



**National Collaborative for Women's History Sites**  
**P.O. Box 1376, Mount Laurel, NJ 08054**

## **Annual Report, October 2022**

### **Co-President's Report**

**Lucienne Beard**

The National Collaborative for Women's History Sites just completed its 20<sup>th</sup> year, and it has been one of our busiest years ever! We continued work on the National Votes for Women Trail, developed relationships with like-minded organizations in the history and preservation field, and completed a strategic plan that will guide us through 2025. An overview of the strategic plan is included at the end of this report. In the planning process, the NCWHS Board of Directors adopted a new mission statement as well as vision and values statements that better reflect our work in the contemporary context.

#### **Our Mission**

The National Collaborative for Women's History Sites advocates for historic sites that center the preservation and interpretation of the important role of women and gender non-conforming individuals as core to the American story.

#### **Our Vision**

We envision a world in which historic sites are equitable, just, and inclusive of women and gender non-conforming people; that these sites are valued, visited and well-resourced.

#### **Our Values**

We know that place makes us who we are and is essential to our understanding of the past and our personal and community identities.

We value intellectual integrity, embracing expansive narratives arrived at through diverse sources (i.e., oral history, material, culture, primary documents).

We value equity and justice for all.

We value learning and continual discovery and conversation.

We value an intersectional approach to honoring the contributions of all women and gender non-conforming people who have contributed to the history of our communities.

We recognize that heterosexism, patriarchy and white supremacy shapes the world. NCWHS is actively anti-heterosexism, anti-patriarchy and anti-racist in our work.

We value the power of collaboration with other organizations to achieve shared goals.

Our annual meeting in October 2021 featured Page Harrington speaking on her recent book, *Interpreting the Legacy of Women's Suffrage at Museums and Historic Sites* (Rowman & Littlefield, 2021). Though the pandemic presented a challenge to attending national conferences, in June NCWHS members gave a panel about the National Votes for Women Trail at the Southern Association for Women Historians triennial conference in Lexington, Kentucky. The Collaborative is participating in a Section 106 review of the National Park Service's plans for rehabilitation and adaptive reuse of the Clara Barton National Historic Site in Glen Echo, Maryland. We will continue with this and other projects in the coming year, all of which will promote the Collaborative and its role in the preservation and historic fields.

## **Management Report**

**Lindsay Hinkle, Administrative Assistant**

NCWHS membership stands at 96 active members. We received \$3,125.00 in donations from our first annual appeal in a number of years. Thank you to everyone who donated, and thank you to those who joined for the first time or renewed your membership in NCWHS. Your support is critical to the organization's success.

NCWHS has 1,786 Facebook followers, 2,193 page reaches, and is most popular with the 45-54 year old age range. Our Twitter account has 1,861 followers. Our Instagram profile has 173 followers. This past year we launched our YouTube channel (on youtube.com, search for National Collaborative for Women's History Sites). We have had 724 views of the videos we've uploaded to the channel. We hope you have found NCWHS online if you use these social media outlets—and please share our posts with your friends and colleagues. In addition, we love posting news from members: let us know via [membership@ncwhs.org](mailto:membership@ncwhs.org) if you have brief news you'd like us to post. Lindsay also manages our website [www.ncwhs.org](http://www.ncwhs.org), which had over 20,800 views in the past year.

## **Treasurer's Report**

**Lucienne Beard**

NCWHS income is derived from membership dues, donations to the general fund and project-related grants. Our expenses include routine but crucial items such as insurance, licenses, IT support and website and database management, plus part-time administrative support of 20-25 hours/month. The business of the Collaborative was made possible with the gratis time and effort of NCWHS board members. Lindsay Hinkle, who is based in Johnstown, NY, serves as the part time, paid administrative assistant, responsible for membership and outreach.

While our assets are modest and the operational budget is less than \$10,000/year, the NCWHS maintains rigorous financial standards and has successfully managed large projects with budgets exceeding \$125,000.

## The Research and Interpretation Committee

Lesley Barker and Heather Huyck, Co-chairs

This committee meets at 3PM every third Monday of the month via Zoom. Some 17 women regularly participate on this committee, representing a combination of practicing and retired academics, graduate students, and public historians who manage historic sites.

The Toolkit: The main priority of the committee has been to finish writing a *Toolkit* for historic site staff who want to start or expand their interpretation of women's history for the visiting public. This has been a four-year creative process with portions of the document written by many of the committee members. We are currently seeking a grant to fund the graphic design that will make the *Toolkit* a visually effective and usable e-book that will be hosted on the NCWHS website.

Conferences: The committee has also collaborated on panel presentations at significant conferences over the years including: the Berkshire Conference, Organization of American Historians, National Trust for Historic Preservation, American Historical Association, National Association for Interpretation and the American Association for State and Local History. A panel of our members have been accepted to present "A Woman Built This: Place-Based Evidence of Female Crisis Management" at the 2023 OAH conference.

In-house Presentations: In their monthly meetings, committee members offer presentations that highlight some aspect of women's history. Sharing each other's expertise triggers important conversations about the historical record as well as what the Collaborative can do to elevate the story. Recently Erica Ciallella shared on the life of Bella da Costa Green of the JP Morgan Library; Debra Reid shared about women participants in the historic open market of Detroit; Heather Huyck shared about three places of women and sex work; Andrea Malcomb shared about Molly Brown House & Museum's new exhibit on the Titanic; Marcia Eyemann shared about the Hyers sisters, a 19<sup>th</sup>-century musical stars; Katherine Jellison arranged for one of her graduate students to share her research on current experiences of Asian women in the United States; Lesley Barker shared about the role of the National Society of the Colonial Dames of America in the historic preservation of Sainte Genevieve, Missouri; and Diana Pardue shared about new interpretive plans for Ellis Island. Like the meetings, the presentations are always open to visitors.

Brainstorming: The committee has spent considerable time in conjunction with the NCWHS Board of Directors in considering the National Park Service's proposed changes to the Clara Barton National Historic Site in Glen Echo, Maryland.

Service Trips: Future plans for the committee include making service trips to historic sites which need assistance in interpreting women's history. These trips will be customized based on the needs and requests of the site. The committee and Brandi Burns, RIC member and executive director of The Museum of the Yellowstone in West Yellowstone, Montana, made preliminary plans for a service trip that was to happen in August 2022. A combination of circumstances forced us to postpone the trip. New

dates have yet to be determined. However, the committee intends to continue to pursue the development of service trips as an educational outreach of the Collaborative.

## **The National Votes for Women Trail (NVWT)**

**Nancy Brown, Chair**

The goal of the National Votes for Women Trail (NVWT) is to collect sites from all over our country to tell the story of suffrage for all women, of all ethnicities, classes, and geographic areas and make them available to educators, researchers, and heritage tourists on a mobile-friendly searchable database. This year we have over 2400 entries on our NVWT database.

Thanks to the William G. Pomeroy Foundation, we have made our virtual trail into a physical reality with over 200 NVWT roadside markers. Approximately two-thirds of the markers have been dedicated. Public dedication ceremonies attract a number of community members and interested citizens, as well as government officials, and a good amount of media attention.

NVWT public relations this year, in addition to NVWT marker dedications around the country, included a blog post on the National Trust for Historic Preservation's website, the launch of a partnership with the travel app Autio, an interview on Ohio's PBS channel due to come out in November, and a proposal to William G. Pomeroy Foundation to fund eight 30-minute podcasts featuring Lynn Sherr and Ellen Goodman, with Wonder Media producing. We look forward to hearing their decision on this soon. Ongoing efforts include the creation of upper elementary, middle school, and high school lesson plans employing videos created by NVWT intern CM Marihugh.

At the end of the year the leadership of the NVWT passed to the very capable Chair, Paula Casey, and Vice-Chair, Marsha Weinstein.

## **Nominating Committee**

**Joanne Goodwin, Chair, Sehila Mota Casper, Antonia Casteñada, Barbara Lau, L. Heidenreich**

The Nominating Committee began the 2021-2022 year with an orientation of two new board members.

- Andrea Malcomb, Executive Director of the Molly Brown House Museum in Denver CO
- Leslie Barker, Ph.D., Director of the Kentucky Faith & Public History Educational Project in Paris KY

The Spring recruitment added two new members to the board, whose orientation took place soon after the board vote.

- Elizabeth Almlie, Historic Preservation Specialist, South Dakota State Hist. Society in Pierre SD
- Joan DiMartino, Museum Curator & Site Superintendent, Prudence Crandall Museum in Canterbury CT

Fall recruitment added a new board member,

- Paula Casey, Co-founder, Tennessee Woman Suffrage Heritage Trail in Memphis TN

The candidates bring varied experiences in site management, historic preservation and fundraising.

A new Co-President, Secretary and Treasurer of the NCWHS were elected in October for a three-year term.

| Office   | Member         | 1 <sup>st</sup> Term | 2 <sup>nd</sup> Term | 3 <sup>rd</sup> Term |
|--|----------------|----------------------|----------------------|----------------------|
| Co-President   | Ida Jones      | 2022-25              |                      |                      |
| Co-President   | Lucy Beard     | 2021-24              |                      |                      |
| Vice President   | Judy Wellman** | 2018-2021            | 2021-24              |                      |
| Secretary  | Robyn Young    | 2022-2025            |                      |                      |
| Treasurer  | Andrea Malcomb | 2022-2025            |                      |                      |
| **Judy has been elected to serve a one-year term as Vice President, her 4th Term |                |                      |                      |                      |

The chair acknowledges the important work of Marsha Weinstein (NCWHS co-chair), Antonia Castenada (Nominations Committee chair), Camesha Scruggs (NCWHS Secretary) and Julia Bache, all of whom completed board service in 2022. We look forward to their continued work with the Collaborative on committees and with special projects.

Considering the new NCWHS mission and values statement, the committee has spent considerable thought and time on how the organization could meet its stated goals of diversity and bring the organization in line with contemporary work in preservation organizations. This is relevant to the committee as it recommends new members for the board. Thus far we started with readings and added speakers from our board to share knowledge about Latino and African American organizations. A workshop is scheduled for January. All these actions are dedicated to a deeper understanding of the structures that persist in society and that maintain discriminatory systems of power.

In addition, the committee will prepare draft recommendations to improve the current nomination process.

**Respectfully submitted by the NCWHS Officers and Board:**

Marsha Weinstein, Co-President, Kentucky (board term ended 09/30/2022)

Lucienne Beard, Co-President, New Jersey

Judy Wellman, Vice President, New York

Camesha Scruggs, Secretary, Texas (board term ended 09/30/2022)

Elizabeth Almlie, South Dakota

Julie Bache, Pennsylvania (board term ended 09/30/2022)

Lesley Barker, Kentucky

Nancy Brown, New York  
Paula Casey, Tennessee  
Sehila Mota Casper, Texas  
Antonia Castañeda, Texas (board term ended 09/30/2022)  
Joan DiMartino, Connecticut  
Joanne Goodwin, Nevada  
Cheryl Harned, Maryland  
Linda Heidenreich, Washington  
Ida Jones, Washington, D.C.  
Barbara Lau, North Carolina  
Andrea Malcomb, Colorado  
Lillian Williams, New York  
Robyn Young, Pennsylvania



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## **Strategic Plan 2022-2025**

### **Fundamentals of Organizational Success**

- Clarity of Vision, Mission, and Organizational Values
- Financial Stability and Growth
- Public Awareness and Support

### **What do we aspire to do?**

- Influence and advocate for equity and justice in preservation and women's history - and in the training of future preservationists and historians
- Catalog sites – use technology to support women's historic sites and expand recognition
- Act as a convener of related groups to continue this conversation
- Cultivate a diverse leadership and grow a diverse and larger audience
- Build on success of the National Votes for Women Trail (NVWT)
- Demonstrate leadership and expand sphere of influence – partners, customers, funders, public - in order to become a national thought leader in the field

### **In creating this strategic plan, NCWHS will**

1. Revise the mission/vision/values. Evaluate structure of board committees, volunteers and staff.
2. Establish connections with potential partners to expand NVWT and create future projects.
3. Develop a new scope of work and identify future projects.
4. Create and implement a development plan to support projects and establish financial security for the organization.

## **GOAL #1**

### **Clarity of Vision, Mission and Organizational Values**

**Goal Statement: NCWHS has clear statements of the vision, mission, purpose and underlying values that are aligned with our projects and priorities.**

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| <b>Objective A: Revise the mission and vision.</b> | <b>Objective B: Adapt the board and committee structure.</b> | <b>Objective C: Ad hoc committee creates value statements.</b> |
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## **GOAL #2**

### **Public Awareness and Support**

**Goal Statement: NCWHS is regarded as an authoritative voice on women's history sites, inclusive historic preservation practices, and a source of information promoting women's history in public.**

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| <b>Objective A: Demonstrate leadership and expand sphere of influence by increasing partnerships.</b> | <b>Objective B: Advocate for inclusive representation in all historic preservation programs and sites.</b> | <b>Objective C: Become a known and reliable source of information in the field.</b> |
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### **GOAL #3**

#### **Develop a new scope of work and identify future projects**

**Goal Statement: NCWHS will engage academic, public and community historians to explore different aspects of women's history in projects that can be shared with a wider public audience.**

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| <b>Objective A: Capitalize on the existing National Votes for Women Trail project.</b> | <b>Objective B: Explore options for other sites, trails or mapping that we want to do.</b> | <b>Objective C: Develop our own themes for promoting women's history sites.</b> |
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### **GOAL #4**

#### **Financial Stability**

**Goal Statement: NCWHS has created and implemented a development plan that includes diverse revenue sources including but not limited to grants, individual support, corporate support and program revenue. Revenue generated is sufficient to fully fund highly qualified staff and high-quality programs.**

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| <b>Objective A: Create a development committee of board and non-board members</b> | <b>Objective B: Evaluate membership structure, benefits, and fees</b> | <b>Objective C: Create and implement development plan with specific targets by type of income, sufficient to support staff adequate to meet infrastructure needs and goals</b> |
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