

These are notes from the 1/27/2010 board planning meeting on the Vision Statement. Some goals are being worked on and others are being neglected. Action items are marked with asterisks.

Goal #1: Focus on K-12 and public outreach with the view that we will expand to undergraduate and graduate education, engaging K-12 teachers as collaborators in order to leverage our effect.

What we are currently doing: Rising Stars Internships, Hessberg Award, Astrophotography research, Sky Watch lectures, oral history project, how to use your telescope workshops, SPAC astronomy night

Coming programs: Albany Boys and Girls Club after school program, Starlab, Troy night out, Tanglewood on Parade, Earth Science in Space has no Boundaries summer teacher training program

Planning for future: rare books in the classroom, meteorite exhibit or teaching collection

We seem to be making great progress on this goal, with a diversified portfolio of activities.

Goal #2: Focus our activities locally, with an eye towards developing programs that can expand geographically.

Current: The Pollock Award is the only thing that is currently national.

Activities that could be expanded to other geographically in the future (starred are a priority):

*Rising stars – maybe to Griffith in LA, McDonald Obs., SAO astronomy education office. The thing that we should work out before trying to expand this is mentoring and background check issues. We need to try to get into the Sky and Telescope article on this program.

**Oral History – could make a teacher training program in collaboration with Greater Capital Region Teacher Center.

**Telescopes in the Parks (started at Hofstra). We could create a program that could be used in many venues, maybe mall parking lots or parks/ summer concerts (not dark enough until late, though). Then we could market to other amateur astronomy clubs across the country.

After school program – we are not ready yet because we have not yet done this ourselves

Traveling exhibits from the collections

Goal #3: Restore our historic Pruyne 12” refractor telescope and locate it in an easily accessible site in the Albany/Schenectady/Troy metropolitan area, to promote the central mission of the Dudley Observatory.

Current: The site committee is working on finding a place

**Possible concurrent project:* We could generate materials on the history of the Pruyne telescope for use in fundraising.

**Timed action items for the future:*

Mini fundraising campaign

Purchase site and/or architect drawings, generate fundraising materials

Capital campaign

Build/Move

Ribbon cutting ceremony

Goal #4: We will develop additional exhibits from our collection of books and artifacts that can be used as traveling exhibits, and will eventually house them in a dedicated space.

Current:

Digitization project

Albany Visitor Center displays on San Luis, Argentina and Henry Hudson
Artifacts online and available for museums to borrow

Coming soon:

- Rare books as teaching tools
- Meteorite collection
- *Albany Visitor center computer presentation (add Pruyn telescope history)

Possibilities for future:

Package our own museum exhibits (clocks, atlases, globes) – maybe this would be easier with a larger space.

Goal #5: We will organize our web site to appeal to young people and add content consistent with our mission and programs.

Current: We have a very extensive website, that has been redesigned with pull-down menus.

Future Upgrades:

- Could use more cleaning up and moving around.
- *Add: links to amateur astronomy websites, professional development, astrophotography research group, articles on Dudley
- *Facebook page/group
- *Needs more photographs, comment, articles content from people besides Janie
- *Make it a resource (common problems with telescopes, for example)
- *Blogs, Frequently asked questions, Interact with users

Goal #6: We will expand our impact, programming and resources through internal and external means: Seek grant funding to establish sustainable programming. Once established, programs will be sustained through fees, gifts to the endowment, and increased fund raising activities.

Grant funding:

- A lot of mostly local small grants, size growing from ~\$1000 to ~\$6000 (about \$30K per year)
- NASA Space Grant Foundation summer program
- *Talk to Eureka Scientific
- Talk to local astro faculty for grant partnering

Fundraising:

- *Identify new members, donors, organize fundraising events
- *Find a fundraising leader for the board

Generally, our grants are growing, but other fundraising is not moving currently.

Goal #7: Partner with other government and educational organizations in order to increase our success in grant funding.

Janie has a long list of local connections, which looks good.

Goal #8: Increase funding which will support additional full- or part-time educational staff who will leverage the physical resources of Dudley, and paid staff who can then leverage a base of volunteers.

Educator position is in process, job announcement circulating. Starlab training will pay for some of this (BOCES). Grants like summer institute grant at RPI could also help.

Goal #9: Grow a “Friends of Dudley” organization whose primary function is to run fundraising activities for the Observatory.

Debbie Ennis was recently hired by Dudley Observatory to act as a paid volunteer coordinator even though it is not in the budget and the board was not consulted.

**We need a model for the Friends of Dudley organization – is it part of Dudley or is it a separate organization with its own board.