

Strategic Plan 2021-2024 Executive Summary



Coalesce Agency-wide resources to maximize institutional impact, strengthen the connection between Idahoans and their state's history, and leverage on-going community and customer engagement.

- Objective 1: Maximize historic state milestones, national-level anniversaries and commemorations, and relevant agency history to strengthen agency visibility.
- Objective 2: Create and execute an agency-wide exhibition plan to ensure long-term and statewide impact and strengthen interagency efforts.
- Objective 3: Identify and plan for regularly occurring events and celebrations that leverage our agency's resources, strengthen our market share, and encourage on-going community engagement.



Advance innovative programs that create knowledge, expand access, deliver essential services, and inspire learning.

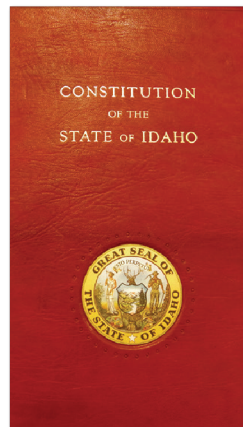
- Objective 1: Advance ISHS as an essential resource for learning, education, research, and resources on Idaho History.
- Objective 2: Develop and deliver programing, including but not limited to exhibits, lectures, events, demonstrations, collections stewardship etc., to maintain our status as the state's premiere resource on Idaho history.
- Objective 3: Steward state-owned historic assets, collections and statewide historic and cultural resources.
- Objective 4: Satisfy all statutory and mandatory service obligations, maintaining relationships with federal, state, tribal and municipal entities, through effective implementation of national and state law.

Stakeholders: Idahoans; members and donors; K-Career educators, students and life-long learners; federal, state and local agencies; tribal governments; tourists, researchers, partner organizations.



Build internal capacity and external champions through community connections, relevant and strategic partnerships, targeted promotion, and an Agency-wide culture of collaboration.

- Objective 1: Leverage ISHS Membership growth across the agency.
- Objective 2: Strengthen impact and effectiveness of volunteer program.
- Objective 3: Develop and execute agency wide marketing and outreach plan in collaboration with site Administrators, Program Managers, and Comm Dev Team.
- Objective 4: Maximize agency's fund development plan by increasing the number of donors and average size of gifts through systematic and targeted prospecting, cultivation, solicitation, and stewardship with the help of Leadership Team, Program Managers, Board of Trustees, and Foundation for Idaho History Board members.
- Objective 5: Implement agency training measures to continue to foster ambassadors within our staff, Board of Trustees, and Foundation for Idaho History Board members to promote the agency and its work as a component of state government.
- Objective 6: Build sustainable, mutually beneficial partnerships to expand reach and impact and provide feedback.



**Preserve and promote Idaho history
Inspire, enrich and engage all Idahoans**