



Oversight & Advancement Accomplishments April–June 2020

This message is from the Oversight & Advancement Committee and is intended to keep all NAWCC members informed about accomplishments and changes at the National Office during the above period.

Museum and Research Library

Although the Museum and Research Library remain closed to the public due to the pandemic, significant progress has been made within State guidelines where possible:

1. Progress to ready the new Public Time Gallery continued, and the new flooring to support the exhibit was installed.
2. The most significant private collection of Ives and Salem Bridge clocks was donated to the Museum by George Goolsby in 2019 and received in March 2020. The collection processing, documentation, and conservation is currently taking place.
3. The Library was reconfigured to provide an inviting environment more conducive to research activities.
4. The archives and other areas were reconfigured to better organize and access the collection. Perhaps for the first time, all collections including new delivery processing are stored in purpose-designed shelving.
5. Nearly 20 smaller maintenance and improvement projects were completed, including improved lighting, fire code upgrades, and dehumidifier testing and replacements.
6. The contract to replace the failing roof was approved and work will commence in July.
7. A relationship was established with the Cumberland Valley (PA) Visitors Bureau to promote the NAWCC and Museum: <https://www.visitcumberlandvalley.com/>.

Financial Controls and Reduced Expenditures

Controller Byers successfully achieved a \$200,000 loan/grant authorized by Congress to offset payroll and benefit impacts due to the pandemic, and a second grant for \$10,000 has been applied for to help offset Personal Protective Equipment (PPE) expenses that will be necessary to open the facilities to the public.

Website Launch

The website replacement initiative, the largest project undertaken in the last 15 years, was completed and launched ahead of schedule on May 26, 2020.



1. All objectives, as previously communicated to the membership, are being monitored and metrics across the board are positive:
 - a. Entice people who find the NAWCC on the internet to develop interest in horology, interest in the NAWCC, and interest in becoming a member. Status: Preliminary metrics evidence a significant uptick in new membership.
 - b. Improve ease of use and access to information. Status: Achieved.
 - c. Increase traffic to the website and ability to monetize that traffic. Status: Initial trend is positive but metrics over a longer period of time are needed.
 - d. Improve staff efficiency through better integration with our back-end operational systems. Status: Achieved. One of several major redesigns was the complete overhaul of the online membership application process.
 - e. Improve member experience for key website activities including renewing membership, signing up for events, finding local chapter information, and finding business members. Status: Initial trend is positive but metrics over a longer period of time are needed to evaluate.
2. Website functionality and content was reviewed and continues to be improved. Examples include:
 - a. Award recipients are all posted for the first time. See "About" menu option.
 - b. National Committee members and contact information updated. See "About" menu option.
 - c. The extensive NAWCC video library including webinars and the Ward Francillon Time Symposium lectures are available online (this is an ongoing project). See "Publications" or "Research" menu options.
 - d. Nearly all Bulletin Supplements are available for the first time. See "Publications" menu option.
 - e. The online Shop and the purchase process were redesigned. See "Shop" menu option.
 - f. The Business Directory was redesigned. See "Business Directory" menu option.
 - g. Descriptions were written for 17 NAWCC books to better promote authors and their publications.
 - h. An enhancement list, including (continued) infrastructure updates, for the next phase of development is being captured and will be addressed in the future, subject to funding, prioritization, and information (e.g., metrics).
 - i. Reduced pricing for online memberships implemented across all membership options. The "First Time" membership (designed by Director Orr) created to attract new members to the NAWCC had 50 new memberships in the first month of the website going live, which is a record.
3. The Forum team is working on a major upgrade to the forum pages that are used by our worldwide community of 60,000 horologists.



Staff and Hiring Updates

We are pleased to announce the following additions to our great staff at the National Office.

- Laura Taylor was hired as Editor. Laura was the Senior Editor for Fox Chapel Publishing, Mount Joy, PA, for the previous six years.
- Ben Errickson was hired as the new Research and Archive Assistant in March. Ben has worked in archival research at several institutions for the previous three years
- Emily Leister was hired as the new Museum and Library Associate. Emily is an Elizabethtown College graduate with a degree in history and is in a position that will have varied duties assisting in the Library, Museum, and Gift Shop/Admissions.
- Pat Doherty was hired as a part-time Accounting Associate. Pat is a business/accounting student at York College.

Leadership Team – Major Accomplishments

The Oversight & Advancement (O&A) Committee commends the entire staff for their dedication and professionalism during these unprecedented times, and the smooth transition to conducting business from home offices. Without exception, all membership services continued uninterrupted, and the executive office received a higher-than-normal number of positive member communications and only a single complaint for the entire period. The staff was permitted to return to the offices beginning June 8, 2020, after installation of all recommended safety precautions in accordance with the "yellow" zone designation for Lancaster County made by Governor Wolf.

1. Successful transition and onboarding for our new Editor, Laura Taylor, who took over for departing Editor, Christiane Odyniec.
2. The book titled *The Appreciation and Authentication of Civil War Timepieces* by Clint Geller was edited, designed, laid out, and uploaded for printing.
3. Print quality for the *Mart & Highlights* was improved as part of contract negotiations at no additional cost. It was upgraded from low-quality newspaper paper to high-quality glossy paper.
4. Design, lay out, and proofing of a new book titled *Irish Clockmakers: Passing Time Across the Water* by Killian Robinson is in progress.
5. Annual inventory of gift shop merchandise has been completed.
6. Disaster Recovery plan was updated based upon (successful) response to the pandemic.
7. Computer server farm hardware and software were updated to current releases.



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8. Significant data review and clean-up completed to membership and other operational data files as part of the new website launch project.