



Inspiring curiosity in DeKalb County's history

Strategic Plan 2020-2021

1. **Human Resources:** Ensure the safety of staff, volunteers, and visitors; develop creative strategies to keep volunteers engaged.
 - Strategy 1:** Monitor and implement safety procedures.
 - Strategy 2:** Develop creative strategies to engage volunteers.
 - Strategy 3:** Improve volunteer, staff, and board relations.
2. **Programs and Services:** Evaluate and expand programs and services according to best practices in order to increase support for the History Center.
 - Strategy 1:** Prioritize projects for staff, interns, and volunteers that can be completed off-site.
 - Strategy 2:** Expand digital programs and resources for the general public, educators, families and researchers.
 - Strategy 3:** Build relationships with diverse communities throughout the county.
 - Strategy 4:** Evaluate programming and communication (social media, website, newsletter) to guide future decisions.
 - Strategy 5:** Build upon history partnerships
 - Strategy 6:** Create exhibit plan and schedule
3. **Campus Vision:** Develop a clear vision and plan for the History Center's campus.
 - Strategy 1:** Evaluate use of the entire campus.
4. **Sustainability:** Focus on revenue strategies and policies to expand operational revenue and capital revenue for physical expansion to meet collections, office, and public program needs.
 - Strategy 1:** Works towards financial stability on a three-year timeline
 - Strategy 2:** Develop new income opportunities.
 - Strategy 3:** Evaluate and examine membership program that appeals to supporters even when the building is closed, and limited programs are offered.
5. **Governance:** Establish a solid governance structure to support the continued growth of the History Center.
 - Strategy 1:** Create a board member recruitment strategy that focuses on geographic representation across DeKalb County.
 - Strategy 2:** Create and adopt an organizational structure that represents current operations and provides room to grow.
 - Strategy 3:** Evaluate the current committee structure and align committees with strategic goals.