



# 2010 Heritage Assessment Survey

## The Oregon Heritage Commission

*Thank you for participating in the Oregon Heritage Commission's Heritage Assessment Survey. Because of the current challenges for heritage and archival efforts, the Commission is assessing the relative "health" of heritage and archives through this survey.*

*The survey results will provide a "snapshot" of heritage and archives, and provide a factual foundation for planning and advocacy during the next few years.*

*I expect it will take you more than 15 minutes to complete the survey. You may want to first print a hardcopy of this survey from [www.oregon.gov/oprd/hcd/ohc](http://www.oregon.gov/oprd/hcd/ohc), and determine your answers before you include them on the electronic survey found at the same location. **Please complete this survey by February 12, 2010.***

*Your participation will ensure that your needs and experience are considered in future statewide planning. If you would like more information, please contact survey coordinator Aili Schreiner at [ailli.schreiner@state.or.us](mailto:ailli.schreiner@state.or.us).*

*Thank you for your continued support of archives and heritage programming in Oregon.*

*George Kramer  
Chair, Oregon Heritage Commission*

### 1. Institutional Information:

Institution Name:		
Operating Agency:		
Street address:		City:
County:		Zip:
E-mail address:		
Web site address:		Phone:
Director/Contact Person:		

2. In what ways does your archive collaborate with museums, heritage organizations, and consortiums in an effort to reduce costs and improve quality of services (check all that apply):

- Joint programming
- Website links
- Digital access to shared collections catalog
- Photo scanning projects
- Joint purchasing
- Joint planning and marketing efforts with local organizations, businesses, government agencies
- Other: \_\_\_\_\_

3. Over the past three years, what kinds of partners have helped you develop programs, offer services, and/or promote your archive (check all that apply):

- Business/corporation
- Chamber of commerce
- Cultural-specific group/association
- Local government (city or county)
- State or federal government agency
- Library
- Newspapers
- Oregon Tribes
- Other cultural organizations
- Other museums
- Private foundations
- Publisher
- School/school district
- Television/radio station
- Theatre/performing arts groups
- Travel/tourism group
- University/college

4. Which of the following activities or initiatives does your archive plan to undertake in the next three years (check all that apply):

- Open to the public for the first time
- Develop/revise by-laws
- Develop/revise mission statement
- Develop a long-range plan
- Open a new permanent exhibition
- Launch a new capital campaign
- Complete a capital campaign
- Establish an endowment fund
- Significantly reduce operations/programs
- Significantly expand operations/programs
- Open a new building or expansion
- Launch a new website or online resource
- Launch a planned giving program
- Instate a changing exhibit program
- Develop new collections/exhibition policies
- Other: \_\_\_\_\_

5. What marketing and public relations strategies has your archive used to highlight local heritage efforts (check all that apply):

- Interactive website with search features and online services (downloadable resources, social media tools, etc.)
- Newsletters and mailings
- Newspaper, radio, or TV ads
- Press Releases
- Develop cultural tourism programs with local tourism commission
- Joint marketing with other heritage organizations
- Free admission days
- Outreach to local universities/colleges/community colleges/K-12
- Customer service training for staff and volunteers
- Host meetings and events of other organizations
- Identify and communicate needs with city, county, and state government representatives
- Other: \_\_\_\_\_

6. In what ways does your archive and your city/county coordinate on local heritage and preservation efforts (check all that apply):

- Plans/promotes heritage programming or cultural events
- Presents local history exhibits
- Participates in economic & cultural tourism development
- Applies for grants and carries out grant-funded activities
- Serves on city or county preservation/heritage commissions
- Leads tours of historic buildings and cemeteries
- Publish and distributes brochures
- Preserves and protects archeological resources
- Other: \_\_\_\_\_

7. If your archive does not participate in the coordinated heritage and preservation efforts described above, indicate why (check all that apply):

- Lack of time
- Lack of funding
- Lack of coordination between your archive and your city/county
- Perceived lack of community support for heritage and preservation
- Other: \_\_\_\_\_

8. What are the most important issues facing your archive in the next 10 years (check ONLY your top 3 issues):

- Declining or unstable government funding
- Change in preservation planning priorities
- Change in population demographics
- Using digital technologies to expand awareness, support, and effectiveness
- Keeping current with changing technology
- Developing new organization leadership and effective management
- Keeping heritage organizations viable and relevant
- Increasing community partners
- Dealing with the increasing quantity of government records
- Other: \_\_\_\_\_

9. Which cultural resources do you think are the most in peril and why (check your top 3 issues):

- Historic schools
- Archaeological sites
- Historic photos collection
- Historic public records
- Object collections in museums
- Traditional cultural sites
- Barns and other agricultural structures
- Commercial or “downtown” buildings
- Smaller homes in very desirable residential neighborhoods (the “tear-down”-and-replace issue)
- Other:

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10. Are there any other issues that you feel need to be addressed regarding heritage and historic preservation in Oregon?

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**Additional Organization Information**

11. Our archive has:

Number of volunteers	
Total number of volunteer hours	
Number of full-time staff	
Number of part-time staff	

Staff positions (list below):

Title	Salary Ranges
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

12. In the last ten years, has there been an increase or decrease in demand for your services (check all that apply):

	Increase	Decrease	No Change	Don't Know
Use of archives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requests for copies/scanned documents and/or photographs from your collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online queries or requests from the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Operations & Finances**

*All questions refer to your fiscal year ending in 2009.*

13. Operations

Total Hours Open Annually	
Non-Oregon Visitors During the Year	
Non-local Oregon Visitors During the Year	
Local visitors during the year	
Total visitors during the year	
What is the standard adult admission fee (as applies)	

14. Finances (for fiscal year ending in 2009)

Total operating expenses	
Total operating income	
Amount of operating income from government-sourced funding in 2009 (specify in dollars):	
From City	
From County	
From State	
Amount of operating income from donations and other sources in 2009 (specify amounts in dollars)	
Major sources of privately-obtained funding	
2009 total capital expenses	
2009 total capital income	
Percent of capital income from government-sourced funding	

15. How has your archive been involved with the Oregon Cultural Trust or your county/tribal cultural coalition (check all that apply):

- Received a grant from the state Oregon Cultural Trust
- Received a grant from local cultural coalition
- Have a link from our website
- Have OCT brochures available onsite
- Provide OCT staff with opportunities to present at our events
- Our donors and members use the OCT matching grant
- Have not been involved with the OCT or county tribal cultural coalition
- Don't Know

16. How frequently does your archive apply for grants:

- Several times a year
- Every 1-2 years
- Every 3-4 years
- Every 5 years or more
- Never

17. For your fiscal year ending in 2009, what percent of your operating budget was funded through grants?

- 0%
- 1-25%
- 25-50%
- 50-75%
- 75% or more

18. What number and types of grants did you receive in 2009:

Number of federal grants	
Number of state grants	
Number of grants from private foundations	
Number of grants from local organizations	

19. What prevents your archive from applying for grants/additional grants (check all that apply):

- Unsure what grants are available
- Lack of time
- Lack of resources
- Lack of planning
- Uncertain of process
- Do not have nonprofit status
- Other: \_\_\_\_\_

20. Did your archive lose financial support from your county as a consequence of the county's loss of federal forest dollars?

- Yes
- No
- Don't know
- Does not apply

21. What, if any, cost saving measures has your archive adopted in the last three years (check all that apply):

- Reduced operational hours
- Reduce or eliminate staff hours
- Reductions in programming and exhibits
- Delays in building/grounds maintenance
- Reductions in community outreach/marketing
- Other: \_\_\_\_\_

*Thank you for participating in the Heritage Assessment Survey. Please return your completed survey to:*

Heritage Survey Coordinator  
Oregon Heritage Commission  
725 Summer St NE, Suite C  
Salem OR 97301