



La Société généalogique du Nord-Ouest (SGNO) - Strategic and action plan - 2024-2027

Vision

Through the Société généalogique du Nord-Ouest, a renowned research centre, everyone with French-Canadian roots are inspired and valued through rigorous research, written works and the sharing of their genealogies and family histories.

Mission

Maintain a genealogical research centre and help all those interested in the genealogy and family history of people of French ancestry.

Values

Integrity, confidentiality, respect, honesty, and reliability.

Strategic Goals

Promote a public interest in genealogy

Preserve, develop, acquire and share tools necessary for genealogical research

Ensuring the long-term viability of the SGNO

Create and promote partnerships

Strategic Initiatives

- Have a presence on social media
- Make genealogical resources accessible to the public
- Hold activities with groups in Edmonton who have an affinity for genealogy
- Publish genealogical articles in other organizations' publications
- Have a presence in traditional media
- Participate in cultural and historical events in the Edmonton region and elsewhere

- Preserve genealogical resources through digitization
- Continue to enrich the research centre library
- Develop the largest database of death notices and mortuary cards, mainly from Franco-Albertans, French-speaking citizens of Edmonton or people with French-Canadian ancestry
- Ensure the proper functioning of the research tools at the centre and on the website
- Promote the research tools available at the SGNO
- Allow members to check out / take home certain resources from the research centre library

- Secure stable and recurring financing
- Have trained volunteers to facilitate clients' genealogical research
- Promote the services and expertise of the SGNO to members and the general public
- Maintain a stable, active and growing membership
- Ensure good administrative management
- Present a renowned and welcoming research centre

- Have a presence at activities of related organizations
- Communicate with French-speaking, english and bilingual organizations in Edmonton and the West that have an affinity for genealogy in order to create links and offer them research services
- Develop a closer working relationship with the *Société historique et francophone de l'Alberta* (SHFA)
- Increase our research services for people of Métis origin
- Create agreements with other organizations to access new genealogical resources

Action Plan

- Publish information related to genealogy monthly on Facebook [promotion committee]
- Create an SGNO account on LinkedIn [promotion committee]
- Add links to free genealogy resources to the website's Online Resources - open to the public page [webmaster]

- Continue digitizing the research centre's collection of genealogical books [centre management committee]
- Add digitized resources to databases on the website [webmaster]
- Add to Book Connect digitized versions of books from the research centre as well as other digitized copies available via the website [librarian]

- Maintain casinos as a major source of revenue [finance committee]
- Have a campaign to solicit charitable donations (if necessary) [Executive Committee] [finance committee]
- Apply annually to the Edmonton Heritage Council for a grant for operating costs [Treasurer] [finance committee]

- Facilitate sessions of the French SIG (Special Interest Group) of the Alberta Genealogical Society Edmonton Branch [promotion committee]
- Participate in the SHFA Historical Fair [promotion committee]
- Launch a communication and rapprochement campaign with French-speaking and bilingual organizations in Edmonton and the West [promotion committee] [communications committee]

- Ensure the research centre is open at least three days a week [centre management committee]

- Promote accessibility to the FamilySearch catalog on computers [promotion committee]

- Make all editions of the Sources newsletter as well as Sources and Resources newsletters accessible to the public on the website [webmaster]

- Plan communications and activities during National Genealogy Week [promotion committee]

- Increase the number of presentations to seniors' residences and associations (Club 50+, FAFA, CRE, etc.) [Executive Committee]

- Publish articles in the Relatively Speaking newsletter of the Alberta Genealogical Society (AGS) [promotion committee]

- Publish articles in the publications of French-speaking organizations (e.g. email capsules from Club 50+ Région d'Edmonton, FAFA, Le Franco, etc.) [promotion committee]

- Publish articles in the Twig newsletter of the Alberta Genealogical Society Edmonton Branch [promotion committee]

- Reach out to mainstream media to tell our story and promote SGNO events [promotion committee]

- Acquire new genealogical and historical books to enrich the research centre library [centre management committee]

- Create a special project for uploading to the Find-a-Grave website of photos of monuments from cemeteries in the Edmonton region where there are a significant number of Francophones [Executive Committee]

- Finish redoing the Dewey labels [librarian]

- Create a special project for the digitization of obituaries and mortuary cards of Franco-Albertans, French-speaking citizens of Edmonton or people with French-Canadian ancestry [Executive Committee]

- Install a new server for the backup of genealogical data and tools [webmaster]

- Maintain the website to effectively promote SGNO operations and offer more virtual services [webmaster]

- Manage computers, including updating software and regular backups [technology monitors]

- Organize tutorial sessions (in person or remotely) for centre clients [promotion committee] [centre management committee]

- Develop a policy and procedures to allow members to check out / take home certain resources from the research centre [centre management committee]

- Communicate with the *Fondation franco-albertaine* to study the possibility of establishing of a fund related to genealogy [Treasurer] [finance committee]

- Undertake a further review and update of the volunteer handbook [centre management committee]

- Encourage volunteers to enrol in courses offered by the International Institute of Genealogical Studies and paid for by the SGNO [centre management committee] [Executive Committee]

- Recognize volunteers for their special contribution to the success of the SGNO [Executive Committee]

- Pay registration fees for various webinars for volunteers [centre management committee]

- Evaluate the possibility of opening the research center on Wednesdays [centre management committee]

- Promote SGNO events and research services on Facebook, via email and other media [promotion committee]

- Publish advertisements in genealogical magazines and bulletins of other organizations [promotion committee]

- Ensure the holding of *Échange entre généalogistes* sessions and the organization of presentations in hybrid format (in person and online) [promotion committee]

- Continue to develop and promote with the SHFA the presentation *Des siècles d'établissement en Alberta* [promotion committee]

- Share resources with the SHFA [Executive Committee]

- Collaborate with the SHFA for the special project of digitizing death notices and mortuary cards of Franco-Albertans and French-speaking citizens of Edmonton [Executive Committee]

- Communicate with Métis Nation of Alberta (MNA) and Rupertsland Institute (RLI), and provide presentations at their centre [Executive Committee]

- Obtain access to the archives of the Catholic Archdiocese of Edmonton [Executive Committee]

● Participate in the Annual Edmonton Historic Festival and Doors Open
[centre management committee]
[promotion committee]

● Have an open house event during the Canoë Volant festival & the Fringe Festival
[centre management committee]
[promotion committee]

● Participate in the Franco party during the Saturday market
[promotion committee]
[Executive Committee]

● Ensure the publication of the *Sources et ressources* newsletter
[the editor-in-chief of the newsletter]
[communications committee]

● Start a recruitment campaign (e.g. have a reduced membership price for those sponsored by an existing member, a one-year membership prize for participation in activities)
[promotion committee]
[registrars]

● Hold an open house event every year
[centre management committee]
[promotion committee]

● Communicate regularly with members and former members (email and mail, invitation to events, annual membership campaign, etc.)
[communications committee]
[promotion committee]
[center management committee]

● Maintain members list
[registrars]

● Incorporate inclusive language in policies, websites, etc.
[Executive Committee]

● Translate the statutes and regulations as amended into French
[Executive Committee]

● Review administrative policies
[Executive Committee]

● Approve a balanced budget annually
[board of directors]

● Maintain a bank balance equivalent to a year and a half of operation
[board of directors]
[Treasurer]

● Update the strategic plan annually
[Executive Committee]

			<ul style="list-style-type: none"> ● Start a special project to update the research centre (e.g. replace furniture, tables, desks, chairs, shelves; add bathroom, reading corner, etc.) [centre management committee] 	
Results or Progress Indicators	<ul style="list-style-type: none"> ● Number of publications on Facebook and LinkedIn ● Number of engagements and views of posts on Facebook and LinkedIn ● Number of views of the Online Resources - open to the public page of the website ● Number of days the research centre is open ● Number of visitors to the research centre ● Number of presentations to senior residences and associations ● Number of SGNO articles in other organizations' publications ● Number of mentions and articles about the SGNO in traditional media ● Number of participations in cultural and historical events in the Edmonton region 	<ul style="list-style-type: none"> ● Number of digitized books in the research centre collection ● Number of digitized books added to the database on the SGNO website ● Number of new genealogical and historical books added to the research centre library ● Number of death notices and mortuary cards added to the database ● Smooth operation of tools with limited or no downtime ● Number of tutorial sessions ● Number of resources checked out / taken home from the research centre 	<ul style="list-style-type: none"> ● Funding stability from one year to the next ● Increase in charitable donations ● Number of volunteers on the SGNO team ● Volunteers who understand and have confidence in their ability to fulfill their roles and responsibilities ● Number of advertisements about the SGNO ● Number of <i>Échanges entre généalogistes</i> sessions and presentations ● Number of publications of the newsletter <i>Sources et Ressources</i> ● Increase in the number of members ● Number of member renewals ● Reach over 100 members, over 90% of whom will be residents of the City of Edmonton. ● Number of administrative policy revisions ● All positions on the Board of Directors are filled ● Increase in the number of visits to the centre and the number of searches carried out 	<ul style="list-style-type: none"> ● Number of participation in activities of related organizations ● Presence on other organizations' websites ● Number of communications with other organizations ● Increase in demand for searches for people Métis origin ● Gained access to the archives of the Catholic Archdiocese of Edmonton

Approved: February 7th, 2024