

Afternoon Table Exercise: *Design a New Genealogy Club*

Summary of Ideas

In the afternoon participants were asked to either:

1. Create an action plan to address a key issue related to members; or
2. Imagine a new genealogy club and design the club by describing aspects of the club and how it would operate.

Four tables created action plans and three designed a new club.

Following the table discussions, one person from each table shared their table's key discussion points. This paper is an outline of the key points presented for new club designs.

Club One

- Vision Statement:
History and genealogy go hand in hand. This society will exist to educate our community and the people who live here
- Members
 - All members can read and transcribe old documents
 - Members of different levels
 - Diversity: Ethnicity; Skills; Language
 - Super organized
 - Committees with specific purposes staffed with committed, optimistic, knowledgeable volunteers
- Beginning Researchers
 - Research class for beginners
- Social Media Use
 - Technologically skilled people to run social
 - Graphic artists
 - Skilled journalist
 - Editors
- Remote Members
 - Committee that maintains regular personal contact through phone calls and correspondence
- Mentoring
 - Assigning mentor to each new member
 - Coordinate beginners & advanced according to skill set
- Partners
 - Networking with libraries and other historical and genealogical societies to obtain research materials and other resources
- Marketing
 - Network with other groups and organizations
 - Young people to grow the organization

Afternoon Table Exercise: *Design a New Genealogy Club*

Summary of Ideas

- Meetings
 - Combining history with genealogy in program presentations
- Field Trips
 - Visiting repositories on a quarterly basis
- Other
 - A robust collection of research resources
 - A library supportive of the society

Club Two

- Vision Statement:

Collect, preserve, and publish the history and genealogies of a geographic location. To be the expert on that location. To respond to the needs of members and potential members at all levels through education, mentoring, genealogical knowledge or awareness of family history. Contribute to the genealogical and historical knowledge base.
- Members
 - Society should be responsive to virtual members and in-person
 - Make joining easy; pay online
 - Provide meaningful projects that have relevance to the community
- Beginning Researchers
 - Provide just-in-time education or tutorials at all levels or point to industry standard publications
 - Provide videos which are specific to a topic and relatively short
- Social Media Use
 - Everything.
 - Use Facebook boost to enhance and promote and in general boost your profile everywhere (on Google)
- Remote Members
 - Live meetings and programs aired at satellite locations
 - Archive taped meeting for viewing on demand
- Partners
 - Partner with relevant organizations (historical societies; neighborhood/cemetery organizations; ethnic groups)
 - Look for groups, organizations, museums beginning a project of their history and collaborate
 - Join state society and FGS for organizational support
- Marketing
 - Use social media with traditional methods
 - Make volunteering easy
- Meetings

Afternoon Table Exercise: *Design a New Genealogy Club*

Summary of Ideas

- Virtual, archived and in-person
- Remote locations
- Field Trips
 - Produce and publish short films as virtual field trips on a website (YouTube)
 - Highlighting local repositories, historical locations, museums, archives

Club Three

- Vision Statement:
Research, education, & preservation of genealogical & historical information
- Members
 - Local, remote, of all ages
 - Call new members
 - Welcome letter/acknowledgement
 - New member brochure
 - Yearly survey
 - Special interest groups
- Beginning Researchers
 - Training sessions
 - Work sessions
- Social Media Use
 - Facebook groups
 - YouTube
 - Website
 - Twitter, Instagram, Snapchat
 - Pinterest
- Remote Members
 - Emails
 - View videos
 - Pay online
- Mentoring
 - One on one sessions
 - Round table discussions
- Partners
 - Local library
 - Local historical society
 - Local LDS stake/center (FHC)
 - Lineage societies
 - College students

Afternoon Table Exercise: *Design a New Genealogy Club*

Summary of Ideas

- Marketing
 - Video
 - Website
- Meetings
 - Video meetings for later viewing (helps remote members)
 - Quality speakers
 - Variety of topics & methodologies
 - Variety of levels
- Field Trips
 - To museums, NARA, libraries
 - Virtual tours