memberships every year by 6%	Annually
Continuously make efforts to ensure staffing consistency and retention by implementing annual check in meetings (completely separated from performance reviews) to assess how we can provide meaning and less stress levels for each staff member.	Annually

Grow our grant revenue to roughly \$40,000 each year	Annually
Complete a comprehensive plan of current revenue streams and how they can be expanded upon, changed, or increased	08/01/2025
Ensure the security and safety of our buildings and campus for future generations by creating a robust maintenance plan	11/01/2025
Explore the idea of using the campus as a wedding reception venue including expenses, revenues, liabilities, etc.	11/14/2025
If we desire to move forward after the cost/benefit analysis, create marketing materials, contract paperwork, procedures, etc.	11/13/26
Finish a Capitol Campaign with the Friends of the Museums which will address some of the long term structural needs of our organizations such as climate control, better visitor flow through the museum, and better use of our outdoor campus.	05/01/2028

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