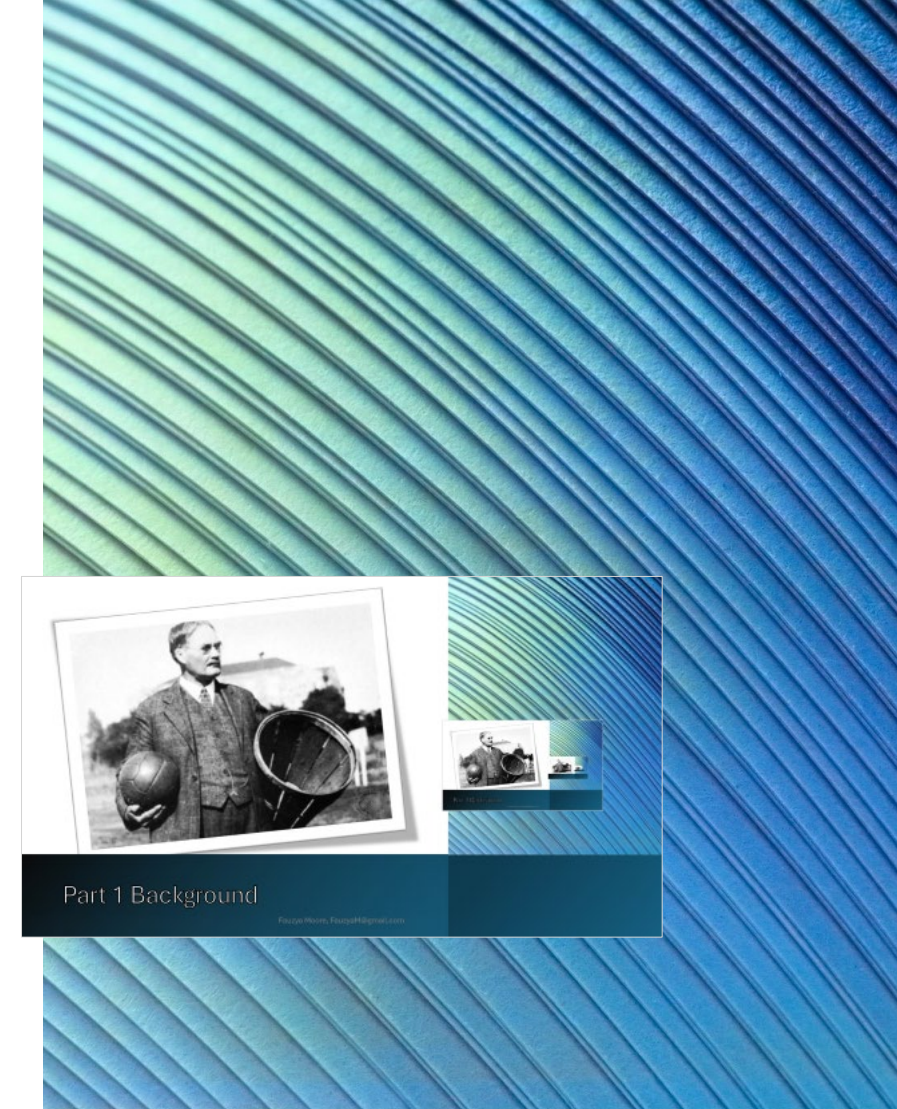




Mill of Kintail

DRAFT Findings

On the Implementation of the Strategic Plan



Part 1 Background

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Expected outcomes of the 2019-2024 MOK Strategic Plan

- Visitors to the MOK would experience:
- An historical, cultural, and natural experience that celebrates the realms of physical activity and rehabilitation, health and nature and art through exploration of the lives of Dr R Tait Mackenzie, and Dr James Naismith, and related educational and experiential and educational opportunities.

Outputs/ Business lines

- Curation: Conserving, storing, and digitalizing the MOK collection.
- Display: Enhancing the layout, look and coherence of the exhibits.
- Social Media: Creating a social media campaign and developing tourist feedback and items for sale
- Facilities Management: Maintaining and improving the facilities (facilities management)
- Addressing capital rust out (not covered in this evaluation)

Evaluation of the strategic plan of the MOK

- In 2024 the MOK enabled an evaluator to prepare a formative evaluation of implementation.

The objectives of the evaluation were to identify:

- a) the extent to which the strategic plan has been implemented and
- b) alignment between the activities of the strategic plan and the overall outcome of maintaining the MOKs viability, visitorship and funding.

Objective of this meeting

This consultation presents some of the findings of the surveys and literature reviews.

It requests feedback and input from the Advisory Committee and MOK management.

Once obtained the final report will be drafted

Part 2 Findings



Summary of baseline data provided by management

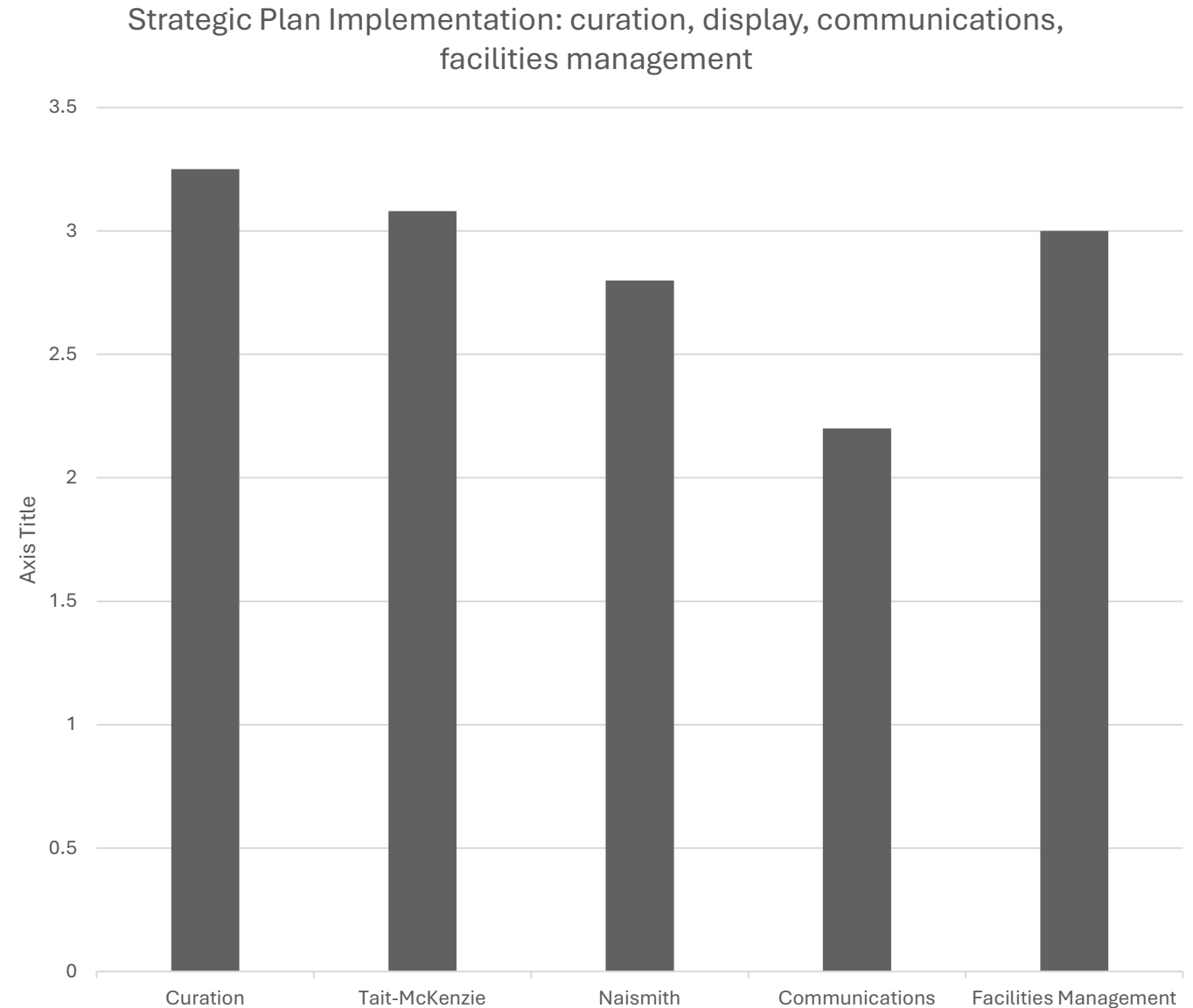
Progress in curating and organising the collections and in mounting the exhibitions.

Progress in facilities management

Limited progress in communications and marketing

Little to no progress in fund-raising

Findings from the
Advisory Committee
Questionnaires
State of
Implementation
NB No finance
committee to
consult.



Survey responses: advisory committee/qualitative

Approval for completed business lines, less approval for those that needed more work

A healthy process of communication between the management and the committee but possibly a touch of selection bias.

Visitor surveys will indicate outcomes.

Data to be in the final report.

Communications, Digitization and Marketing: data from the advisory committee survey.

Statement	Ranking (out of 4)
The museum offers value for money	3.43
The museum needs to increase community outreach activities	3.33
More marketing of the museum is required	3.33
Digitized presentations guide visitors around the MOK	2.4
Current marketing encourages people to see the museum	2.2

Removal and protection of the collection: responses from the advisory committee survey

There is no consensus that the Mill's collection should be removed from the MOK building

There is concern about climate control and protection of the collection.



Implementation of the strategic plan is moving ahead but more work is required.



Curation, display and facilities management are well advanced, More work on the Naismith display may be required.



Substantially more work is required on fundraising and communications



From the advisory committee a general sense of concern on the future of the MOK.

Summary of Findings MOK management and advisory committee

Part 3 Observations

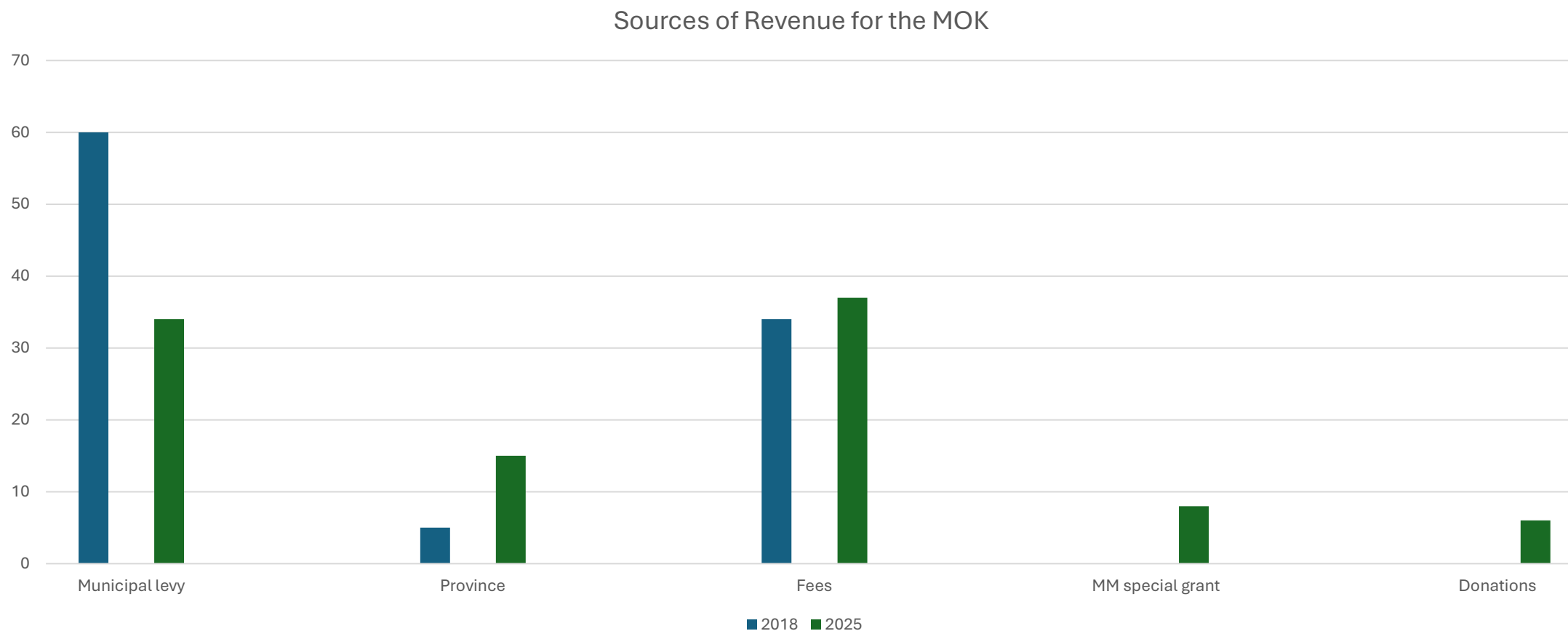


CONTEXT

- The anticipated shortfall in revenues from the 2018 loss of the municipal levy has been made up by agreements between the MCVA and various funding authorities for *interim* funding over five years.
- After five years the funding authorities could request the MOK to move to a full cost-recovery basis or give up the collection.
- The MVCA Board has directed that:

The Mill of Kintail Museum is a community asset and cultural attraction. MVCA will operate the museum ***while seeking another organization to assume management of the collections.***

Sources of Revenue MOK 2018 and 2025 as a percentage of the budget.



Outputs and Outcomes

The MOK is well engaged in implementing the **outputs** of the strategic plan, despite limitations of Covid-19 and the emergence of new financing and management challenges.

Visitorship has returned to pre-Covid levels when many small museums are still at 3/4 of pre-Covid visitorship.

Outcomes may now be measured beginning with visitor surveys.

Getting to 2029

- In light of anticipated budgetary constraints *and* possible changes in management it is important to *strengthen the branding and business of the Mill* by finalising implementation of the strategic plan.
- Key areas include:
- Establishment of a finance and fundraising committee.
- Expanding work on communications and branding
- Creating or increasing opportunities for high value commercial activities e.g. weddings.

Branding the MOK

- The MOK is a Canadian issue. Tait and Naismith were not just local heroes they are Canadian notables.
- Important to increase visibility and rebrand the MOK as a Canadian heritage site.
 - Improve signage
 - Have communications students build a narrative for the museum
 - design a web presence for the MOK (FB, X, Instagram as per the MM Textile Museum)
 - Strengthen Naismith (help from Basketball Hall of Fame)
 - Consider circuit tourism

Thank you. Please provide feedback

