

Jennifer is a thinker and communicator. She provides wide-ranging insight into her clients' mission, resources, and market, and suggest creative solutions for achieving their goals. She helps clients clarify their ideas, articulate strategies and measure success.

Representative Projects

Planning for the Future of Revolutionary War Interpretation

CT Society of the Sons of the American Revolution & Lebanon Historical Society, Lebanon, CT

Helped the project partners to develop a plan to transform their outdated interpretation of the Revolutionary War into a national model. Pending funding, this project will utilize a team of scholars and planners to develop an interpretive master narrative, experience-based exhibit plan, and online learning game.

Strategic and Marketing Planning

CT Society of the Sons of the American Revolution

Organized and participated in a consultant team to facilitate a rapid-response strategic planning process and marketing strategy analysis designed to better align the client with core audiences. This project will articulate the group's organizational identity, market position, and top challenges and opportunities; prioritize needed actions and responses; and finally develop a model marketing strategy and marketing communications plan focusing on a particular indicator of growth, such as increased visitation or enhanced communication with members. These models will then be used to develop similar marketing strategies and marketing communications plans for other goals.

Coltville Visitor Experience Study

With Museum Insights for the Connecticut Trust for Historic Preservation

Helped evaluate the experience content and potential impact of three scenarios under which a National Park could be developed at the site of the Colt Armory in Hartford, CT.

Heritage Resource Center

Connecticut Humanities Council

Planned a system to deliver information and training to heritage constituents in person and online. This project involved researching and evaluating existing professional development training opportunities, identifying gaps in service and content, and formulating strategies to reach target audiences. The goal was to provide insight and training that would enable participating organizations to strengthen their internal operations and more effectively develop programs for the public.

Strategic Planning

Connecticut League of History Organizations

Led the organization through a process of identifying core potential markets and developing strategies for delivering programs and services statewide. This project culminated in securing funds to hire the first-ever executive director.

Stabilization of the 1752 Joseph Webb House

Webb-Deane-Stevens Museum

Secured funds for and managed a Save America's Treasures project to produce a comprehensive historic structures report and engineer a structural intervention for this National Historic Landmark property. The challenge was to stabilize the building without compromising either the visiting experience or the historic fabric, which included four sets of Wallace Nutting-commissioned murals and the only surviving example of 18th century wallpaper in CT.

Silas Deane Online

Webb-Deane-Stevens Museum

Secured funding from IMLS Learning Opportunities to develop a Web resource for high school students studying CT's "lost hero" of the American Revolution. This project was identified by IMLS as a demonstration project and evaluated at a special project directors' meeting in Washington, D.C.

Coordinated Collections Information Access

Mystic Seaport Museum

Served as dedicated grantwriter for effort to integrate collections catalog data and provide user access over the Internet. The challenges were first to facilitate inter-departmental communication and build trust, then to identify technology solutions that could achieve the goal of maximum interoperability among library-based and object-based collections.



Selected Publications & Presentations

- “Wishing, Hoping, & Praying: The Essentials of Grants Management,” CLHO Bulletin, August 2006
- “Who, What, Where, When, & How: Grantwriting 101,” CLHO Bulletin, May 2006
- “Looking to Lead?” panel discussion at 2004 AASLH Annual Meeting
- “Managing Institutional Change,” roundtable discussion at 2003 NEMA Annual Meeting
- “Before Y2K: Millennialism in American History,” (joint) Wethersfield Life, January 2000
- “A Sumi-E Calendar,” exhibition at Zilkha Gallery, Wesleyan University, July 1999
- “Reviving a Colonial Revival Garden,” Wethersfield Life, July 1999
- “Coordinated Collections Information Access,” The Log of Mystic Seaport, spring 1999

Specialized Training:

- “Strategic Restructuring for Nonprofit Organizations,” LaPiana Associates, 2009
- “Nonprofit Technology Consulting Skills,” Gilbert Center for Nonprofit Training, 2008
- “Building Successful Executive Director and Board Partnerships,” Hartford Foundation for Public Giving Nonprofit Support Program, 2005
- “Executive Leadership in Challenging Times,” Hartford Foundation for Public Giving, 2004
- Seminar for Historical Administration, Colonial Williamsburg/AASLH/AAM/National Park Service, 2002
- “Mini M.B.A for Nonprofit Executive Directors,” St. Thomas University Center for Nonprofit Management/Hartford Foundation for Public Giving, 2002
- “Budgeting as a Management Tool,” Hartford Foundation for Public Giving NPS, 2000
- Williamsburg Development Institute, Colonial Williamsburg Foundation, 1995
- Williams College-Mystic Seaport Program in American Maritime Studies, 1988

Professional Affiliations:

- AASLH Region 2 Membership & Awards Chair, 2005-07
- Secretary, Connecticut Committee for the Coordination and Promotion of History, 2007-08
- President, Connecticut League of History Organizations, 2005-2007

Work History

- Heritage Services Director, Connecticut Humanities Council, 2006-08
- Director, Webb-Deane-Stevens Museum, 1999-2005
- Associate Director of Development, Mystic Seaport, 1991-1999

Education

- M.A.L.S., Arts, Wesleyan University, 2000
- B.A. with Honors, English, Phi Beta Kappa, Bates College, 1990



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