



Build internal capacity and external champions

through community connections, relevant and strategic partnerships, targeted promotion, and an agency-wide culture of collaboration.

Objectives

1 - Leverage ISHS Membership growth across the agency.

2 - Strengthen impact and effectiveness of volunteer program.

3 - Strengthen the impact and effectiveness of our internship and workforce development programs.

4 - Develop and execute Agency-wide marketing and outreach plans in collaboration with Leadership Team, Program Managers, ComDev Team, Trustees, and Foundation for Idaho History.

5 - Maximize the agency's philanthropic giving channels.

6 - Ensure the agency's long-term ability to fulfill its mission and serve Idahoans through an appropriately sized and competitively compensated, inclusive, and competent workforce.

7 - Implement and provide training opportunities to build skills, positively change work culture, and foster ISHS ambassadors within our staff, Board of Trustees, and Foundation for Idaho History members to promote the agency and its work as a component of state government.

8 - Build sustainable, mutually beneficial partnerships to expand agency reach and impact and provide feedback on agency work.

Coalesce agency-wide resources

to maximize institutional impact, strengthen the connection between Idahoans and their state's history, and leverage ongoing community and customer engagement.

Objectives

1 - Maximize historic state milestones, national-level anniversaries and commemorations, and relevant agency history to strengthen agency visibility.

2 - Create and execute an agency-wide exhibition plan to ensure long-term and statewide impact and strengthen inter-agency efforts.

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 program opportunities

that create knowledge, expand access, deliver essential services, inspire learning, and grow revenue.

Objectives

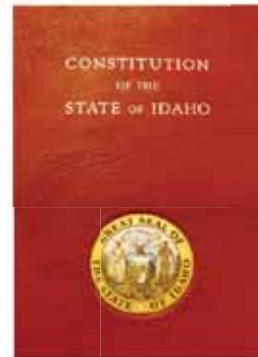
1 - Advance ISHS as an essential resource for learning, education, research, and resources on Idaho History.

2 - Develop and deliver programming, including but not limited to lectures, events, and demonstrations, to maintain our status as the states premier resource on Idaho history and provide meaningful experiences for our target audiences.

3 - Steward state-owned sites, including historic sites, and statewide collections, including cultural and archaeological resources.

4 - Satisfy all statutory and mandatory service obligations, maintaining relationships with federal, state, and municipal entities, through effective implementation of national and state law.

5 - Identify entrepreneurial opportunities to grow revenue streams and ensure financial sustainability.



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