



The ARCHIVES of FALCONRY



2020 - 2025 Strategic Plan

5668 West Flying Hawk Lane
Boise, Idaho 83709

The Archives of Falconry Board Members as of December 1, 2021:

Robert Bagley

Bob Collins

Sam Gary Jr.

J. Peter Jenny

HE Majid Mansouri

Carter Montgomery

Doug Pineo

Bill Satterfield

Jim Weaver

Pete Widener Jr.

Who We Are, Our Mission, Purpose, & Vision

The Archives of Falconry (TAF) was initially conceived, developed, and supported by several visionary falconers and leaders within The Peregrine Fund (TPF) including Bill Burnham, Kent Carnie, Tom Cade, and the remaining three TPF founders: Bob Berry, Frank Bond, and Jim Weaver. Since its inception, TAF has grown into a world-renowned repository of falconry material culture and historical records. The Archives collects and preserves falconry heritage and the legacy of notable falconers, including their correspondence, memorabilia, art, crafts, and life stories. Moreover, The Archives interprets significant events, advancements in falconry history, and explores falconers' roles in the birth of raptor conservation.

The Archives is a destination for falconers, sportsmen and women, scholars, journalists, interested members of the public, and others - to visit, support, learn, and explore this 4,500-year-old connection between humans and birds of prey.

This plan reflects a renewed vision to expand The Archive's resources and accessibility, improve its programs and events, and attract a larger, more diverse community of falconers and interested public.

OUR MISSION:

To collect, preserve, and interpret global falconry history, art, literature, and material culture.

OUR PURPOSE:

To protect, educate, and ably defend the history of falconry as a meaningful heritage.

OUR VISION:

By 2025, The Archives of Falconry will **reach, engage,** and **inspire** a diverse worldwide community of falconers, sportsmen and women, scholars, journalists, and other interested public with compelling programs and prominent online resources.

Strategic Initiatives, Timeline, and Partnerships

Strategic Initiatives: Six initiatives direct this plan and are the product of extensive dialogue, input, and guidance from key leaders and supporters, as well as plans, correspondence, and other documentation.

I. Establish an exceptional online resource, including digitized collections, special exhibits, videos, and other media

II. Increase falconers' on-site access to The Archives, expand public hours of operation, and improve on-site exhibit quality

III. Celebrate the role of falconers in founding the Peregrine Fund and other contributions to conservation through new exhibits, programs, and publications

IV. Create a new annual event to attract and engage diverse falconer participants

V. Evaluate and improve The Archive's collection and continue actively collecting based on established priorities

VI. Improve communication channels and maintain vibrant collaborations with key partners, including NAFA, other falconry member organizations, cultural organizations, relevant conservation groups, and others

Objectives

The Archives has identified a set of Objectives it aims to complete over the next 5 years, to achieve the strategic initiatives and build institutional capacity. Objectives are specific milestones or measurements of progress and are organized based on which Strategic Initiative they are supporting.

- I. Establish an exceptional online resource, including digitized collections, special exhibits, videos, and other media***

Objectives:

- a. Secure media support, software, and equipment through contractors or employees to digitize selected archives collections
- b. Create a new website platform with necessary design and storage elements

- c. Create a digital collections/exhibit plan, identifying existing archives collections to be made available online, those not to be included, and future desired items or resources
- d. Create a communications plan to direct online outreach and engagement and attract viewers to digital resources
- e. Complete first phase of the digital archives and launch on website and social media
- f. Retain social media contractor or employee to increase online presence and attract internet traffic to TAF website and archive
- g. Produce video content for website and social media including oral history interviews, Art in Falconry series with guest artists, Craft in Falconry series with guest craftsmen/women, and others

II. Increase falconer's on-site access to The Archives, expand public hours of operation, and improve on-site exhibit quality

Objectives:

- a. Recruit and train volunteer docent team to assist staff in expanding daily hours, and interpretive programs and tours
- b. Train relevant Peregrine Fund staff and/or volunteers in interpretive content to assist in daily tours as needed
- c. Develop a hands-on, interactive display of non-accessioned falconry equipment, books, and crafts that can be handled by visitors
- d. Improve existing exhibit elements to interpret global falconry and compliment the Sheikh Zayed Exhibit Wing (SZW)
- e. Create a capital campaign to dovetail with the TPF's phased expansion planning
- f. Install an updated and expanded exhibit wing interpreting global falconry (See initiative III. c.)

III. Celebrate the role of falconers in founding the Peregrine Fund, and other contributions to conservation, through new exhibits, programs, and publications

Objectives:

- a. Launch a “Founders Series” (or similar) book series highlighting under-acknowledged falconers involved with the establishment and early success of The Peregrine Fund and raptor conservation
- b. Work with the TPF to begin planning an exhibit interpreting the role of falconers, falconry techniques, and the Peregrine Fund in peregrine recovery and the birth of raptor conservation
- c. Within the expanded falconry exhibit wing (See II. f.), install a section interpreting the story of the founding of The Peregrine Fund, falconers’ roles in the recovery of the peregrine falcon, and raptor conservation broadly

IV. Formulate an improved Rendezvous event, to attract and engage diverse falconer participants

Objectives:

- a. Create a new, or revised, Rendezvous targeting more diverse members of the national and international falconry community at-large, with a special interest in engaging with younger falconers
- b. Key elements of a new or revised event will include but are not limited to: invited and contributed speakers from continental and international regions; a large auction/raffle; entertainment; programs designed to increase awareness and appreciation for the collection items; and programs designed to increase awareness and appreciation for falconers and their historical contributions to falconry and conservation.
- c. Continue to strengthen the Wall of Remembrance event as a stand-alone program or a component of a reformulated Rendezvous
- d. Launch media campaign in 2021 to promote the new event

V. *Evaluate and improve The Archive's collection planning, and continue active collecting based on established priorities*

Objectives:

- a. Create a new Archive's collection plan identifying:
 1. collection strengths and weaknesses
 2. establishing future collecting priorities
 3. assessing collection storage and security and management
- b. Create and build a collection acquisition fund
- c. Collect priority objects as funds allow and de-accession items as needed

VI. *Improve communication channels and maintain vibrant collaborations with key partners, including NAFA, other falconry member organizations, cultural organizations, relevant conservation groups, and others*

Objectives:

- a. Develop and sign a MOU with NAFA, outlining a partnership vision for both organizations
- b. Develop and sign MOUs with other partner organizations outlining a partnership vision, including other national, provincial, and state falconry associations, hunting heritage and advocacy organizations, cultural preservation organizations, and others
- c. Develop an Advisory Committee and/or liaison appointments from relevant falconry organizations, to improve communication with, and awareness of, TAF mission and resources
- d. TAF representatives conduct personal outreach at annual meetings, conferences, and festivals organized by falconry groups, conservationists, academics, and others
- e. Create digital archive portals for international, national, provincial, and state falconry organizations to upload historical documents, oral histories, or other mission-relevant information

General Governance: Staff and Board

Goal: Recruit and retain expert professional staff and formalize governance.

Objectives:

- a. Identify and recruit an experienced leader with expertise in falconry, professional experience in collections management, collaboration, communication, and interpretation
- b. Identify and recruit a contractor or staff with expertise in digital media including website development, video editing, and social media (April 2021)
- c. Recruit a part-time social media contractor to boost TAF's online profile and direct traffic to the online archive etc.
- d. Solidify board governance and officer roles
- e. Add 2-3 additional board members who provide identified relationships, skills, or capacity

Grant Opportunities

Goal: Explore, identify, and secure additional donations and grants

Objectives:

- a. All board members to contribute to the TAF in amounts meaningful to them based on their own capacity
- b. Research, identify, and submit cultural heritage and sporting heritage grants
- c. Produce basic fundraising materials, such as a remit envelope and handout to be used during outreach to potential donor
- d. Produce and disseminate public support outreach materials via print, social media, exhibits and displays, in-person presentations, and on-line platforms

Evaluation, Plan Updates, and Plan Implementation

This Strategic Plan is meant to be a living document.

Beginning in December 2021, the board chair and/or someone to whom the task is delegated will produce a twice-yearly update to the board and partners on progress implementing the Strategic Plan, along with any suggested updates to the Plan based on new circumstances. The board should consider updates to the Strategic Plan at its next regularly scheduled board meeting after each update, sharing proposed updates as appropriate with partners for feedback before adopting them.