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.

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.

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 programing, 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.

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