



STRATEGIC PLAN

SIHA'S MISSION

To protect and advance the natural and cultural history of Idaho's Sawtooth – Salmon River Country through preservation and education.

GUIDING PRINCIPLES

Integrity, Preservation,
Education, Interaction,
Special Place, Build Land Ethic,
Relationships with Partners



Free educational programs - Visitor information Regional artists - Trailhead portals

Redfish Visitor Center & Gallery

OUR PROGRAMS

Sawtooth Forum & Lecture Series

Free speaker series at the Stanley Museum

Historic Site Restoration, Interpretation/Conservation

Historic Preservation

Stanley Museum

Historic Photo Archive - Historic Walking/Driving Tours - Original Valley Cr. Ranger Station c. 1930s

Oral History Project

Videos, Interviews, Transcriptions - Ranchers, Outfitters, SNRA personnel

EDUCATION | INTERPRETATION | PRESERVING LOCAL HISTORY
CONSERVATION | RECREATING RESPONSIBLY

Aug. - SNRA established
Dec. - Sawtooth Interpretive Association (SIA) formed

Four bookstore outlets set up on SNF to sell books, maps, & educational materials

MOU w/ SNRA signed for Valley Ranger Station to operate as Stanley Museum

Museum and Ice House/Tool Shed listed on National Register of Historic Places

SIA funds SNRA materials: Junior Ranger booklets, topo maps, camping brochures

SIA changes name to SIHA "Interpretive & Historical"; Bookstores added to Salmon-Challis and Boise NF

Historic site conservation/protection throughout Sawtooth Valley & Stanley Basin

Museum Docent program instituted

1972

1978

1980

1981

1986

1989

1992

2000

SAWTOOTH INTERPRETIVE & HISTORICAL ASSOCIATION - STRATEGIC PLAN

Area of Focus

Goals

Education

Increase reach and improve quality of programs offered. Be known as THE Sawtooth education organization. | Be a leader in our community fields of education and history interpretation. | Broaden demographics served and access to non-traditional users groups.

Historic Conservation/ Interpretation

Manage stewardship and maintenance of facilities. | Lead historic conservation of important buildings and sites. | Maintain archive of artifacts, oral histories, and general area information for access to the public.

Communication

Enhance the SIHA brand so we are recognized as the go-to resource for natural and cultural history of the Sawtooth and Salmon River country. Increase awareness and create understanding of SIHA's role in the area

Capacity Development

Diversify funding. Increase donor engagement. Cultivate volunteers and partners. | Establish an endowment fund.

Partnerships

Increase efficacy and efficiency among all organizations, agencies, and individuals working within the Sawtooth National Recreation Area to preserve and protect it.

Staffing

Work to support our staff to benefit both the employees and the organization through staff retention, a livable wage and benefits. | Obtain stable workforce housing for permanent and seasonal staff. This will support SIHA's goals to grow our educational programs, visibility and partnerships.

8 summer interns



Serving over 16,000 visitors at the Stanley Museum and Redfish Visitor Center & Gallery annually.

Making over 9,000



visitor contacts in the field each summer.



Providing more than 350 free educational programs.

PRESERVING THE
♥
OF IDAHO

Museum collections records updated/ improved;
Historic Specialist program begins

Annual Sawtooth Forum & Lecture Series begins

SIHA partners with Idaho Rivers United to host Salmon Festival; Trail map printing and SNRA fund created

Phase 1 Museum Restoration: Icehouse and Tool Shed foundation replacement

First part-time Executive Director hired; Operating Redfish Visitor Center & Gallery and naturalist program begins; Icehouse exhibit opens

2006

2007

2009

2010

2011

Area of Focus	1 Year Goals	3 Year Goals	5 Year Goals
Education	<ul style="list-style-type: none"> Evaluate and diversify Forum & Lecture Series content Review Naturalist programs Celebrate 50th Anniversary 	<ul style="list-style-type: none"> Year-round office/meeting space Extend programming season Develop in-school programming 	<ul style="list-style-type: none"> Offer programs outside the SNRA Implement paid group programming Host local training opportunities for outfitters, guides, new employees
Historic Conservation/ Interpretation	<ul style="list-style-type: none"> Renew Clerk's Cabin planning Review new archive software and update collection records Establish online access to oral histories 	<ul style="list-style-type: none"> Replace visitor center boiler Upgrade Fishhook boardwalk Improve signage on Museum collection and at historic sites throughout area 	<ul style="list-style-type: none"> Upgrade visitor center restrooms Address visitor center accessibility Set up intern housing Collect more oral histories Assess needs of historic sites in area
Communication	<ul style="list-style-type: none"> Develop 3-yr outreach campaign Build online presence has historic and natural history resource 	<ul style="list-style-type: none"> Implement Outreach Campaign Survey community and visitors about impact, review and adjust as necessary 	<ul style="list-style-type: none"> Update branding look Continue building online presence
Capacity Development	<ul style="list-style-type: none"> Develop 3-yr fundraising plan Review bookstore operations/products 	<ul style="list-style-type: none"> Cultivate relationships with grantors, foundations, membership, community Diversify sales products 	<ul style="list-style-type: none"> Review possible expansion of outlets Improve bookstore outlet displays Evaluate and adjust fundraising plan
Partnerships	<ul style="list-style-type: none"> Maintain/increase information sharing 	<ul style="list-style-type: none"> Convene non-profits to develop shared vision for preserving and protecting the Sawtooth National Recreation Area 	<ul style="list-style-type: none"> Expand mission outreach of SIHA and other nonprofits through collaborations and partnerships
Staffing	<ul style="list-style-type: none"> Evaluate short/long term needs/roles Improve pay and benefits Develop plan to improve training/skill building for interns 	<ul style="list-style-type: none"> Increase pay and benefits to meet livable standards Implement training improvements Reduce housing burden on SNRA 	<ul style="list-style-type: none"> Increase year-round staff size Provide incentives and quality professional development for returning interns

Sister Alfreda Award presented to SIHA for outstanding service;
Trailhead portal program begins

Phase 2
Museum Restoration:
repairing logs/fascia

Full-time Executive Director hired;
Sales outlets expanded to Caribou-Targhee National Forest

Phase 3 Museum Restoration: new foundation/
log replacement of original garage

First End-of-Season SNRA clean-up held with 5 partner organizations;
2021: New Tool Shed exhibit opens

2014

2015

2016

2019

2020

SAWTOOTH INTERPRETIVE & HISTORICAL ASSOCIATION – STRATEGIC PLAN

INTERPRETATION:

"The essence of interpretation is to inspire, provoke and spark a flame in your audience. Seek to whet their appetite rather than stuff them full with every fact you know. [Interpretation makes your audience] realize why the resource is important. Interpretation results in a better informed public, so even if they don't agree with you on an issue, they understand better what the issue involves and are able to see more sides than just their own.

"Public land agencies [and their partners] use interpretation to build an empowered constituency of supporters; likewise, businesses (tour companies, wildlife parks, etc.) share a similar goal in trying to build an empowered customer base. Well-informed and educated customers will return to your business again and again, and will recommend your business to friends and acquaintances as one that not only provides a wonderful recreational experience, but one that enriches their experiences by providing quality interpretation."

Dave Smaldone, 'A Crash Course in Interpretation'

<https://www.nps.gov/grte/learn/management/upload/interp.pdf>

