

FINAL

Findings Report

**Camden County History Week Evaluations:
Visitor Survey and Partner Organization Feedback of Event
for
Camden County History Alliance
of the
Camden County Historical Society

for
the New Jersey Historic Trust License Plate
Heritage Tourism Grant**



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Executive Summary
Findings Report
Evaluation Grant for Camden County History Week

This findings report encompasses two types of evaluations of Camden County History Week held from October 13 to 21, 2018. The two evaluation methods were a paper visitor survey completed by 303 people, and notes from a feedback meeting of the Camden County History Alliance (CCHA) partner organizations held on November 2, 2018. We collected and analyzed both of these evaluations and are making recommendations at the end of this report. This project has been accomplished with financial assistance from the New Jersey Historic Trust through the Discover NJ History License Plate Heritage Tourism Grant Program.

About Camden County History Alliance

The Camden County History Alliance was established in February 2016 to identify resources, increase the number of visitors, and institute projects that promote Camden County heritage. Today it is an association of nearly 50 Camden County history organizations, historic sites, and support agencies. Since its founding, the Camden County Historical Society staff has managed CCHA with Bonny Beth Elwell as its coordinator.

Camden County Heritage Tourism Plan

Camden County History Week is a major activity of the Camden County Heritage Tourism Plan which has been gratefully supported by the New Jersey Historic Trust (NJHT) through three grants in the last two years.

The first phase of the Camden County Heritage Tourism Plan was funded in June 2017 by a \$5,000 NJHT Heritage Tourism License Plate Grant. This grant paid for a survey of the then 41 (now 48) CCHA partner organizations to determine their organizational capacity. The results of the first grant were a 140-page findings report and a memo that identified seven heritage theme-based trails that would link together the interpretation provided at the historic sites and history organizations in the county and encourage visitors to get to more than one site.

The second phase of the Heritage Tourism Plan was funded by a \$28,750 Historic Site Management Grant from the Preserve New Jersey Historic Preservation Grant Program of the New Jersey Historic Trust. The second grant funded the planning and implementation of the Camden County History Week, a nine-day long event as well as other communication activities. The third phase of the Heritage Tourism Plan is this findings report on the two evaluations we undertook of History Week, funded by a \$5,000 September 2018 New Jersey Historic Trust Heritage Tourism License Plate Grant.

Overview of Camden County History Week

Some of the highlights of Camden County History Week gleaned from the Visitor Survey and Feedback meeting with CCHA partner organizations were:

- Thirty-two (32) of the 48 CCHA organizations participated in the first ever Camden County History Week
- 85% of the organizations open during History Week were run entirely by volunteers
- All eight staffed historic house museums were open for visitors during History Week
- 1,006 visitors attended one or more events at one of 32 sites open for programs

- 223 volunteers worked at a historic site over the nine day event
- \$1,206 was donated at various sites open during the nine day event
- 303 surveys were completed by visitors during Camden County History Week

Other things we learned from the two evaluation activities:

More than a third (365) of visitors came by themselves, and 29% came in family groups. A remarkable number (54%) were first time visitors to a historic site they visited, but 40% had visited that site once before. More than a third of all visitors (37%) said they visited another site during Camden County History Week but more than half 54% said they did not visit any other site during History Week.

More than half (54%) learned about History Week by word of mouth, a highly important medium for growing our base of supporters. 28% learned about the event from Facebook, 20% learned about it via email and finally, 16% learned about History Week from the CCHA e-newsletter. More than half (51%) picked up a Passport/event guide, but close to a third (29%) did not pick up a Passport/event guide. We are uncertain if this was because volunteers at sites were uncertain of its purpose or use, or because of other reasons.

We asked one question about the economic impact of History Week, but found it was a bust. More than half (54%) spent only between \$1 to \$10 during History Week, and 11% spent between \$11 to \$25 during History Week visiting sites. This information was disappointing but not surprising considering it was a first time event. An overwhelming number of visitor survey respondents provided their zip code and name, and 81% gave their email address. All of these emails have been included in the CCHA e-newsletter data base.

Conclusions

There were many successes resulting from Camden County History Week.

The Camden County Heritage Tourism Plan created:

- Planned and implemented a large collaborative event called Camden County History Week held on October 13 to 21, 2018
- A volunteer steering committee
- A monthly e-newsletter where all CCHA partners could promote their events
- Collected emails from partner organizations, the data base now contains close to 2000 emails
- Greatly expanded followers for the CCHA Facebook page, now up to 500 followers
- A Successful grant application by Dr. Jack O'Byrne to the Rohrer Foundation for \$10,000 to pay for design and printing of History Week materials produced
 - Published four color rack cards for 21 sites and supplied sites with rack card racks
 - Published a black and white Passport/event guide, and provided passport stamps
 - Published a large scale four color Heritage Trails Map and Guide
 - Purchased domain names www.camdencountyhistoryweek.com and www.camdencountyhistoryalliance.com
- Conducted short but effective educational activities for CCHA bi-monthly meetings
- Evaluated History Week in a comprehensive and thorough way through this grant
- Offered recommendations for further development of heritage tourism in Camden County

During Camden County History Week October 13 to 21, 2018:

- All 17 historic sites were open for History Week, and offered a variety of programming for adults and children
- All of the eight (8) historic sites with staff offered specialized programs for visitors during History Week
- Half--15 of the 31 history organizations offered some kind of educational program during History Week
- All organizations open for History Week collected names, email addresses, and zip codes through the visitor survey
- More than half, 54%, of all visitors learned about History Week by Word of Mouth
- All organizations had an opportunity to ask for donations or memberships from History Week visitors
- Organizations were creative and undertook new activities for visitors during History Week
- All of the open ended comments, except one, from the visitor survey were highly positive about History Week and wanted to see it continue. t

As a result of working together, the CCHA partners:

- The Camden County History Alliance has grown to 48 partners
- Sites began to think about joint programming between nearby sites
- All organizations were forced to plan a year ahead for History Week, and to begin planning earlier in the season for their own events
- More sites are posting regular monthly events on their Facebook pages, which are reposted to the CCHA Facebook page
- More volunteer led sites are open regular hours (at least monthly) to the public
- First time visitors to History Week will now get the e-newsletter and are exposed to the fine educational programming across the entire Alliance network, every month

Recommendations

Plan other coordinated events

- CCHA partners should decide if they want to host another large collaborative event in 2019 and whether it should be in the Spring or Fall
- As an alternative or in addition to a large event, CCHA should consider monthly heritage trail themed events starting in April 2019
- Establish a committee to fundamentally rethink the intent and use of the Passport
- Find grants or seek donations in order to reprint the Heritage Trail Map/Guide in 2019 with an expanded print run of at least 10,000 maps, so all sites can get at least 250 each

Communications

- Redouble our efforts to engage the Camden County Outreach Office and VisitSouth ersey.com to publish our work
- Work in partnership with the individual organizations so that they do not rely on the CCHA as the sole promoter of their events
- Continue to expand the email list to more than 3000 by the end of 2019, add timely articles of interest, and repost and offer links to articles about individual sites to the e-newsletter
- While email marketing might be cheap or free, it does not reach all of our constituents. We must rely on the CCHA Magazine to get the word out about collaborative events to those without email
- The CCHA partners can do more to repost and share their announcements to social media

Referrals between sites

- Docents at the historic sites should become more familiar with other sites on their Heritage Trails so they can make high quality referrals to visitors about the other 17 historic sites open to the public.
- Form a committee to explore how historic site docents could become “certified ambassadors” by the CCHA, so they could make referrals to other sites

Do more with Heritage Trails

- Do more with the Heritage Trails, other than to identify them on the bottom of the rack cards and introduce the theme on the Heritage Trails Map/Guide
- CCHA partners should designate a specific month for each of the seven Heritage Trails from April through October and designate the monthly e-newsletter to that theme
- Create a coordinated marketing effort by the sites on the trail to cross market their activities by cross posting their events on each other’s Facebook feeds
- If there is interest in developing more school/family involvement, create a committee to further develop this work for the CCHA partners

Provide more training opportunities

- Provide in depth training about volunteer recruitment and retention during 2019
- Continue to offer half hour peer to peer training at all bi-monthly CCHA meetings
- Make CCHA partners aware of nearby training and grant opportunities available through the e-newsletter

Heritage Tourism Plan expansion recommendations

Place a historic marker at every CCHA site open to the public by the end of 2020

- Get more historic sites on travel websites such as Trip Advisor, Yelp, and journeythroughjersey.com, visitsouthjersey.com, and VisitNJ.org
- Continue to encourage sites to collect and report visitor statistics at CCHA meetings
- Use Instagram and Twitter to communicate about the work of CCHA
- Use Clio, a free history App that is being used by many sites and history organizations around the country to provide a platform for those interested in taking tours of architecture and historic sites
- If funding can be secured, create a separate web site for CCHA
- Create a committee to explore whether to create seven colorful Heritage Trails brochures that highlight all the sites on the trail and create one or more routes between them and identify funding for such.

This report has chapters providing an introduction, an in depth review of the Visitor Survey results, a report from the feedback meeting held on November 2, 2018 with 20 CCHA partner organization representatives, a chapter with conclusions and recommendations, and report credits. There are six appendices to document the component parts of the grant:

- A. Camden County History Week by the Numbers
- B. The Visitor Survey Form
- C. Visitor Survey Results and Charts from Survey Monkey
- D. Visitor Survey Open Ended Comments
- E. Notes from the CCHA Partner Feedback Meeting November 2, 2018
- F. Wrap Up Survey: Visitors, Volunteers, and Donations
- G. Heritage Trails Final List

H. PowerPoint Presentation for January 18, 2019 CCHA Meeting

2. Introduction

This findings report encompasses two types of evaluations of Camden County History Week held from October 13 to 21, 2018, a paper visitor survey completed by 303 people, and notes from a feedback meeting of the Camden County History Alliance partner organizations held on November 2, 2018.

A \$28,750 Historic Site Management Grant from the Preserve New Jersey Historic Preservation Grant Program of the New Jersey Historic Trust funded this nine-day long event. This findings report, and the evaluation of Camden County History Week, were funded by a \$5,000 New Jersey Historic Trust Heritage Tourism License Plate Grant.

About Camden County History Alliance

The Camden County History Alliance was established in February 2016. It is an association of nearly 50 Camden County history organizations, historic assets, and support agencies. Since its founding, the Camden County Historical Society staff has managed CCHA. All staff members at the Historical Society work a part time schedule. The History Alliance was created to identify resources, increase the number of visitors, and institute projects that promote Camden County heritage.

Camden County History Week

Camden County History Week is part of a second phase of the Camden County Heritage Tourism Plan supported by the New Jersey Historic Trust through three (3) grants over the last 18 months. The Evaluation Grant is a third phase, and a third grant to the Camden County History Alliance from the New Jersey Historic Trust.

The first phase, funded in June 2017 by a \$5,000 NJHT Heritage Tourism License Plate Grant, paid for a survey of the then 43 (now 48) CCHA partner organizations to determine their organizational capacity. The results of the first grant were a 140-page findings report and a memo that identified seven heritage theme-based trails, that would link together the interpretation provided at the historic sites and history organizations in the county and encourage visitors to get to more than one site.

In January 2018 the CCHA began work on the second phase of the CCHA Heritage Tourism Plan funded from a \$28,750 NJHT Historic Site Management Grant. This grant includes the following work products:

- A volunteer steering committee
- A joint monthly e-newsletter
- Collected emails from partner organizations, now more than 2000 names
- Planned and implemented a large collaborative event called Camden County History Week held on October 13 to 21, 2018
- Greatly expanded the CCHA Facebook page to 500 followers
- Successful grant application by Dr. Jack O'Byrne to the Rohrer Foundation for \$10,000 to pay for design and printing of History Week materials
 - Published four color rack cards for 21 sites and supplied sites with rack card racks
 - Published a black and white Passport/event guide, and provided passport stamps
 - Published a large scale four color Heritage Trails Map and Guide

- Purchased domain names www.camdencountyhistoryweek.com and www.camdencountyhistoryalliance.com
- Created short but effective educational activities for CCHA bi-monthly meetings
- Evaluated History Week in a comprehensive and thorough way
- Offered recommendations for further development of heritage tourism in Camden County

The nine day event included historic exhibits, guided tours, reenactments, and children's activities which were held at 32 historic sites and history organizations in Camden County. The history organizations in the Alliance membership offered programming during the October 13 to 21 timeline. Thirty two (32) organizations were open for some activity during History Week.

All of these activities were promoted widely via traditional and new media by the CCHA.

Funding for printing of History Week materials

In December 2017, Dr. Jack O'Byrne, Executive Director of the Camden County Historical Society, wrote a successful grant for \$10,000 from the Rohrer Foundation to pay for design and printing of 21,000 full color Rack Cards (1000 each) for 21 historic sites open to the public; 2500 copies of a full color Heritage Trails Map and Guide, and 6,000 copies of a black and white Event Guide/Passport for Camden County History Week, including rubber stamps and pads for the Passports. We purchased the domain name www.camdencountyhistoryweek.com/org/net/info, and www.camdencountyhistoryalliance.com/org/net/info as part of this grant.

The Rohrer Grant also supplied an allowance of \$50 each for the 21 sites to pay for rack card racks for their sites which were jointly ordered to save shipping costs. The three major printed pieces were designed and printed in August and September of 2018 and distributed on September 27, 2018 during a CCHA bi-monthly meeting.

We encouraged partner organizations to learn more about historic sites that are nearby in an effort to encourage their visitors to see as many of these open sites as possible (all but four of them are open free to the public) and get their Passport stamped with logo rubberstamps we provided.

Prizes for visiting multiple sites

To encourage people to visit and see many sites, we offered a series of prizes for those who used the Passport. The prizes were offered in two categories. The person who collected the largest number of validated passport stamps to their Passport from October 13 to November 1, won the Grand Prize. The Battleship New Jersey, one of the Camden County History Alliance organizations, provided one family overnight stay on the Battleship as the Grand Prize for the most stamps collected during History Week. The Battleship is identified on the back of the event Guide/Passport as a sponsor. The winner supplied a Passport with ten stamps.

A Gold prize was awarded by random drawing, a prize of four admission passes for a family to the Center for Aquatic Sciences at Adventure Aquarium in Camden. This prize was drawn at random at the November 2 feedback meeting. There were also four Silver prizes, \$20 gift cards to Wawa, that were drawn at random at the November 2 meeting.

3. Visitor Survey Results

The first form of evaluation that we conducted for this grant was a visitor survey. We printed 100 surveys for each of the 32 organizations open for any kind of activity during History Week. The visitor survey had the organization's name on top, and we collected the paper surveys after the celebration. The survey contained 13 questions, 10 about History Week activities, and three (3) on demographics. The visitor surveys were entered on half a page, double sided. Please see a copy of the visitor survey as Appendix B.

Over 300 surveys were collected and input into a Survey Monkey data base by students at the Rutgers Camden Mid Atlantic Regional Center for the Humanities. The raw data and charts from Survey Monkey Visitor Survey are attached as Appendix C. Please see Appendix A for a one page, History Week by the numbers for a brief overview of the survey results.

Below we detail the results of the survey.

Q1 Survey is from what organization?

Three hundred and three (303) surveys were returned from the 32 answered organizations open for History Week. We did not get any surveys returned from four organizations that were open for visitors during History Week: The Battleship New Jersey, Old Baldy Civil War RoundTable, The Vault, and Old Quaker Store.

Site	Number of surveys from site	Number of surveys from first time visitors
Barclay Farmstead Museum	29	10
Berlin Township Historical Association	16	7
Burrough Dover House Pennsauken Historical Society	7	4
Camden County Historical Society	21	10
Camden Shipyard & Maritime Museum	4	3
Clementon Historical Museum	10	4
Esther Raab Holocaust Museum	1	1
Friends of the Collings Knight House	13	11
Gabreil Daveis Tavern	16	11
Gloucester City Historical Society	3	2
Glover Fulling Mill Park	3	2
Griffith Morgan House Pennsauken Historical Society	7	5
Haddon Heights Heritage League	1	1
Haddon Heights Historical Society	4	1
Haddon Township Historical Society	15	9
Historic Berlin Train Depot of the Long-A-Coming Historical Society	25	4
Historical Society of Haddonfield	5	3
Indian King Tavern	4	2
Lawnside Historical Society Peter Mott House	13	9

Long-A-Coming Historical Society	10	7
Magnolia Train Station and Park of the Magnolia Historical Society	9	4
Merchantville Historical Society	16	5
Newton Friends Meeting House	14	7
St. Joseph's Historical Society of South Camden	13	6
Walt Whitman House	24	17
West Jersey Chapter, National Railroad Historical Society	6	2
Whitman Stafford Farm House Committee	2	2
Winslow Township Historical Society	11	8

The event got no surveys returned from the Battleship NJ. This is the historic site that receives the most visitors in the county, over 100,000 yearly. Jack Willard, the Vice President of Marketing at the Battleship, told us that no one picked up a Passport brochure or asked to have their Passport stamped at the entrance visitor desk. Some visitors took rack cards. The Battleship offered a two for one admission for several of the weekdays in order to entice people to visit, yet no one took advantage of this, Mr. Willard said. He suspected that visitors coming to the Battleship during the nine day event did not know about History Week or were solely interested in seeing the Battleship and not the other sites.

The Old Baldy Civil War Roundtable was hosting their major event, a one day Symposium on the Civil War Navy which was held on the Battleship NJ on October 20. . This symposium was not a good vehicle for marketing History Week to their audience. The Vault and Old Quaker Store are run by a limited pool of volunteers, and their limited volunteer staffing prevented them from distributing the surveys during their limited open times.

Q2 Who came with you on this visit? Check one:

More than a third, 36%, of survey respondents indicated that they visited alone. Family visitors were the second highest category, with 29% of all visitors. Next were couples at 18%. A very small percentage of visitors, under 10% total, came through school groups, tour groups, and groups of friends.

All Visitors:

- 106 visited by themselves
- 55 visited as part of a couple
- 85 visited with family members
- 26 visited with a group of friends
- 28 did not answer how they attended
- 1 with a school group
- 1 with a tour group

A significant number of attendees came with one or more persons. This may indicate an opportunity for group or family events at appropriate sites. With 55 respondents indicating they visited as part of a couple and 85 indicating they were with family, continue to promote Camden County historical sites as appropriate for family or couples' outings.**Q3 Did you visit other sites during Camden County History Week?**

More than half, 56%, said they did not visit any other site during Camden County History Week. This was disappointing, because so much effort was placed to get visitors to go to other sites. See our recommendations below about on-going publicity for CCHA organizations and word of mouth marketing.

Q4 Was this your first time visiting this historic site/history organization? Check one:

More than half (57%) of all visitors said this was the first time they had visited this historic site. This was one of the most encouraging statistics of the entire survey. Only 16 people did not answer this question. 158 visited a site for the first time.

Q5 How many times have you visited this historic site/organization in the last year? Check one:

In line with the previous question, 40% said they had never visited this historic site before. Slightly more than 20% said they had visited once before. Fifteen percent (15%) said they visited two or more times. Another fifteen percent said they had visited more than three times. Twenty-three (23) people did not answer this question.

The answers to this question reinforce the one above it. First time visitors can be marketed to through the survey if there is an interest in expanding the data base of an existing society. 78 first time visitors visited multiple sites during Camden County History Week

107 respondents, among all surveys, visited multiple sites during Camden County History Week

- 40 respondents mentioned visiting one other site
- 29 respondents mentioned visiting two other sites
- 8 respondents mentioned visiting three other sites
- 2 respondents mentioned visiting four other sites
- 3 respondents said they'd visited "lots" of other sites
- 28 respondents indicated they visited multiple sites, but did not specify which or how many

Q6 How did you learn about Camden County History Week? Check ALL that apply:

More than half (54%) of the survey respondents said they learned about History Week from word of mouth marketing (WOMM). This is a highly impressive statistic and one that the CCHA can rely on in years to come to spread the word about this event.

Twenty percent learned from email, with another 16% learning about the event from the Camden County History Alliance E-newsletter. There was one large newspaper story about the event in the *Courier Post* newspaper. No one reported hearing about History Week on radio, and one person said they saw it on TV. Four people saw the event advertised on Instagram, and one on Twitter.

How did you learn about CCHW (more than one response allowed)	All Responses	First Time Visitors
Email	52	24
Camden County History Alliance newsletter	41	16

Newspaper story	32	16
TV	1	0
Camden County newsletter	26	15
Word of Mouth	139	67
Facebook	72	39
Instagram	4	3
Twitter	1	1
Rack Cards	3	2
No response	46	19

Q7 Did you pick up an Event Guide/Passport and have it stamped at this site? Check one:

More than half of the visitors (51%) did pick up a visitor passport, but almost 30% said they did not. Fifty-three people did not answer this question. This response was disappointing as well, we suspect that the Passport and how to use it were not well explained to site docents, so they were unable to share that information with visitors.

Q8 What activities did you participate in at this site? Check ALL activities that you or your group attended:

Adult tours of the house was the most popular activity with 44% participating in those events. Adult lectures were also popular with about a quarter of survey respondents participating. Walking trails were also popular with almost 20% of respondents. About 47 people skipped this question. About a third offered other as a response.

The activities at sites and organizations varied widely.

- 117 adults tour of house
- 69 adults lecture
- 51 walking the groups/trails
- 22 kids' hands on activities
- 14 adults' hands on activity
- 12 kids tour of house
- 11 adult workshop

Forty-two (42) other responses included: arts and crafts, Black history programs, civic lecture, Community Day, food demonstration, historical film, Italian history program, research talk, talked to soldiers, viewing of displays, and worship service. Sixty-eight (68) respondents did not provide details on the activities in which they participated.

Q9 How much did you spend in total while you were visiting this historic site? Include cost for food, lodging, gas, tolls. Check one:

We asked this question because we wanted to know if this event could be counted on to be an economic generator for sites and for the county. For a first time event, it was not. Almost 60% said that they spent between zero and ten dollars. Another 11% said that they spent between \$10.00 to \$15.00. Twenty-four people skipped this question.

While the response to this question during the first ever History Week was a disappointment, collecting this data on spending should be ongoing. This information when coupled with the zip code data will, over time, sharpen how the CCHA develops relationships with other tourism entities, such as area hotels, restaurants, downtown organizations, and the already existing travel and tourism efforts in the county.

- 164 0-\$10
- 32 \$10-\$25
- 3 \$25-\$50
- 2 \$50-\$75
- 1 \$75-\$100
- 1 \$100-\$125
- 5 over \$150
- 94 provided no answer to this question

Q10 Please provide any other feedback you would like to give this site, or about the Camden County History Week:

223 people supplied comments here. All of their comments, organized by house, can be found in Appendix C. All comments were positive except one (concern about volunteers being overworked). The visitors were highly interested in the variety of activities available during History Week and enjoyed it. Most encouraged the CCHA to continue providing this event next year.

Q11 Please supply your name, email address and zip code:

- 98% supplied their zip code
- 95% supplied their name
- 81% supplied their email address

The furthest reported visitor was from Los Angeles, CA (90028) visiting the Walt Whitman House. 54 survey respondents did not provide information on where they traveled from. 63 visits were from the same zip code as the historic site visited.

Visitors by zip code distance	All Visitors	First Time Visitors
0-1.999 miles from site	79	30
2 – 4.999 miles from site	36	17
5 – 9.999 miles from site	55	32
10 – 24.999 miles from site	48	28
25 – 49.999 miles from site	13	6
50 – 99.999 miles from site	7	3
100+ miles from site	10	8
No zip code data	54	34

Seventy-nine (79) first time visitors are from zip codes under 10 miles from the sites they visited. This indicates a significant un-captured market of visitors to Camden County's historic sites.

Data entry

Individual surveys were created for the 32 open sites with their name pre-printed. We supplied 100 surveys to each site. Surveys were collected on site by the consultant Donna Ann Harris or Bonny Beth Elwell when they visited the sites during History Week. Several organizations sent in their completed surveys. All told 303 surveys were tabulated and entered into a Survey Monkey data base by graduate students in the Public History Program at the Rutgers/Camden Mid Atlantic Center for the Humanities (MARCH) students. The input took four weeks, and multiple students were involved. Donna Ann Harris provided training to these MARCH students on entering data. We printed 3200 surveys. We received about a 10% response rate.

The MARCH students entered the data into the Survey Monkey platform during November. This report by Donna Ann Harris analyzes the data and small group exercises during the CCHA November 2 feedback meeting for this report.

The findings report will be shared with all the CCHA partner organizations that participated in CCHW at a meeting in mid-January 2019.

4. Report from Camden County History Alliance Nov. 2 Feedback Meeting

The second form of evaluation was held during a meeting with the organizational representatives that participated in History Week. We held a two and a half hour feedback/post-mortem meeting of all the CCHA partner organizations on November 2, 2018. About 20 organizations attended. Another five organizations sent their feedback via email.

The purpose of this meeting was to gain feedback about the event: what worked, what did not work, how the event could be improved for the coming year, and how sites could be open once a month for tourism programming. An intern from Rutgers Camden Public History Program at MARCH took notes during the meeting and from the small group discussions during the meeting. The notes and feedback information are organized together as Appendix D. Many of our recommendations for the future of History Week and the CCHA are culled from this meeting and the visitor survey.

Presentation on Evaluation and Recommendations

Finally, once the two evaluation reports are complete, the consultant will provide a brief presentation about both evaluation efforts and create a list of recommendations for the next Camden County History Week. This information will be sent to all CCHA partners as a PDF document, and also presented at a CCHA meeting in January 16, 2019. Find the presentation in Appendix H.

5. Conclusions and Recommendations

This section focuses on the overall successes of History Week and lessons learned for any future county wide activities. Recommendations appear in **BOLD** for the CCHA for the next few years given the consultant's experience working with the group for close to two years over three grants.

Overall Success

As a first time event, Camden County History Week was a great success. The nine month lead up to History Week brought five more organizations into the alliance, **the alliance has grown to 48 partners.**

While there are 48 sites now involved with the CCHA, all 17 historic sites chose to be open for History Week and offered a variety of programming for adults and children. All of the eight (8) sites with staff offered specialized programs. Some programs were planned before History Week dates were announced. Nine historical sites that are run by volunteers offered programming for visitors during the nine day event.

We were delighted that about **half--15 of the 31 history organizations participated in History Week--** including some historical societies, hereditary organizations, and service organizations like MARCH and the Center at Camden County College chose to offer programs.

Visitors were highly positive about the event and encouraged the CCHA to continue to offer the event next year, based on the open ended comments on the visitor survey, see Appendix D.

Putting on a large county wide event took an entire year to plan since there was a certain amount of learning that was needed by all organizations:

- to understand visitor nomenclature,
- to create systems like a collection of a e-newsletter mailing list and creating a newsletter template,
- collecting data for rack cards,
- gathering consistent and complete information for the Heritage Trails Map/Guide, and
- identifying specific educational activities for each organization that planned to participate.

We asked for information several times from each organization. The consultant visited with each site open to the public, early in the year in February and March 2018, to discuss the programming they might like to offer later in the year for History Week. The initial visit also helped to reinforce the need to plan in advance for volunteers, visitors, and membership materials to hand out.

Working together as a growing alliance and getting to know other site representatives was another pointed success of History Week. Sites **began to think about joint programming** with other sites nearby.

One of the most valuable things we did for the Visitor Survey was to **collect names, email addresses, and zip codes.** As these names are added to the others in our current email list, we can continue to market our history organizations and any Heritage Trail or History Week event in the future.

All sites had the **opportunity to ask for donations or memberships** from visitors who came to their site due to History Week publicity. A total of \$1200 was raised in new funds from History Week visitors. One site obtained an artifact donated during History Week.

History Week offered all the sites the opportunity **to be creative and undertake new activities for visitors**, which might not have happened without a county wide effort.

History Week also forced the group to **plan a year ahead and to begin planning earlier in the season** for their own events. Some sites had an increase in turn out above a normal Saturday or Sunday at their location.

More sites are open at least monthly for regular hours

In our initial survey of the then 41 CCHA partners in June of 2017, we learned that 12 of the 17 of the historic sites were open largely by appointment only. Over the course of the last year in preparation for History Week, only one of the CCHA partner sites (Whitman Stafford House) advertised themselves on their rack card as only being open by appointment. This is a major breakthrough for the CCHA and for most of the volunteer run historic sites. While most of the volunteer run historic sites are open only monthly, **more sites are posting regular monthly events throughout the year**, which can be promoted through the CCHA e-newsletter.

First time visitors

With so many first time visitors(**54% of all visitors were first time visitors**) coming to History Week, we are able to sort the data base and provide sites with the names and emails of their visitors if they want the information and do any email marketing. However, using an email list for marketing or membership is not a common activity for the volunteer run historic sites.

First time visitors are critical to the growth of membership and event attendance at historic sites. First time visitors must be invited back to reinforce that the experiences they had once at your organization will be similar or better in the future. These first time visitors should be invited to events and activities that promote learning or enrichment. These people are not likely to return to participate in a run of the mill board meeting. Rather they may want hands on activities for children, or adults, lectures, or other events similar to those held during History Week.

Now that we have included all of these **first time visitors into the e-newsletter, they continue to be exposed to the fine educational programming across the entire Alliance, every month, through the newsletter**. The more interesting the activity, the more likely the first time visitor is to return.

Word of Mouth marketing

More than half, 54%, of all visitors learned about History Week from Word of Mouth. Word of mouth marketing (WOMM) is perhaps the most effective form of advertising according to Forbes Magazine, as it is free exposure. Word of mouth marketing is also highly trusted because friends and family can provide firsthand experiences about an event or activity and recommend it to their friends.

People trust information they get from peers more than if they saw the event advertised in a paid environment (TV, Radio, newspaper ad, Facebook ad, or other paid media). Those that attended an event will likely come again to another event at a historic site they know.

We should reinforce and engage with all of our e-newsletter subscribers to regularly share announcements about events and activities they see on the CCHA Facebook page with their friends and family members. **Any**

event posting and the newsletter itself should be easy to share with contacts across all the major social media channels. Essentially the 1200 people who attended the first ever History Week are our “brand ambassadors” to others, because they were highly positive about the event (based on their comments in the visitor survey) and have the ability--**if we ask them frequently--to recommend our events and our work to others, as if from a trusted friend.**

Engaging our fans in our work

The CCHA should use WOMM to engage more people in its work by continuing to invite e-newsletter subscribers to participate in events at all of the partner organizations. We should be asking visitors to tell us about events or activities they might want to participate in, and actually plan events to meet those needs. We can ask our Facebook fans to share experiences they have at the sites and to post photos of themselves having fun to the CCHA Facebook page. Finally, **we are recommending that the CCHA site administrators should make the Facebook conversation two way, by regularly responding to comments or postings from fans, or asking questions designed for fans to provide feedback.**

Social media was a good source for spreading the news about events. Only one Facebook post about History Week was boosted through one paid \$20 ad, just before the event began. This was effective, bringing in the highest number of views, over 400. Twenty-eight percent (28%) of visitors said they learned about History Week from Facebook, four people saw it on Instagram, and one on Twitter.

Informal Training Successes

As part of the CCHA bi-monthly meetings in the lead up to History Week, we **offered half hour peer to peer learning opportunities.** We learned from MARCH, which offers training and workshops for historic sites, that none of the CCHA organizations had participated in any of their trainings in the past. This led us to realize that perhaps hearing from peers rather than outsiders might generate better reception and interest by CCHA partner organizations. These small educational efforts were viewed positively by those attending.

- April 11 CCHA meeting, the consultant led a panel discussion on Volunteer Recruitment with Clark Perks of the Battleship New Jersey, Bob Fisher-Hughes of the Pennsauken Historical Society, and Dana Dorman of the Historical Society of Haddonfield
- June 6 CCHA meeting, the consultant led a panel discussion on Visitor Statistics with Linda Hess of Indian King Tavern and Bonny Beth Elwell of the Camden County Historical Society
- August 15 CCHA meeting, we asked all attendees to tell the group what activities they were planning for History Week as a means to generate excitement and learn about other site offerings nearby for referral purposes
- September 27 CCHA meeting, the consultant reviewed all the printed matter for History Week, their purposes, how many were printed, and the cost per piece

We are recommending that these half hour peer to peer learning opportunities continue at CCHA bi-monthly meetings throughout 2019, and the topics should be planned in advance. Suggested topics might include: making visitor referrals to other sites; creating collaborative marketing efforts for heritage trails; working with teachers and school districts; reposting your content to Facebook and other social media platforms; responding to criticism about your site on social media; promoting your site on travel websites and Yelp.

Lessons learned

Based on the 2018 History Week activities and publications, we are suggesting the following refinements as lessons learned.

Timing for History Week/Month/Heritage Trail Month?

There were several complaints about hosting a large collaborative event in the Fall when many of the sites already have existing and long standing events. **We are recommending that the CCHA partners decide if they want to host another large collaborative event in 2019 and whether it should be in the Spring or Fall.** While many felt that a large collaborative event was worth doing, a week just did not seem long enough. There were several suggestions for a month long event to take the place of History Week. Regardless, if a Spring time, month long event is to be held say in May, then the CCHA partners must identify the month at the January 2019 meeting. The consultant said that it took six weeks to collect the event details from all sites for the 2018 History Week Passport publication. Therefore, sites must identify their events by February 15, so they can be collected for design and printing by April 1 for a May month long event. A Spring month long event in May seems unrealistic given the tight turn around needed. Additionally, the work to gather events from the sites would now fall to Bonny Beth Elwell, who works part time at the Historical Society, so any CCHA event planning must fit in and coincide with Bonny's other duties.

If a Fall event is preferred, then the month should be chosen at the January 2019 meeting, so that sites can begin planning for their events to be promoted. These would need to be collected by July 15, so that design and printing can be completed by September 1.

As an alternative to a large event, perhaps the CCHA should instead turn to monthly heritage trail themed events starting in April 2019. Again, at the January 2019 CCHA meeting, the Alliance partners would have to designate each month for one of the seven heritage themes, thus creating a yearly calendar for the group. Sites would have to begin planning immediately for the events they wanted to promote for the April 2019 e-newsletter. There are additional recommendations about the Heritage Trails further in this section. It would be ideal if all the sites on the heritage trail could agree for the month to be open one specific Saturday from 12PM to 4PM which would be promoted in the e-newsletter. Events occurring at other times during the heritage theme designated month would also be promoted in the e-newsletter. A communication plan would also be needed to promote all the Heritage Trail events for each month.

Passport has to be rethought

We are recommending that a committee be established to fundamentally rethink the intent and use of the Passport. The Passport/event guide's intention was perhaps too complicated for a first time event. The Passport/event guide's purpose was to be an inexpensive list of the History Week events, a location for passport stamps, and to announce the prizes. Perhaps these activities should be separated. If the Passport's intent was changed to being merely a listing of sites open to the public with space for stamps for those who visit, then a simpler color or black and white publication could be created. Printing and design costs would have to be identified. Grant funds or sponsorship/ads would also be needed.

There were complaints about the small size of the type on the Passport in order to get all the activities of the 32 organizations listed. The Passport was printed in black and white and thus viewed as less attractive than the color Heritage Trails map/guide which was highly praised for its design. Perhaps the event guide could be

separated from the Passport and become a more informal listing, again perhaps in black and white. The design and printing costs would have to be identified as well as funding or sponsorships/ads.

The Passport, like the Heritage Trails Map/guide, was available to sites on September 29, only three weeks before the start of History Week. This was perceived as not far enough in advance to permit the sites to market the event to visitors. The short window for the use of the Passport also limited its effectiveness. For sites open only one weekend of the nine day event,, visitors could hardly understand the scope of History Week, let alone take advantage of the collaboration between open sites. The printed materials, if they are printed for a specific event such as a longer History Month, need to be available at least six weeks to two months in advance of the event start date.

Finally, the site volunteers who were charged with stamping the Passport found explaining the use of the Passport to be too complicated. Most sites did not use the Passport to its full potential, as a means to direct visitors to other sites. Sites will need to train volunteers about the use of the Passport in advance so that they are ready to make referrals to other sites on common heritage trails or nearby sites.

Perhaps the Passport should be used to market a month long effort if History Week is turned into a History Month. The committee might consider creating one substantial grand prize offering rather than several small prizes or leave the smaller prizes to be marketed on the visitor survey instead. Several CCHA partners suggested that the surveys should be the vehicle for announcing prizes which might increase the number of people who filled out the survey.

More and better publicity

The partner organizations on the whole were pleased with Camden County History Week, there were some significant weak spots regarding marketing the event.

- **Publicity beyond CCHA press releases, and Facebook posts**

The biggest disappointment was around publicity. Many of the volunteer run sites had expected both radio and TV to be principal means for promotion of History Week, and perhaps these were unrealistic assumptions given there was no money for any kind of paid advertising. We had hoped to rely on the Camden County Outreach office and Visit South Jersey to publish this nine day event. Neither organization posted it to their newsletters or web sites. **Redouble our efforts to engage the Camden County Outreach office and Visit South Jersey.com to publish.** Bonny Beth had posted the event to the Visit NJ.org web site, but we did not see much traction from that advertising venue.

- **Traditional press releases**

Bonny Beth Elwell distributed at least two press releases a month in advance of the event to the usual news outlets that the Camden County Historical Society uses. One large news article was in the local *Courier Post* and *the Retrospect*. We found that individual organizations relied too much on outside (CCHA) promotion instead of doing their own promotions of History Week. **Work in partnership with the individual organizations so that they do not rely on CCHA promotion of their events, in addition to doing their own promotions of their work and any collaborative effort.**

- **CCHA E-Newsletter**

The Camden County History Alliance Facebook page, along with the monthly CCHA e-newsletter, were used as the primary vehicles for publicity for History Week. The e-newsletter was originally

designed to be quarterly. After the first quarterly edition, we realized that a monthly newsletter was needed, and made the switch quickly. The consultant worked with student interns who sorted all the stories/ articles sent in by CCHA partners by date and sent this monthly compilation to Bonny Beth Elwell who uploaded it to the free Mail Chimp template. We realized also that we needed an “index” at the start of the newsletter to display all the events for the month in one place. The index was presented with open links to the notices or PDFs from the partner organizations. This proved popular and made it easy for viewers that were interested in particular dates or organizations to find their favorite. We have retained this format throughout.

- The October e-newsletter had a record 55 entries from the 32 partner organizations that had multiple events and activities throughout the nine day event. The visitor survey also brought us more than 250 more names to add to the data base which is now close to 2000. These names/emails came from all of the sites that were willing to share theirs. Four sites, for privacy reasons, were not able to submit their email addresses to the big list, but, they in turn send the monthly CCHA newsletter to their membership. We know that an additional 500 people get the newsletter from those sources. The open rate has been steady at between 24%-28%. **We recommend expanding the CCHA mailing list to more than 3000 by the end of 2019, add timely articles of interest, and repost and offer links to articles about individual sites.**

- **CCHA Facebook Page**

The consultant posted daily to the CCHA Facebook page for 30 days prior to the start of the History Week describing the upcoming events and activities planned at each of the 32 sites open for the nine day event. She also posted the day’s events on the CCHA Facebook page during the event. There were four thank you postings after the event.

The CCHA Facebook page now has close to 500 followers. We asked sites that had their own Facebook pages to repost CCHA posts, but few did that. As one of the CCHA Facebook page administrators, the consultant reposted any site announcement of their activities to the CCHA Facebook page. **The CCHA partners can do more to repost their announcements to social media and we recommend additional training for CCHA partners on this topic.** There is currently no active Twitter or Instagram page for the CCHA. These platforms will bring different people to the mailing list and provide the CCHA with exposure beyond Facebook.

The postings on the CCHA Facebook page generated between 30 to 240 views for each posting. The most views came when larger and more well-known sites were posted such as the Battleship NJ and the Walt Whitman House. In sum, **continue to expand mailing list, add timely articles of interest, and repost and offer links to articles about individual sites.**

- **CCHA Magazine**

Over the last two and a half years, the CCHA has published and distributed 50,000 copies of a 42-page *Camden County Heritage* magazine to partner organizations, at festivals and events, and waiting rooms of area urgent care centers and doctor’s offices. This bi-annual publication is organized by theme and includes an article about the efforts of the CCHA. It is an important, and timely vehicle for event planning for CCHA>

- **CCHA Web site**

There is a web site (one page) for the CCHA on the Camden County Historical Society web site. It contains a map of all the sites (it unfortunately is not up to date and only 42 rather than the current 48 partners are noted). The website serves as a helpful archive of all the e-newsletters sent during the Heritage Tourism Plan Grant. **A separate web site for CCHA is recommended for 2019 if funding can be secured.** The web site should include one page web pages for sites/organizations that do not have them already and include links to Facebook pages for those that use Facebook as their online presence. The new website should include all of the heritage markers placed by the CCHA, and all the publications produced to date (map/guide, rack cards). The CCHA website should be the first place to go for information about history and heritage in Camden County.

A likely partner for the development of a web site is Hope Works Inc. a Camden nonprofit. It would be ideal if the web site included a blog as a means to distribute our bi-annual magazine and expand our activities in the historic preservation arena through the distribution of timely civic information by the distribution of a news section and volunteer opportunities.

- **Other web sites, travel review sites**

Not all of the 17 historic sites are listed on the Visit NJ web site, JourneythroughJersey, Yelp, or Trip Advisor. These web sites seem best suited for staffed sites where there are regular hours.

JourneyThroughJersey, run by the New Jersey Historic Trust, might be a suitable first venue for some of the volunteer run sites that have a regular, yearly schedule identified so they can promote their specific events and when they will be open each month during the visitor season (generally April through October).

- **Clio App**

Clio (theclio.com) is a free history App that is being used by many sites and history organizations around the county to provide a platform for those interested in taking tours of architecture and historic sites.

The organization markets it as “Clio is an App that connects thousands of people to nearby culture and history.” We would use the App in conjunction with the website and newsletter. The App permits users to search for nearby sites, take a walking tour, create your own itinerary, or simply go for a walk or drive and let Clio show you nearby sites using our mobile app. There are other Apps available, but this seems to be simple to use and free. Someone would, however, have to spend the time to upload the information about each, into the app and include photos, maps etc. There seems to be pretty good coverage for the major house museums, but places like St. Joseph’s Polish Catholic Church should be on this App. (A quick check made me realize these were missing: Historical Society of Winslow Township, St. Joseph’s Church, Old Quaker Store, Whitman Stafford House, Newtown Meeting House, Clementon Historical Society, Esther Rabb/Goodwin Center, Collings Knight House, Peter Mott House, Merchantville Historical Society, Glover Fulling Mill Park, Haddon Heights Historical Society, and Haddon Township Historical Society of Haddonfield.

- **Paper versus online**

There are still a number of history organizations and some historic sites that must send paper copies of their newsletters and other communications to members who do not have access to a computer or prefer not to read messages on their mobile phone. While email marketing might be cheap or free, it does not reach all of our constituents. The article in the *Courier Post* about History Week was well read, so the CCHA cannot abandon paper or traditional media for reaching our audience. We must rely on the Magazine to get the word out, not only email.

Better or more frequent communication is needed between CCHA, sites, and site volunteers

We believe that the historic sites open for visitors did not stress that other sites were open for visitation. We also heard from the feedback meeting that History Week was too short to encourage visitors to go to other sites. Visitors did not plan to visit multiple sites because they did not know until they arrived that there were other sites open during the week. This was especially problematic at volunteer run sites that were stretched even being open two weekend days. Visitors did take rack cards indicating that they might make visits to sites in the future, but we did not build in any kind of tracking mechanism to the rack cards. Traditionally that would be a discounted admission, but since the vast majority of the CCHA sites are free to the public, another means would be needed.

Site volunteers making referrals to other sites

Docents at the historic sites should become more familiar with other sites on their Heritage Trails so they can make high quality referrals to visitors about the other 17 historic sites open to the public. The work of encouraging visitors at one historic site to move on to other sites that might interest them is entirely in the hands of each historic site. The purpose of the rack cards and the Heritage Trails Map/Guide was to identify and locate other sites of potential interest for visitors. An enthusiastic docent talking about another site will do far more than a rack card to get visitors out and about. **We commend that historic site docents be trained to make good referrals to visitors to the collection of 17 historic sites open to the public.** Docents must become highly familiar with each other's offerings, so that they can make valued recommendations to inspire word of mouth marketing. No amount of paid marketing or advertising is worth as much as a recommendation from a trusted source. If the visitor had a good time and the family members learned something new, then site volunteers are in an excellent position to recommend other places to visit. But the recommendation is only as good as the direct knowledge about the other site: how to get there, when it is open, what to ask about, and how much it costs to visit (if any).

Learning about other historic sites in the network, especially by the hundreds of current historic site docents across the 17 organizations, might be accomplished by some kind of regular, half day van tour, one or two times a year. **We recommend that a committee should be formed to explore how historic site docents could become a "certified ambassador" by the CCHA, so they could make high quality referrals. This could include documenting visits to six or more sites, but especially those on their own heritage trail.** Becoming a "certified ambassador" might mean being able to wear a button, "Ask Me About Other Historic Sites Nearby" as a means to chat up visitors about other offerings nearby.

Reprint the Heritage Trails Map/Guide

The limited number of maps/guides printed were only 2500, with only 40 available for each site open to the public. This tiny supply of the attractive Heritage Trails Map/Guide may have had unintended consequences, because the Heritage Trails Map/Guide was not widely available and used to encourage visitors to move on to other sites. **We recommend reprinting the Heritage Trails Map/Guide in 2019, at least 10,000 copies, so that the 21 sites can get at least 250 copies.**

Heritage Trails have unmet potential

One of the main goals of the Heritage Tourism Plan was to create a series of heritage trails as a marketing device to permit interested visitors in understanding that there were more sites that might interest them. There were seven heritage themes identified during the first phase of this work as noted below:

1. Built in Camden County—25 organizations
2. 20th Century Stories—21
3. Women in History—15
4. Many Faces of Camden County—23
5. Colonial Times—16
6. African-American Heritage—18
7. Rivers, Roads & Rails—11

So far, little has been done with the Heritage Trails, other than to identify them on the bottom of the rack cards and introduce the theme on the Heritage Trails Map/Guide.

Monthly events around Heritage Trail themes

We recommend that the CCHA partners designate a specific month for each Heritage Trail from April through October and design the e-newsletter to that theme. An introductory article which can appear on the website and the e-newsletter would be needed to identify the theme and the sites with special programming that month and the date all the sites are open. . Sites with events on that trail should be promoted at the top of the newsletter. Other events occurring that month should appear below the featured activities for the month. **We recommend a coordinated marketing effort by the sites on the trail to cross market their activities by cross posting their events on Facebook feeds.** Finally, the CCHA Facebook page should include the colorful headline banner (used on the rack cards) to identify events during the month on the theme. Perhaps all events should be promoted twice in the month. It would be ideal if there was a short visitor survey available asking if visitors knew about the other sites available on that theme.

New Heritage Trails brochures

We recommend that a committee explore whether to create seven colorful Heritage Trails brochures that highlight all the sites on the trail and create one or more routes between them. Given that the number of sites on each Heritage Trail vary from the smallest Rivers, Roads & Rails with eleven stops, to the largest Built in Camden County with 25, this creates a brochure design challenge. We recommend that the Heritage Trail brochures be printed in color, branded to match the Heritage Trails Map and Guide, and sized to fit in the rack card racks at a number 10 envelope size. The smallest brochure may be a folded legal sized document with only 11 sites to promote. The largest however, may have to be much larger and have multiple folds to accommodate up to 25 sites. Design and printing costs will have to be identified, and the document printed with enough supply to last at least one year, so that each site could have at least 250 copies on hand of each trail brochure at the start of the year. 250 copies times 21 sites, times seven trails would be a print run of 36,750, far larger than any print run from History Week. These seven documents might supplant the Heritage Trails Map and Guide over time. There is only one site that is listed in all seven heritage trails: Camden County Historical Society. The Battleship New Jersey, and the Gabreil Daveis Tavern are listed in six trails. Support from the Camden County Events and Outreach office should be approached for the costs for printing or distribution to hotels and other sites where rack cards are displayed.

School partners/youth engagement

CCHA partners believe that schools are a highly valuable audience for History Week activities. Less than half of the historic sites have ongoing relationships with teachers or their local school district who make regular school visits with their classes to the site. These organizations can continue building their relationships with area educators to include History Week or monthly educational programming. This effort to create and grow school visits is best left to individual sites that already have ongoing relationships. This topic might be a good one for a Peer to Peer panel discussion at an upcoming CCHA bi-monthly meeting. **If there is interest, then we recommend that a school/family involvement committee be created to further develop this work for the CCHA partners.**

For sites without an ongoing and active school program, we suggest a different approach. With so much focus on school testing, high bus costs, and in school class room time, the CCHA historic sites might be better served by developing appropriate, grade related, curriculum based “traveling trunks” that can be taken to the classroom by highly trained docents to bring educational lessons about their sites to children in the classroom. The CCHA organization itself, as a volunteer entity, is not able to establish or nurture individual school or school district relationships across the entire county with its scores of school districts. This work is best left to individual sites.

Another option is for the historic sites to market the Passport, or the new Heritage Trails brochures if printed, to youth programs such as scouts for events or badge opportunities. Some sites with already existing relationships with schools can build upon those relationships to market the thematic heritage trails or monthly events to area families by hosting kid friendly activities at each site. The creativity of the heritage trail partner organizations can make a significant difference in visitation at these sites.

The CCHA needs to further explain how to use the publications with visitors, and then the sites have to relay that information on to their volunteers that interact with visitors.

No way to track rack card use

The rack cards were an investment in the future of the CCHA, where the historic sites could use them to promote their peers’ sites to visitors coming for events and programs. We did not provide a tracking device on the card, such as a reduced admission price, because all but four of the historic sites are open free to the public. We have no specific method to suggest for tracking the use of rack cards at this time.

A small handful of the sites complained that the rack card rack was large and clumsy and did not fit easily into a recreated or restored historic interior. These sites will find a location that makes sense to them for these popular and handsome displays of rack cards for the other house museums in the Alliance.

More volunteers needed

We knew from the initial Summer 2017 survey that undertaking a large event would stretch the capacity of the volunteer-run historic sites. History Week certainly did that. Volunteer recruitment is a recurring issue at both staffed and volunteer run historic sites and organizations. All of the volunteer run sites admit that they did not have enough volunteers to prepare and execute History Week, the way they wished.

Several groups complained that being open both days on the Oct. 20 and 21 weekend was too much work for their volunteers or that History Week led to cancellations of outreach appearances the previous weekend.

Even for the site with the largest group of volunteers Barclay Farmstead, where they have over 150 people on their list, they did not have enough volunteers. Too few volunteers is not unique to Camden County, but rather all historic house museums throughout the country. History Week did press many beyond their comfort level, and in some cases we got feedback that this event was “too much work for our volunteers.”

Sites admitted that they were not clear enough about their volunteer responsibilities for History Week and could have done better at explaining the tasks involved to their docents. They also acknowledged that the nature of History Week was not well communicated; for locals it was just the same as other events during the year.

We are recommending more in depth training about volunteer recruitment and retention during 2019.

Several sites do a good job recruiting and scheduling volunteers and perhaps they would be willing to share their secrets with their peers.

There is still resistance to gathering, using, and keeping visitor statistics

While the vast majority of sites have a sign-in book for visitors, they are not routinely collecting zip codes or email addresses for membership or event marketing. We asked early on for sites to provide visitor numbers, but none did so. Then we asked all for their visitor numbers, number of volunteers, and funds raised during the event. All but four sites complied, this is a marked improvement. Some of the volunteer run sites still have yet to see the value of collecting visitor data.

Conclusion

The Heritage Tourism Plan for Camden County has gotten the Camden County History Alliance very far in less than two years, but more work needs to be done. The volunteer run historic sites must see the benefit of continuing to cooperate with the Alliance and to produce events for CCHA joint programming. Education, training is still needed to help these organizations live up to their potential as visitor attractions.

6. Credits

Donna Ann Harris, principal of Heritage Consulting Inc., wrote this report. Jennifer Robinson, a consultant working with Heritage Consulting Inc. supplied additional writing and provided the analysis of the open ended Survey Question. Will Christman edited the document.

The following students in the master’s degree in the Public History Program at Rutgers University Camden entered data in the Survey Monkey data base. We thank the Mid Atlantic Regional Center for the Humanities for their long term interest in the work of the CCHA and for providing graduate students to help.

- Lauren Cooper
- Lauren Johnson, data entry and note taking for Nov 2 meeting
- Amy Osterhout

- Melissa Bryson
- Sharce Blakney
- Kelly Banks

Donna Ann Harris is the principal of Heritage Consulting Inc., a Philadelphia-based WBE consulting firm that works nationwide in three practice areas: downtown and commercial district revitalization, historic preservation, and nonprofit organizational development. Prior to starting her firm fifteen years ago, Ms. Harris was state coordinator for the Illinois Main Street program for two years and the manager of the Illinois suburban Main Street program for four years. During her tenure, Ms. Harris served 56 Illinois Main Street communities, led a staff of 12, and managed a budget of over a million dollars. Ms. Harris' focus is on historic preservation and organizational aspects of Main Street revitalization.

Prior to her Main Street career, Ms. Harris spent 15 years as an executive director of three start-up and two mature preservation organizations, each with its own organizational and fundraising challenges. Since starting her firm, Ms. Harris has worked with state and local Main Street programs in 23 states. She has spoken for the last fourteen years at the National Main Street Center annual conference and at the International Downtown Association annual meetings in 2013, 2008, 2009, and 2018.

Jennifer Robinson

Jennifer Robinson is an architectural historian with experience working for government agencies, cultural resource management consulting firms, and the non-profit sector. Ms. Robinson holds a Master of Science in Historic Preservation from the University of Pennsylvania, with a concentration in Urban Redevelopment. She has a Bachelor of Arts degree from the University of California, Berkeley, in Cultural Anthropology with a minor in the History of the Built Environment. She also is certified by the National Development Council as a Historic Tax Credit Finance professional.

Ms. Robinson has a keen interest in socially equitable development practices, the use of historic, low-income housing, and new markets tax credits to assist with the rehabilitation and reuse of historic buildings. In addition, she engages in community-driven revitalization and preservation activities working to ensure that all voices are represented in each project phase.

Ms. Robinson maintains active memberships with the Preservation Alliance for Greater Philadelphia, Historic New England, the Vernacular Architecture Forum, and the National Trust for Historic Preservation.

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Appendix A Camden County History Week by the Numbers



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2018 Camden County History Week by the Numbers

Overall Attendance

- 32 of the 48 CCHA organizations participated in the first ever Camden County History Week
- 85% of the organizations open during History Week were run entirely by volunteers
- All 8 staffed organizations were open for visitors during History Week
- 1,006 visitors attended one or more events at one of 32 sites open for programs
- 223 volunteers worked at a site over the nine day event
- \$1,206 was donated at various sites open during the nine day event

Information from the History Week Visitor Survey available at each of the 32 sites

303 surveys were turned in from visitors during
Camden County History Week

20% learned about it via email

16% learned about it from the CCHA newsletter

36% of visitors came by themselves

51% picked up a passport/visitor guide

29% came in family groups

29% did not pick up a passport/visitor guide

18% came as couples

1 school group, 2 tour groups participated

44% took an adult tour of a house

33% did something other than listed on the form

25% attended an adult lecture

54% were first time visitors to the site

40% had visited that site before

30% said they had never visited the site before

15% had visited three times or more

54% spent between \$1-\$10 during History Week
visiting sites

11% spent between \$11-\$25 during History Week
visiting sites

37% said they visited another site during Camden
County History Week

54% did not visit any other site during History
Week

98% gave their zip code. We will create a graphic of
zip codes for the final report.

95% gave their name

81% gave their email address

54% learned about History Week via word of
mouth

28% learned about it on Facebook

Appendix B Visitor Survey Form

CAMDEN COUNTY HISTORICAL SOCIETY

Thank you for visiting our organization during Camden County History Week. We would like to learn more about you and what you thought about our programs. Please answer these questions and turn in the form.

Who came with you on this visit? Check one:

By myself Couple Family Group of friends Tour group School group

Did you visit other sites during Camden County History Week? Check one: Yes _____ No _____

What site(s)? _____

Was this your first time visiting this historic site/history organization? Check one: Yes _____ No _____

How many times have you visited this historic site/organization in the last year? Check one:

Never Once Two or three times More often

How did you learn about Camden County History Week? Check ALL that apply:

An Email

Camden County History Alliance Newsletter

Newspaper story

TV

Radio

Camden County Newsletter

Word of mouth

Facebook

Instagram

Twitter

What activities did you participate in at this site? Check every activity that you or your group attended:

Kids hands-on activities Adult Lecture Adult tour of house Adult hands-on activities (cooking, etc.) Walking the grounds/trails Adult Workshop Kids tour of house

Other _____

How much did you spend in total while you were visiting this historic site? Include cost for food, lodging, gas, tolls. Check one:

0-\$10

\$10-\$25

\$25-\$50

\$50-\$75

\$75-\$100

\$100-\$125

\$125-\$150

over \$150

Did you pick up an Event Guide/Passport and have it stamped at this site? Yes _____ No _____

Please provide any other feedback you would like to give this site, or about the Camden County History Week _____

PLEASE PRINT

Your Name _____

Your Email _____

Your Zip code _____

Thank you for sharing your thoughts about Camden County History Week

Appendix C Visitor Survey Results and Charts from Survey Monkey

Appendix D Visitor Survey Open Ended Comments, and Listing by Organization

What organization?	Comments	Hours/Scheduling	Promotion	Content	Guides/Volunteers	Family Friendly	General
Barclay Farmstead Museum	Great program. Thank you.						Great program. Thank you.
Barclay Farmstead Museum	It's great!						It's great!
Barclay Farmstead Museum	None, it's very nice :)						None, it's very nice :)
Barclay Farmstead Museum	Very enjoyable and informative!						Very enjoyable and informative!
Barclay Farmstead Museum	Well organized						Well organized
Barclay Farmstead Museum	Wonderful site, so glad we have a historic landmark kept so well.						Wonderful site, so glad we have a historic landmark kept so well.
Barclay Farmstead Museum	Wonderful!						Wonderful!
Barclay Farmstead Museum	Event Guide not available at 1st site, not offered here				Event Guide not available at 1st site, not offered here		

Barclay Farmstead Museum	More advertising		More advertising				
Barclay Farmstead Museum	More advertising, through schools?		More advertising, through schools?				
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
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Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Barclay Farmstead Museum							
Berlin Township Historical Association	enjoyed immensely						enjoyed immensely
Berlin Township Historical Association	enjoyed the program very much						enjoyed the program very much
Berlin Township Historical Association	very nice program						very nice program

Berlin Township Historical Association	Provide more community history			Provide more community history			
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							
Berlin Township Historical Association							

Berlin Township Historical Association							
Burrough Dover House Pennsauken Historical Society	Griffin Morgan House was on the way to Burrough Dover House Pennsauken Historical Society			Griffin Morgan House was on the way to Burrough Dover House Pennsauken Historical Society			
Burrough Dover House Pennsauken Historical Society	Very informative and an invaluable community resource.			Very informative and an invaluable community resource.			

Camden County History Alliance

Visitor Survey for History Week

Open ended comments made by visitors to each site:

Barclay Farmstead Museum:

- Great program. Thank you.
- It's great!
- None, it's very nice :)
- Very enjoyable and informative!
- Well organized
- Wonderful site, so glad we have a historic landmark kept so well.
- Wonderful!
- Event Guide not available at 1st site, not offered here
- More advertising
- More advertising, through schools?

Berlin Township Historical Association:

- enjoyed immensely
- enjoyed the program very much
- very nice program
- Provide more community history

Burrough Dover House Pennsauken Historical Society:

- Griffin Morgan House was on the way to Burrough Dover House Pennsauken Historical Society
- Very informative and an invaluable community resource.
- The County - if they plan on doing this again - needs to do a better job promoting the local events. Attendance was sparse.
- Enjoyed the tours

Camden County Historical Society:

- Greatly enjoyed!
- love it, will be back to see more
- very interesting
- Collections director was pleasant and knowledgeable, will return for genealogy session
- Collections director was very polite and courteous. Tour was very informative. Plan to return for genealogy search and help.
- It is always a pleasure. I re-visited the Moores of Greenland exhibit. Glad to be a part of it.
- The bedrooms were very exciting to me
- Very enjoyable! Would do it again!
- Try to spread activities throughout the month rather than just one weekend.
- Love it!

Camden Shipyard & Maritime Museum:

- Crew member of 'North Star'
- Will post our visit on Facebook
- Hold History Week annually

Clementon Historical Museum:

- Fantastic hat
- Great info and pictures of long ago

Esther Raab Holocaust Museum:

- Wonderful visit

Friends of the Collings Knight House:

- This is great, thank you! Learned a lot!
- Our guide was so nice and knowledgeable. She was very patient with the kids especially and included them in the tour tailoring it to their ages.
- Wonderful tour, very informative.

Gabreil Daveis Tavern:

- Heard about it on the internet. Great historic site
- It was fascinating to learn about the history of the house
- wonderful explanations
- Sharon, the tour guide was absolutely wonderful! The kids loved it. So glad we were able to make it, learned so much! Thank You!
- Everyone was very knowledgeable and kind
- Loved this tour so much, so many wonderful stories that truly touched my heart! My tour guide was so knowledgeable and did such a wonderful job presenting this beautiful place!
- Very nice collection furniture art

Gloucester City Historical Society:

- great group of volunteers here to meet me
- Enjoyed information and pictures/artifacts

Glover Fulling Mill Park:

- Great volunteers

Griffith Morgan House Pennsauken Historical Society:

- Came up on auto-train from FLA. This was great and personal interaction. Snacks and good conversation.
- Lovely tour by very friendly, hospitable members. Very informative. Coming again for Welsh Days. Nice refreshments. Bought cookbook.
- Wonderful tour! Thank you

Haddon Heights Historical Society:

- This is a great idea!
- Great idea!

Haddon Township Historical Society:

- Grew up in Haddon Twp, father worked at Green Valley. Many memories!
- Very nice!
- Kids loved the nature exhibits!
- great volunteers, nice display, very comprehensive
- Consider promoting these events through the schools or boy scouts/girl scouts

Historic Berlin Train Depot of the Long-A-Coming Historical Society:

- Great idea!
- Great information!!
- Thanks for keeping the RR station so nice! God bless you all for your efforts!
- Very interesting - please keep this going
- Wonderful time
- Battle talk 856-498-9649
- Quaker store historic preservation commission call 856-357-6229 to arrange visit (we meet 2nd Thurs of month) 7:30pm

Historical Society of Haddonfield:

- Weren't planning to go here, glad we did. Very informative. Very helpful and kid friendly docents.

Indian King Tavern:

- Both of our tour guides were so knowledgeable and friendly. They enjoyed the children. Thank you so much.
- Learned about Camden County History Week from walking in Haddonfield street fair.

Lawnside Historical Society Peter Mott House:

- inspired and enjoyed

- This was my first visit and enjoyed the site
- Very inspiring. Thank you.
- Very informative week throughout Camden County for young and old.
- If you guys can put up history or sign in front of the building there are a lot of visitors during the week

Long-A-Coming Historical Society:

- Nicely presented. Thank you.
- Very good
- Great tour

Magnolia Train Station and Park of the Magnolia Historical Society:

- Great job preserving history!
- Thanks
- These sites are amazing. Wish every town had one.
- fascinating history
- This site has several interesting pictures and artifacts. I will be back

Merchantville Historical Society:

- Wonderful Community Center
- Yeah Zack
- Enjoyed the video presentation about Merchantville
- Merchantville film was very well done and enjoyable

Newton Friends Meeting House:

- Happy to have this historic site on the tour.
- I love how many sites I learned about that I didn't already know about. You put them on the map, LITERALLY!
- Interesting location
- Learning the history and background of this building (Newton Friends meeting) was fascinating--especially after driving and walking past this location for many decades. Thank you!
- Very important to know about historic places as Friend's House and preserve it.
- great tour Lynn

St. Joseph's Historical Society of South Camden:

- Magnificent church
- This is great. I hope they keep it going.
- This is wonderful, lived in Camden County for nearly 20 years and did not know of any of these sites!

Walt Whitman House:

- A very positive experience.
- Allow non-flash pictures
- Great site
- Great site
- Groovy
- I really like the idea of it & the diversity of sites that will be a part of it including some rarely opened ones.
- nice town, love building!
- Thanks for preserving & opening these valuable sites!
- This is a great program. Looking forward to checking out the other sites.
- Great tour - Guide was very knowledgeable
- Nice tour - very informative!
- This is a great site & the tour guide was genius/excellent. (??)... tour guide work!
- Nice tour - will check out other sites - interesting!
- Like the park's brochure, there should have been a mailing. I'm not sure a lot of people knew about this? But it's awesome!! Also - hit up the NJ History Fest w/ a table, if not already.

West Jersey Chapter, National Railroad Historical Society:

- West Jersey Chapter Rocks!
- nice volunteers
- Please do this over 2 weekends so we can get to more sites and enjoy our local history even if some sites can be open one weekend and others the second weekend.
- Scheduled Better/easier hours to tour

Whitman Stafford Farm House Committee:

- It was wonderful!

Winslow Township Historical Society:

- Enjoyed visiting Winslow Twp. History Center. Very nice!
- Loved visiting my grandparents old homestead

Displays are very interesting and informative

Appendix E CCHA Notes from Partner Feedback Meeting November 2, 2018

Camden County History Alliance Meeting
November 2, 2018
MINUTES
Feedback Meeting and pot luck luncheon
Noon to 2:30PM

Bonny Beth Elwell called the meeting to order and thanked everyone for coming and bringing such wonderful food for the pot luck lunch and celebration for History Week. She asked everyone to introduce themselves. There were 20 people in attendance from various CCHA partner organizations. She introduced Donna Ann Harris, the consultant on the project, to give a report about the Camden County History Week based on the visitor surveys collected to date.

Donna thanked everyone who worked so hard on history week, especially those that served on the History Week Committee: Bonny Beth Elwell, Margaret Westfield, Linda Hess, and Rich Jankowski. We were so very pleased to have Kimi Tallent's design work on the 21 Rack cards and Philip Green's design work on the Heritage Trails Map/Guide and Passport/event guide. She thanked them for their hard work.

Donna said that she and Bonny Beth visited with as many sites as they could during the nine day extravaganza and said that she hoped that we would end up with more than 300 surveys from visitors. She noted that the comments she had from the visitor surveys in hand right now were all positive, except for one. She read a series of comments aloud. Five CCHA organizations that were not able to attend today supplied comments that will be included in the bullet points. It was clear that visitors were excited about the event and wanted it to happen again.

Once all visitor surveys are entered by the MARCH students, a full report will be written, including compiling zip codes. We will use the zip codes and names to expand our e-newsletter data base. Donna asked for additional help from those attending. She circulated a brief survey (attached) at the meeting, asking the CCHA partners to fill out a brief survey showing the full visitor turnout at their site/organization, best day for attendance, how many volunteers participated, and how much was earned through merchandise sales, donations, and memberships. Donna noted that this information would be helpful for the funders. She will reach out to the other CCHA partners not present at the meeting to get their visitor surveys and this information on attendance, volunteers and donations received.

She then asked everyone to participate in a series of small group exercises. Groups of four or five were created to discuss a series of questions. Every group would work on the same question for about ten minutes. Each group would pick a spokesperson, who would then bring their notes of their discussions on sticky notes up to the front of the room to put on a larger flip chart. Each group would come up with their discussion topics, and Donna would sort them by topic to determine which topics were repeated by multiple groups. After all groups had presented their notes, we would change into new groups and discuss another topic for ten minutes and make presentations. There were four small group topics discussed, the results from the small group discussions presented on sticky notes are listed below each topic.

1. What went well?
2. What could have been better?
3. What could we do differently next year?
4. What would it take to be open one weekend a month?

What went well?

- Maintained the group CCHA
- New volunteers worked that weekend
- Encouraged more volunteer engagement with visitors
- Brought people/community together
- All visitors seemed to have a favorable impression
- Rack cards/brochures/passports made a very good impression/great resource
- Printed materials were beautiful and professionally done/quality of printing was better than anticipated
- PR: Observer Newspaper and Heritage materials gave boost in attendance
- *Courier Post* article well received
- MARCH: Congressman Norcross visited! Cooper Street
- MARCH made their own rack cards; educated public on political sit-in from 1969; RCA exhibit
- Barclay Farms: open hearth cooking and outdoor eating enjoyed by visitors
- St. Joe's: historical society and apostolate worked together
- Merchantville: documentary reached new, younger people; recent families to town got to know the community's roots and long-time residents
- Event pushed us to be creative; have new ideas
- Increase in donations
- One site had an artifact donated
- Increase in turnout
- People realized history can be enjoyable
- Increased turnout/participation of first-time visitors
- Concept impressed many who may or may not have visited
- Good program
- Good variety in sites/activities; people moved among them
- Children's activities were enjoyed and surprised today's youth
- Used kids toys outside for entertainment
- Better and increased communication between historical associations
- Experience helped us learn from mistakes
- Experience already has us thinking about next year
- Learned a lot as far as how much to rely or not rely on townships
- Visual displays were impressive
- Proud of displaying the hard work and research of our volunteers
- Postcards/handouts, there were 165 people who came to Barclay Farms

What could have been better?

- Needed overall coordination of publicity, did not get enough
- Better/more advertising; street banners; sandwich boards; clearly marked locations
- Felt signs posted in key locations in town would have helped attendance numbers; posters in

grocery stores; etc.

- Need to encourage more attendance; sending fliers home through schools has worked well in the past
- Too few events leading up to history week to distribute cards and passports
- Rutgers is a commuter school; weekend events are difficult
- Spanish speakers to translate
- Passport: hard to read; font too small, black and white rather than color
- Passport ready at least a month in advance; materials need to be available earlier
- Passport contest too cumbersome to explain and participate in
- Too much passive use of Passports; should have been more assertive
- People who worked (volunteered) couldn't visit other sites
- It was a lot of work for our volunteers
- Size of card rack was obtrusive in a small site with finely decorated rooms
- Demand of volunteers for this event required cancellation of outreach appearances previous weekend
- Too much for volunteers to do at the weekend
- Signing up for volunteering wasn't clear enough; organization's sheet was too similar to standard sign-in sheet
- Not enough volunteers (75 for one site was not enough)
- Changeover of key volunteers; problems with availability
- Nature of the event not well communicated; for locals it was just the same as other events during the year
- Attendance not too great at our site
- No way to track rack card use
- More sharing of ideas for programming and events
- Weather wasn't great on Sunday
- Forgot to mention survey in remarks; last minute walked around and handed them out
- Too many places to visit in too short of a time
- Too much happening at the same time
- People couldn't get to more than 2-3 sites
- Too much to do in one weekend
- We expected many more people to come, our own promotion of the event was weak
- Hours open should be fewer; instead of 10-4, 12-4 would be better
- Sunday not worthwhile; competing with football during this time of year
- Individual organizations relied too much on outside (CCHA) promotion instead of doing their own promotions
- Disappointed with County and Visit South Jersey advertising/promotion; could have been more
- Surveys should be one-sided or direct people to turn page over
- Most important questions should be first on survey — name, email and zip code
- Barclay: food meant more cleanup; prepare better for next year

What could we do differently next year?

- A better place to put rack cards at our site, it's in a corner
- Have rack cards from other sites at each site

- Focus on marketing to youth groups
- Market to a younger audience
- Aim at families
- Lead with contest and prizes in passport brochure
- Survey should be one page, not double sided
- Suggested routes based on convenience of location or theme of events
- Coordinate MARCH with history week or month
- Do Facebook teaser well in advance to generate interest
- Have it in October again and for one weekend
- Time was limited for visitors to see all the sites, maybe it should be a history month?
- Have a drawing for a prize using surveys rather than passport
- Want to keep the history trails using the passport; spread out over longer time period
- A publicity coordinator to handle all outreach
- Positive advice and focus
- Maybe change the time of year; competing with weather and NFL
- Better prep for individual societies, especially getting volunteers
- A loop bus for close together sites
- Use the Passport year round
- Work on getting more volunteers
- Use QR codes for contest
- First Sunday each month
- Have a monthly event with theme weekends or different geographic area weekends
- Have a fundraiser; run train from Camden County to the shore
- Plan events and have the alliance support each other's as a yearly calendar
- Have a large kick-off event; maybe South Jersey history fair
- Breakout events into themed weekends along the Heritage Trail
- Quarterly events with limited venues
- Plan dates to avoid competition from media and other events
- Sunday to Saturday to kick off to ONE big day; easier for volunteer hours too
- Hashtag photo contest
- Build on our annual meeting to make topics of broader interest
- Publicize additionally through schools, yard signs, etc.
- Sites should do better communication with schools (high schools and colleges)
- Do "event" poll on Facebook earlier in the year
- Send letters to history teachers, scout troops, etc. in effort to offer credit or scout badges for attendance
- Send schools more information to send out in mailings and e-blasts
- Stagger events at different times to allow coordination between sites

What would it take to be open one weekend a month?

- We would need more volunteers
- Triple volunteer base; we need 12-36 more volunteers
- More foot traffic; tour groups
- Open for visits but not for programs

- Can't consider; have no site of our own, cannot add to what we already do
- Focus and making the commitment to do it
- Being open one day instead of two and with limited hours, say 12-4
- Already open Sundays; can't open Saturdays for religious reasons (Esther Raab Center)
- We would not do it (History Weekend) if it required us to give up our own programs
- Not sure about one weekend a month; we currently are open 2 Sundays a month for 9 months; could do one weekend day a month but not both
- Open once a month for 7 months instead of 12
- Plan a year in advance; plan all of our events and dates once a year for the whole year
- Online vs. paper issues—how we communicate to our visitors and members who are not online?
- One time a year; coincide with our existing events
- Increased networking
- Rack cards; fit in with existing events
- Yearly contest for passport
- We would have to rearrange staff hours
- It is dead on weekends at Rutgers Campus, Students are at home on weekends at Rutgers Campus
- Volunteer coordination with existing events
- Time of year
- One or two days a month

Donna thanked everyone for their feedback and said that this feedback and the visitor survey results would be available in a report she is writing. She will make a presentation at the January 2019 CCHA meeting with her recommendations for the future. She thanked everyone for participating in the small group exercise.

Bonny Beth Elwell explained that the prizes had to be given out from the Passports. She noted that the grand prize, the family overnight stay at the Battleship NJ, was won by Marcus H. from Haddon Township, who collected ten stamps in his passport.

Bonny Beth then asked for volunteers from the audience to help pick the random winners for prizes from the Passports. The Gold Prize, which was a four person pass for the Adventure Aquarium, went to Christopher Logan. The final prizes, four WAWA \$20 gift Cards: went to Ryan Schmidt of Berlin, Gail Mothershead of Berlin, Guy Dietrich of Audubon, Joann Car of Somerdale, and Patty Alexandria of Pine Hill.

Bonny asked if there were many visitors from outside Camden County that visited sites or organizations? Representatives noted visitors from Kennett Square, Mercer County, Canada, Maryland, and Bala Cynwyd among their visitors.

Donna noted that Word of Mouth definitely works to gain foot traffic for History Week.

The meeting was adjourned at 2:30PM.

Appendix F CCHA Wrap Up Survey: Visitors, Volunteers, and Donations

Wrap up & Feedback Meeting Camden County History Week

November 2, 2018

Name of your organization	How many people total came to your events	Best day for attendance	How many volunteers participated total	How much did you earn from shop sales, memberships etc. Estimate if need

Wrap up & Feedback Meeting Camden County History Week November 2, 2018, Heritage Consulting Inc.

Feedback Meeting about History Week, November 2, 2018, page 60, Heritage Consulting Inc.

	Had a program for History Week	How many people came total	Best attendance day	How many volunteers	How much earned?	Surveys returned	Comments
All CCHA organizaitons							
American Revolution Roundtable of South Jersey	n/a	0		0	0	0	
Audubon Historical Society	n/a	0		0	0	0	
Barclay Farmstead	yes	166	Sat	74	\$100	26	16 volunteers were kids
Barrington Historical Society	n/a	0		0	0	0	0
Battleship New Jersey	yes	0	n/a	0	0	0	no survey forms returned
Berlin Township Historical Association	yes	21	Friday	3	21	11	
Burrough Dover House Pennsauken Historical Soc	yes	20	Sun	9	40	7	
Camden County Cultural & Heritage Commission	n/a	0		0	0	0	
Camden County Events & Community Outreach	n/a	0		0	0	0	
Camden County Historical Society	yes	35	Sat	3	70	23	staff. No volunteers
Camden Shipyard & Maritime Museum	Yes	14	Sat	3	0	4	
The Center at Camden County College	n/a	0		0	0	0	
Cherry Hill Historical Commission	n/a	0		0	0	0	
Clementon Historical Museum	yes	7	Sat	3	0	0	
Collings-Knight House	yes	13		0	0	14	used number of sureys for total attendance
Esther Raab Holocaust Museum & Goodwin Education Center	yes	1		0	0	1	used number of sureys for total attendance
Friends of the Champion School (Newton-Union School Society)	n/a	2		0	0	0	
Friends of the Glover Fulling Mill	yes	10	?	0	0	4	
Gloucester City Historical Society	yes	4	Sun	8	0	3	
Gloucester Twp Hist & Scenic Prese Committee Gabriel Daveis	yes	28	Sat	12	52	12	
Griffith Morgan House	yes	18	Sat	12	27	7	
Haddon Heights Historical Society	yes	21	Mon eve	5	30	7	estimate memberships sold
Haddon Township Historical Society	yes	30	Sat	3	30	12	
Haddonfield Chapter, NSDAR	n/a	0		0	0	0	
Heights Heritage League	yes	65	Sat	4	0	2	
Historical Society of Haddonfield	yes	60	Sat	10	133	5	
Historical Society of Winslow Township	yes	22	Sat Sun	5	23	15	
Indian King Tavern Museum	Yes	107	sat	7	95	4	
Lawnside Historical Society/Peter Mott House	Yes	13		0	0	13	used number of sureys for total attendance
Long-A-Coming Historical Society/Berlin Train Station	Yes	60	Sat	7	300	25	
Magnolia Historical Society	yes	30	Sat	6	16	9	
MARCH	yes	20	Wed	5	0	20	10 sureys from writers house, 10 MARCH activiteis
Merchantville Historical Society	yes	50	Wed eve	8	50	16	
Newton Friends Meetinghouse	yes	21	Sun	9	20	11	
Oaklyn Borough Historical Society	n/a	0		0	0	0	
Old Baldy Civil War Round Table of Philadelphia	yes	0		0	0	0	No surceys returned
The Ritz Theatre Company	n/a	0		0	0	0	
Saint Joseph's History Society of South Camden	yes	16	Sat	14	\$72	13	
Scottish Rite Temple Collingswood Foundation for the Arts)	n/a	0		0	0	0	
South Jersey Chapter SAR	n/a	0		0	0	0	
Stratford Historical Preservation Comm Quaker Store	n/a	40		0	0	0	no survey forms returned
The Vault	yes	10	Sat	2	0	0	no survey forms returned
Visit South Jersey	n/a	0		0	0	0	
Walt Whitman House	yes	57	Sat	2	0	24	staff rather than volunteers
Waterford Township Historical Society	yes	15	Sat	3	0	4	
West Jersey Chapter, NRHS	yes	14	Sat	3	130	6	
Whitman Stafford Farm House Committee	yes	15	Wed	3	0	4	
Ye Olde Newton-Nassau Chapter, NSDAR	n/a	0		0	0	0	
total		32	1005	223	1206	303	

Appendix G CCHA Heritage Trails List Final Version

Heritage Trails List Final Version

List of organizations identifying with Camden County Heritage Themes

August 5, 2018

These are updated as of this afternoon. They match the spreadsheet that Jack wanted for the Mayors meeting and I updated the totals below. I also noted the final name we chose with the Camden County History Week Committee. The following pages include an updated list of all the organizations that should participate in each of the seven heritage trails mentioned below:

1. Built in Camden County—25
2. 20th Century Stories—21
3. Women in History—15
4. Many Faces of Camden County—23
5. Colonial Times—16
6. African-American Heritage—18
7. Rivers, Roads & Rails—11

The following pages include an updated list of all the organizations that should participate in each of the seven heritage trails mentioned above. Several sites have made corrections, and I include them on this list.

Built in Camden County

1. Camden County Historical Society
2. Battleship New Jersey Museum and Memorial
3. Barclay Farmstead, Cherry Hill Township
4. Historical Society of Haddonfield
5. Griffith Morgan Committee, Pennsauken Historical Society
6. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
7. Burrough-Dover House, Pennsauken Historical Society
8. Stratford Historical Preservation Commission, Quaker Store
9. Gloucester City Historical Society
10. Walt Whitman House
11. Friends of the Collings Knight House
12. Indian King Tavern Museum
13. Peter Mott House, Lawnside Historical Society
14. Whitman Stafford Farm Museum
15. Ritz Theater Company
16. Scottish Rite Auditorium
17. Champion School (note this site will not be open to the public for CCHW)
18. Saint Joseph's History Society of South Camden
19. Merchantville Historical Society
20. Heights Heritage League
21. Cherry Hill Historical Commission
22. Mid-Atlantic Regional Center for the Humanities, Rutgers-Camden
23. Berlin Train Station Long-A-Coming Historical Society
24. Newton Friends Meetinghouse

25. Camden Shipyard & Maritime Museum

20th Century Stories

1. Camden County Historical Society
2. Battleship New Jersey Museum and Memorial
3. Camden Shipyard & Maritime Museum
4. Esther Raab Holocaust Museum & Goodwin Education Center
5. Griffith Morgan House, Pennsauken Historical Society
6. Lawnside Historical Society Peter Mott House
7. Stratford Historical Preservation Commission, Quaker Store
8. Historical Society of Winslow Township
9. Gloucester City Historical Society
10. Champion School (will not be open for History Week)
11. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
12. Scottish Rite Auditorium
13. Oaklyn Historical Society
14. Merchantville Historical Society
15. Audubon Historical Society
16. Haddon Township Historical Society
17. Cherry Hill Historical Commission
18. The Ritz Theater Company
19. Clementon Historical Museum
20. The Vault of Victor Records
21. Berlin Township Historical Association

Women in History

1. Camden County Historical Society
2. Battleship New Jersey Museum and Memorial
3. Barclay Farmstead, Cherry Hill Township
4. Historical Society of Haddonfield
5. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
6. Friends of Collings-Knight House
7. Esther Raab Holocaust Museum & Goodwin Education Center
8. Lawnside Historical Society Peter Mott House
9. Griffith Morgan House, Pennsauken Historical Society
10. Oaklyn Historical Society
11. Merchantville Historical Society
12. Cherry Hill Historical Commission
13. Barrington Historical Society
14. Ye Olde Newton Nassau Chapter of National Society Daughters of the American Revolution
15. Haddonfield Chapter Daughters of the American Revolution
16. Newton Friends Meetinghouse

Many Faces of Camden County

1. Camden County Historical Society

2. Battleship New Jersey Museum and Memorial
3. Esther Raab Holocaust Museum & Goodwin Education Center
4. Indian King Tavern Museum
5. Walt Whitman House
6. Whitman Stafford Farm Museum
7. Historical Society of Haddonfield
8. Friends of Collings-Knight House
9. Gloucester City Historical Society
10. Griffith Morgan House, Pennsauken Historical Society
11. Magnolia Train Station, Magnolia Historical Society
12. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
13. Peter Mott House, Lawnside Historical Society
14. Burroughs Dover House Pennsauken Historical Society
15. Haddon Heights Historical Society
16. Scottish Rite Auditorium
17. Merchantville Historical Society
18. Haddonfield Chapter Daughters of the American Revolution
19. Cherry Hill Historical Commission
20. Barrington Historical Society
21. South Jersey Chapter Sons of the American Revolution
22. Newton Friends Meetinghouse

Colonial Times

1. Camden County Historical Society
2. Historical Society of Haddonfield
3. Indian King Tavern Museum
4. Griffith Morgan House, Pennsauken Historical Society
5. Burrough-Dover House Pennsauken Historical Society
6. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
7. Gloucester City Historical Society
8. Friends of the Glover Fulling Mill Park
9. Peter Mott House, Lawnside Historical Society
10. Historical Society of Winslow Township
11. Whitman Stafford Farm Museum
12. Haddon Heights Historical Society
13. South Jersey Chapter Sons of the American Revolution
14. Ye Olde Newton Nassau Chapter of NSDAR
15. Haddonfield Chapter Daughters of the American Revolution
16. American Revolution Roundtable of South Jersey

African American Heritage

1. Camden County Historical Society
2. Friends of the Collings Knight House
3. Burrough-Dover House, Pennsauken Historical Society
4. Peter Mott House, Lawnside Historical Society
5. Griffith Morgan House, Pennsauken Historical Society
6. Champion School (will not be open for History Week)
7. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
8. Old Baldy Civil War Roundtable
9. Long-A-Coming Historical Society, Berlin Train Station
10. Haddon Heights Historical Society
11. Haddon Township Historical Society
12. Historical Society of Winslow Township
13. Haddonfield Chapter Daughters of the American Revolution
14. Newton Friends Meetinghouse
15. Berlin Township Historical Association
16. MLK site (not yet preserved, not a CCHA partner)
17. Croft Farm (not open as a historic site, not a CCHA partner)

Rivers, Roads & Rails

1. Camden County Historical Society
2. Battleship New Jersey Museum and Memorial
3. Camden Shipyard & Maritime Museum
4. Historical Society of Haddonfield
5. Long-A-Coming Historical Society, Berlin Train Station
6. Magnolia Train Station, Magnolia Historical Society
7. Griffith Morgan House, Pennsauken Historical Society
8. Friends of Glover Fulling Mill
9. Gloucester City Historical Society
10. Gabreil Daveis Tavern, Gloucester Township Historic and Scenic Preservation Committee
11. West Jersey Chapter of National Rail Road Historical Society

CCHA organizations included in ANY of the heritage trails

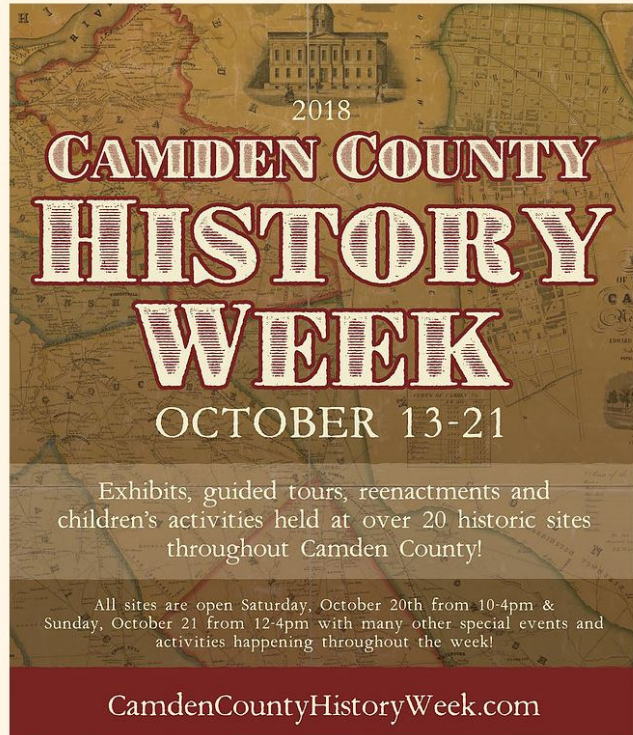
1. Waterford Historical Society
2. The Center at Camden County Collage
3. Camden County Cultural and Heritage Commission
4. Department of Events and Outreach, Camden County
5. Visit South Jersey

Appendix H PowerPoint Presentation for January 16, 2019 CCHA meeting

EVALUATING 2018 CAMDEN COUNTY HISTORY WEEK

Donna Ann Harris

Heritage Consulting Inc



2018
**CAMDEN COUNTY
HISTORY
WEEK**
OCTOBER 13-21

Exhibits, guided tours, reenactments and children's activities held at over 20 historic sites throughout Camden County!

All sites are open Saturday, October 20th from 10-4pm & Sunday, October 21 from 12-4pm with many other special events and activities happening throughout the week!

CamdenCountyHistoryWeek.com

William G. Rohrer Charitable Foundation CCHA NEW JERSEY HISTORIC TRUST

**THIS PROJECT HAS BEEN ACCOMPLISHED WITH
FINANCIAL ASSISTANCE FROM THE NEW JERSEY
HISTORIC TRUST THROUGH THE DISCOVER NJ
HISTORY LICENSE PLATE HERITAGE TOURISM
GRANT PROGRAM.**

Camden County History Week Evaluation Grant



AGENDA

- 3 projects funded by the New Jersey Historic Trust
- Camden County History Week
- Camden County Heritage Tourism Plan
- 10K Rohrer Foundation Grant
- Visitor Survey 303 surveys completed
- November 2 Feedback meeting with CCHA partners
- Recommendations for 2019 and beyond
- Heritage Tourism Plan Expansions

3 GRANTS FROM THE NEW JERSEY HISTORIC TRUST

Phase 1 \$5,000 New Jersey
Historic Trust Heritage
Tourism License Plate Grant.
June 2017

Phase 2: \$28,750 Historic
Site Management Grant from
the Preserve New Jersey
Historic Preservation Grant
Program of the New Jersey
Historic Trust, January 2018

Phase 3: \$5,000 New Jersey Hist
Trust License Plate Heritage
Tourism Grant. September 20

HISTORY WEEK BY THE NUMBERS



- 32 of the 48 CCA organizations were open for visitors
- 85% of the open organizations were run entirely by volunteers
- All 8 staffed historic house museums were open for visitors
- 1,006 visitors attended one or more events at one of 32 sites open for programs
- 223 volunteers worked at a historic site over the nine day event
- \$1,206 was donated at various sites open during the nine day event
- 303 surveys were completed by visitors



Planned and implemented a large collaborative event called Camden County History Week held on October 13 to 21, 2018.



A volunteer steering committee



A monthly e-newsletter where all CCHA partners could promote their events



Collected emails from partner organizations, the data base now contains more than 2000 emails

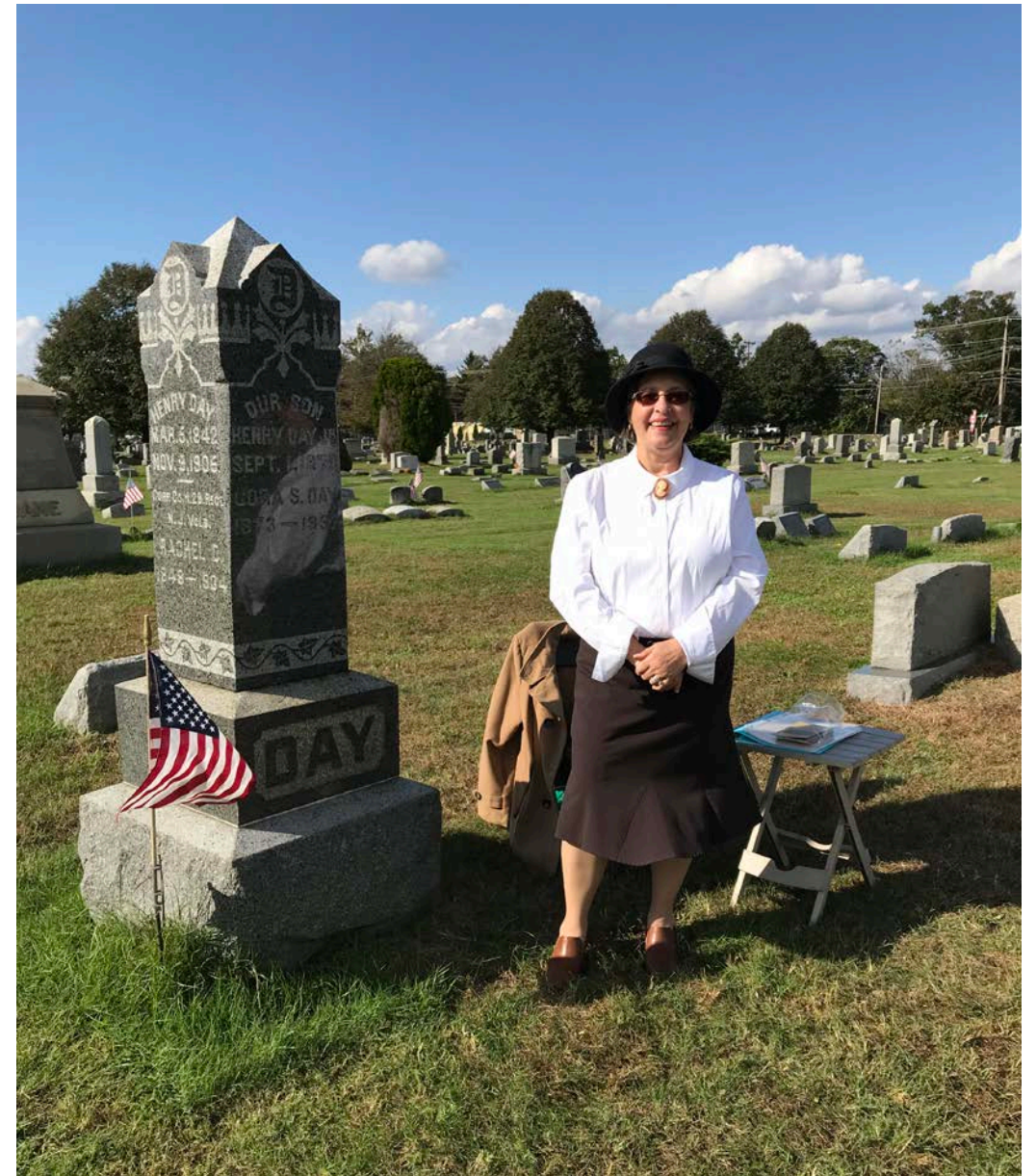


Greatly expanded followers for the CCHA Facebook page, now up to 500 followers

THE CAMDEN COUNTY HERITAGE TOURISM PLAN CREATED:

\$10,000 ROHRER FOUNDATION GRANT

- Successful grant application by Dr. Jack O'Byrne to the Rohrer Foundation for \$10,000 to pay for design and printing of History Week materials
 - Published four color rack cards for 21 sites and supplied sites with rack card racks
 - Published a black and white Passport/event guide, and provided passport stamps
 - Published a large scale four color Heritage Trails Map and Guide
 - Purchased domain names www.camdencountyhistoryweek.com and www.camdencountyhistoryalliance.com.



THE CAMDEN COUNTY HERITAGE TOURISM PLAN CREATED:



Short but effective educational activities for CCHA bi monthly meetings



Evaluated History Week
in a comprehensive and thorough way:
our visitors and the CCHA partner
organization representatives



Offered recommendations for further
development of heritage tourism in
Camden County.



AS A RESULT OF WORKING TOGETHER, THE CCHA PARTNERS:

- The Camden County History Alliance has grown to 48 partners
- Sites began to think about joint programming between nearby sites.
- All organizations were forced to think a year ahead, and to begin planning earlier in the season for their own events
- More sites are posting regular monthly events on their Facebook pages, which are reposted to the CCHA Facebook page
- More volunteer led sites are open regular hours (at least monthly) to the public
- First time visitors to History Week will now get the e-newsletter and are exposed to the fine educational programming across the entire Alliance network, every month



DURING CAMDEN COUNTY HISTORY WEEK

- All the 17 historic sites were open for History Week, and to offer a variety of programming for adults and children.
- All of the eight (8) sites with staff offered specialized programs for visitors during History Week
- Half--15 of the 31 history organizations offered some kind of educational program during History Week
- All organizations open for History Week collected names, email addresses and zip codes through the visitor survey



- More than half 54% of all visitors learned about History Week from Word of Mouth
- All organizations had an opportunity to ask for donations or memberships from History Week visitors
- Organizations were creative and undertook new activities for visitors during History Week
- All of the open ended comments save one from the visitor survey were positive about the event.

DURING CAMDEN COUNTY HISTORY WEEK

VISITOR SURVEY





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INSIGHTS FROM VISITOR SURVEY



More than third (365) of visitors came by themselves, and 29% came in family groups.



54% were first time visitors to the historic sites, but 40% had visited that site once before.



More than third of all visitors (37%) said they visited another site during Camden County History Week but more than half 54% said they did not visit any other site during History Week.





INSIGHTS FROM VISITOR SURVEY



More than half (54%) learned about History Week from word of mouth, a highly important medium for growing our base of supporters,



28% learned about the event from Facebook, 20% learned about it via email and finally, 16% learned about History Week from the CCHA e-newsletter.



More than half (51%) picked up a Passport/event guide, but close to a third (29%) did not pick up a Passport/event guide.



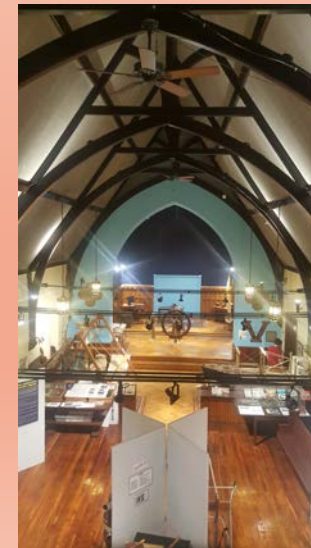
SURVEY INSIGHTS

More than half (54%) spent between \$1 to \$10 during History Week, and only 11% spent between \$11 to \$25 during History Week visiting sites. This information was disappointing but not surprising considering it was a first time event.

An overwhelming number of visitor survey respondents provided their zip code and name, and 81% gave their email address. All of the emails have been included in the CCHA e-newsletter data base.

Visitor response was overwhelmingly positive.

FEEDBACK MEETING NOVEMBER 2, 2018



GLOUCESTER CITY HISTORICAL SOCIETY



34 N King Street
Gloucester City, NJ 08030

SEE EXHIBITS ABOUT THESE HERITAGE TRAILS:

COLONIAL TIMES

RIVER, ROADS & RAILS

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MANY FACES OF CAMDEN COUNTY

20TH CENTURY STORIES

Visit the Gloucester City Historical Society, where you will be able to travel through time. We have displays of arrowheads, local cemetery records, and a vast collection of yearbooks—just a sampling of our varied holdings and exhibits.



Hours:
Thursday:
6:00 pm - 8:00 pm
First & Third Saturdays:
11:00 am - 2:00 pm
or by appointment by contacting
historygcnj@gmail.com

FREE ADMISSION
Donations Encouraged

Address:
34 N King Street
Gloucester City, NJ
08030



For more information:
gloucestercityhistoricalsociety.com



Gloucester City (NJ)
Historical Society



WILLIAM G.
ROHRER
CHARITABLE
FOUNDATION

Special Thanks to



FEEDBACK MEETING NOVEMBER 2, 2018

- 20 representatives from CCHA partners attended
- 5 organizations sent feedback via email
- Discussed and reported from small groups
 - what worked,
 - what did not work,
 - how the event could be improved for the coming year, and
 - how sites could be open once a month for tourism programming.



RECOMMENDATIONS FROM NOVEMBER 2 FEEDBACK MEETING

For Camden County History Alliance 2019 and beyond

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PLAN OTHER COORDINATED EVENTS

- CCHA partners should decide if they want to host another large collaborative event in 2019 and whether it should be in the Spring or Fall.
- As an alternative or in addition to a large event, CCHA should consider monthly heritage trail themed events starting in April 2019.
- Establish a committee to fundamentally rethink the intent and use of the Passport.
- Find grants or seek donations in order to reprint the Heritage Trail Map/Guide in 2019 with an expanded print run of at least 10,000 maps, so all sites can get at least 250 each.



COMMUNICATIONS

- Redouble our efforts to engage the Camden County Outreach Office and the Visit South Jersey to promote our work
- Work in partnership with the individual organizations so that they do not rely on the CCHA as the sole promoter of their events
- Continue to expand the email list to more than 3000 by end of 2019
- Add timely articles of interest, repost and offer links to articles about individual sites to the e-newsletter.
- Continue to use the CCHA Magazine and email marketing
- The CCHA partners can do more to repost and share their announcements to social media

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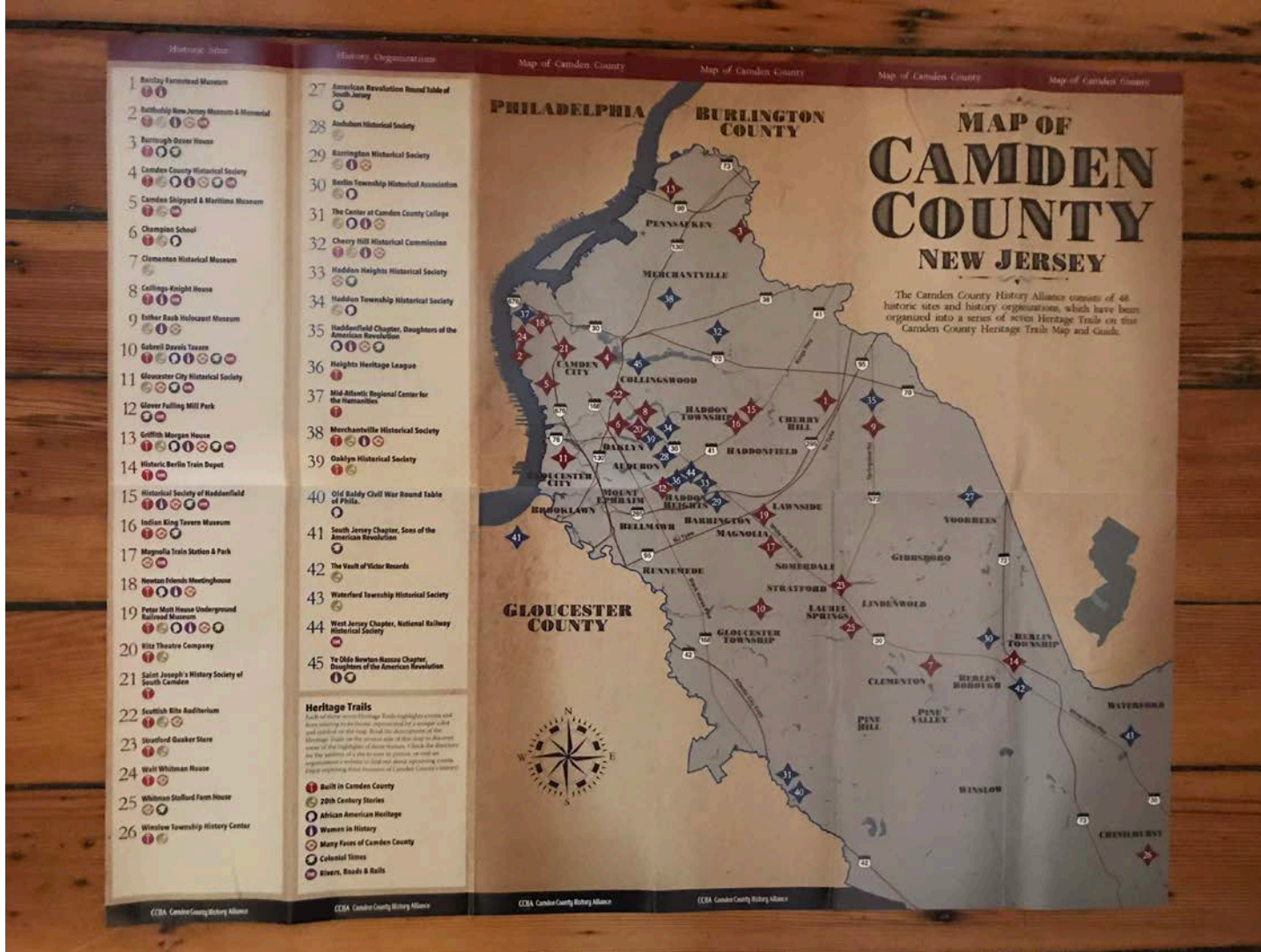
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REFERRALS BETWEEN SITES

- Docents at the historic sites should become MORE familiar with other sites on their Heritage Trails so they can make high quality referrals to visitors about the other 17 historic sites open to the public.
- Form a committee to explore how historic site docents could be “certified ambassadors” by the CCHA, so they could make high quality referrals to other sites.

HERITAGE TRAILS OPPORTUNITIES

- Do more with the Heritage Trails, other than to identify them on the bottom of the rack cards and introduce the theme on the Heritage Trails Map/Guide.
- CCHA partners should designate a specific month for each Heritage Trail from April through October and designate the monthly e-newsletter to that theme.
- Create a coordinated marketing effort by the sites on the trail to cross market their activities by cross posting their events on each other's Facebook feeds.
- If there is interest in developing more school/family involvement, create a committee to further develop this work for the CCHA partners.



PROVIDE MORE TRAINING OPPORTUNITIES

- Provide in depth training about volunteer recruitment and retention during 2019 .
- Offer half hour peer to peer training at all bimonthly CCHA meetings
- Make CCHA partners aware of nearby training and grant opportunities available through the e-newsletter



HERITAGE TOURISM PLAN EXPANSIONS





HERITAGE TOURISM PLAN EXPANSION RECOMMENDATIONS

- Place an historic marker at every CCHA site open the public by end of 2020
- Get more historic sites on travel websites such as Trip Advisor, Yelp, visitsouthjersey, journeythroughjersey.com, and VisitNJ.org
- Continue to encourage sites to collect and report visitor statistics at CCHA meetings
- Use Instagram and Twitter to communicate about the work of CCHA

HERITAGE TOURISM PLAN EXPANSION RECOMMENDATIONS

- Use Clio, a free history App that is being used by many sites and history organizations around the county to provide a platform for those interested in taking tours of architecture and historic sites.
- Add info to this App, decide how to market Clio App.
- If funding can be secured, create a separate web site for CCHA
- Create a committee to explore whether to create seven colorful Heritage Trails brochures that highlight all the sites on the trail and create one or more routes between them.
- Continue moving forward!



THANK YOU!

Donna Ann Harris

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