

**Strategic Plan of the National Association of Watch & Clock Collectors, Inc. (“NAWCC”)
2010 – 2013**

Purpose of Plan

To guide the board of directors, management, professional staff, and volunteers in the fulfillment of NAWCC’s mission and movement toward NAWCC’s vision.

NAWCC’s Mission

To encourage and support the art, heritage, and science of horology (timekeeping) through our members and chapters, and the public.

NAWCC’s Vision

NAWCC is a global leader in disseminating knowledge about the art, heritage, and science of time and timekeeping.

The Plan for 2010 Through 2013

Goal A: Provide and facilitate educational, training, and research opportunities for the benefit of NAWCC members and the public.

Objectives:

1. Improve, expand, and promote the Field Suitcase Workshop program, and non-diploma workshops at the School of Horology
2. Develop the Ward Francillon Time Symposium into a viable premiere educational opportunity
3. Provide accessibility to NAWCC’s educational assets
4. Continue to develop the NAWCC School of Horology for professional watchmakers and clockmakers
5. Develop beginner level educational content, especially across Internet venues
6. Improve and expand the educational content at national conventions and regional meetings

Goal B: Encourage, train, and provide for preservation of horological artifacts for future generations.

Objectives:

1. Complete the AAM accreditation program for the National Watch & Clock Museum
2. Develop workshop programs on preservation for use at the chapter level
3. Develop, implement, and assess the effectiveness of how-to programs on preservation, conservation, and repair, using a variety of venues
4. Collaborate with other horological museums and libraries
5. Capture members’ knowledge that currently exists only in oral form
6. Develop a collection of modern watches

Goal C: Publish both scholarly and basic horological works in a variety of venues for NAWCC members, the public, and for posterity.

Objectives:

1. Extend published works to multiple formats, media, and venues
2. Investigate and evaluate new sources of horological works
3. Collaborate with other organizations with regard to changing/modernizing formats and venues of already published horological works

Goal D: Provide for, encourage, and facilitate horological information and artifact exchange using a variety of virtual and physical venues.

Objectives:

1. Digitize archival library material
2. Make national conventions and regional meetings more attractive to all
3. Provide means to authenticate artifacts

Goal E: Develop a growing base of knowledgeable members who are ambassadors and stewards of horology.

Objectives:

1. Grow NAWCC's individual and chapter membership through improved member recruitment and retention
2. Develop a training program for chapter officers
3. Continuously seek out and address members' and chapters' wants and needs
4. Address members' and chapters' perceptions and misconceptions
5. Investigate easier ways to educate at the chapter level
6. Develop, implement, and assess the effectiveness of new member mentoring programs
7. Develop a referral system so members and the public can easily seek out experts
8. Improve and publicize the speakers bureau
9. Provide knowledge and guidance for public projects

Goal F: Continuously improve the organization's tools and infrastructure to become successful in Goals A – E.

Objectives:

1. Become better communicators
2. Develop financial resources
3. Implement technologies useful to NAWCC
4. Upgrade governance and management operations as necessary