

The North Caroliniana Society
Strategic Plan and Priorities: 2019-2024

Priority I: Perpetuate the Name, Address, Mission, and Slogan of the Society.

- A. The name of the organization shall be The North Caroliniana Society, Inc.
- B. The official address is Wilson Library, Campus Box 3930, Chapel Hill, NC 27599.
- C. The mission of the Society since its incorporation in 1975 has been and remains to “give assistance to the North Carolina Collection of the University of North Carolina Library and /or...any other governmental agency or organization that qualifies as an exempt organization under Section 501©(3) of the Internal Revenue Code...in the acquisition, preservation, care, or display of, and/or the promotion of interest in, historical and literary materials relating to North Carolina or North Carolinians; to promote increased knowledge and appreciation of North Carolina heritage through studies, publications, meetings, seminars, and other programs; to solicit and receive subscriptions, donations, and other funds or property from public or private sources; and to expend or use same for assisting, organizing, and carrying on the aforementioned undertakings....”
- D. “Substance, Not Show” remains the slogan of the Society.
- E. Note from p.8 of *What Is Past Is Prologue: The North Caroliniana Society's First Thirty-Five Years 1975-2010*: “The Society's EIN is 56-1119848. Because the Society had no plans to conduct fundraising campaigns outside its membership, the North Carolina Department of Revenue issued a letter requiring no filings at the state level.”

Priority II: Honor, Support, and Assist Qualified Organizations Identified as Collaborators.

- A. The North Carolina Collection
- B. The North Carolina Office of Archives and History, including National History Day activities and subvention of *The North Carolina Historical Review*
- C. The Carolina K-12 program of Carolina Public Humanities, through one or more annual teacher retreats named in honor of William C. Friday and another distinguished citizen
- D. Consider any additional overtures about collaboration with restraint. A recent example is the Southern Oral History Program at UNC.

Priority III: Celebrate the Archie K. Davis Fellowship Program

- A. Consider decreasing the number of annual awards in order to increase each grant from the customary (\$20,000) yearly allotment of funds
- B. Archive records of this fellowship program to promote it online and elsewhere

Priority IV: Review Annually the Viability and Supply of Awards Bestowed by the Society

- A. Continue the Society's coveted annual award to an outstanding citizen
- B. Keep the William S. Powell Award viable by listing it among the UNC Chancellor's Awards annually. (Members Rachel Willis and Emily Williamson Gangi did so for 2018.) A slight revision of the description of the award is in order. There are only 8 autographed copies of Powell's *The First State University* (1992) on hand. Each annual winner will receive a copy of it, a cash award of \$200.00 from the Powell Fund held by the Society, and have his or her name engraved on the silver plaque displayed in Wilson Library. (Linda Jacobson maintains the plaque.)
- C. Continue the annual North Caroliniana Book Award
- D. Engrave silver vessels needed for the annual award and book award each spring
- E. Safeguard the stock of valuable silver vessels
- F. Note: The silver cups and goblets are locked in the Wilson Library vault overseen by Linda Jacobson. The mounted silver bowl bearing on side plates the names of book award winners since 2003 is locked in a glass case on the third floor of Archives and History. Michael Hill holds the key. These plates are updated periodically, not yearly. Dana Lacy has selected all silver cups and goblets recently purchased by the Society.

Priority V: Adjust the Society's Internal Operations to New Clerical and Accounting Practices and Needs

- A. Rely on guidance from Secretary-Treasurer and his assistant
- B. Follow the 2017 audit guidelines and advice provided by Maddison Caison, CPAs
- C. *Explore* direct payments to service providers in view of sole source rules at UNC
- D. *Explore* whether the Society's support for the North Carolina Collection can be credited to both the Society and the UNC Library Endowment accounts

Priority VI: Sustain the Executive and Nominating Committee as well as the Board of Directors

- A. Hold at least two board meetings each year--one in winter, one in spring
- B. Plan the annual membership meeting, including any special celebrations, to coincide with the spring board meeting
- C. Maintain the Society's membership in the 250 range once that goal is met
- D. Update the letter of invitation to new members to cite current Society projects and provide a substantial welcome and orientation to new members
- E. Make note of the deaths and resignations of members annually

Priority VII: Print Publications in the Tradition of the Society

- A. Create the annual report in booklet form
- B. Publish the imprint featuring the Society's annual award winner and meeting
- C. Publish special books and articles from time to time
- D. Develop a detailed statement about the Society's special project funding sources; for example, the 2018 book entitled *North Carolina Religious Traditions: Histories, Tenets and Leaders* is funded out of the H. G. Jones Fund.

Priority VIII: Maintain the Society's Web Presence with a Redesigned Site

- A. Inform citizens and members about the Society's mission and special activities such as the Friday Retreat initiative with Carolina K-12
- B. Amplify the success and aims of the Archie K. Davis Fellowship Program
- C. Invite nominees for membership in the Society to consult the site as they consider the invitation to join
- D. Update and manage the redesigned site regularly

The specificity of this plan regarding names of individuals is due to the Society's customary operation with volunteer staff. Supplying names and other details in the text to make the plan workable seemed necessary to the planning committee.