



## **Five Year Strategic Plan 2025 - 2030**

*\*This plan excludes the final resolution of the Lincoln School Building and its impact on this greater strategic plan\**

### **Mission**

We connect the past to the future, through the present.

### **Vision**

We strive to become leaders and advocates for historic preservation and education on the North Olympic Peninsula.

### **Core Values**

The North Olympic History Center develops appreciation and engagement of local history by:

- Preserving artifacts that provide a window into the lives of those who lived here before us.
- Providing facilities, services, and access for research of documents, photographs, oral histories, artifacts and other materials passed down to us from the past.
- Adding value to the lives of Clallam County residents and the broader public by providing historical context.
- Engaging youth in history.
- Educating the public on the importance of our shared heritage.
- Managing the collection in a professional and sustainable manner.

### **Goal #1: Improve Financial Position.**



Strategy 1: Develop a Financial Plan.

Action Step: Develop regularly meeting, active and functional finance committee.

Action Step: Build an endowment (with professional management by someone with a fiduciary responsibility).

Action Step: Establish consistent reporting on financial status including grants and sponsorships.

Action Step: Achieve stable funding to have more paid staff, prioritizing a development coordinator to help raise funds (high priority).



Strategy 2: Achieve long-term financial stability.

Action Step: increase income until equal to or exceeding annual expenses year over year.

Action step: Balance earned and contributed income.

Action Step: Develop fundraising events including live events and campaigns.

## **Goal #2: Improve staffing and governance.**

Strategy 1: Continue to expand and diversify the Board and increase Board participation.

Action Step: Establish team leaders for each department/committee: building & grounds, collections, research library, editorial and publishing, events, exhibits.

Action Step: Prioritize recruitment of Directors with an interest in finance, historic preservation.

Strategy 2: Build additional capacity for mission-based activities.

Action Step: Create an organizational structure.

Action Step: Hire a fundraising/development staff position.

Action Step: Recruit a research library manager, social media/outreach manager (including website), and an IT and AV volunteer.

Strategy 3: Improve volunteer management.

Action Step: Develop standard operating procedures.

Action Step: Recruit a volunteer coordinator.

Action Step: Develop and implement training procedure(s) for new volunteers.

## **Goal #3: Expand Outreach & Advocacy.**

Strategy 1: Increase public awareness and community engagement with mission.

Action Step: Promote research and other services.

Action Step: Increase social media presence.



Action Step: Develop new publications and history-themed merchandise for sale.

Action Step: Continue to expand programming including radio programming, History Tales and LOL presentation series, school & class outreach, cemetery and history tours, and other opportunities.

Strategy 2: Develop historic preservation leadership on North Olympic Peninsula.

Action Step: Develop workshops, heritage symposium/roundtable meetings with community partners.

Strategy 3: Build community around preservation.

Action step: Advocate for NOHC, historic preservation issues and projects.

Strategy 4: Establish museum exhibition space(s) that are accessible to both locals and visitors.

Action Step: Establish NOHC managed exhibit space(s): open outside business hours when needed; adequate space for events, fundraising and programs; adequate space for displays; ADA accessible; adequate environmental controls and stability; capacity for ~25 visitors an hour.

Action Step: Develop storylines and programs that feature the diversity and various communities on North Olympic Peninsula, including east end, west end and BIPOC communities.

Action Step: Develop partner programs and exhibits, including relationships with organizations with a similar mission to NOHC and available exhibit space.

Action Step: Improve outreach to east and west ends of the Peninsula, including traveling /pop-up exhibits that are re-usable and fit in a small personal vehicle.

Action Step: Drive engagement to online collection through physical exhibits

Action Step: Develop a plan for the Federal Building exhibitions, including potential deinstallation, removal, and/or replacement.

#### **Goal #4: Manage Collections.**

Strategy 1: Continue digitization efforts and growth of online collections.

Action Step: Increase awareness & use of collections (Digital Public Library of America).

Strategy 2: Curation and preservation of collections.



Action Step: Improve, stabilize, and monitor storage condition.

Action Step: Improve intellectual control over collections – develop inventories, collections maps, and evaluate copy rights.

Action Step: Develop research guides.

Action Step: Curate physical exhibits.

Action Step: Periodic review of and updates to Scope of Collections and other collections policies.

#### **Goal #5: Manage Facilities.**

Strategy 1: Manage Research Library.

Action Step: examine layout, workflow, and develop optimal use of storage.

Action Step: replace heat pumps and water heater.

Strategy 2: Manage Artifact Storage Facility.

Action Step: Plan, implement and acquire more efficient storage.

Action Step: Replace plywood shelving with metal and medite shelves.

Action Step: Improve attic space access.

Strategy 3: Improve campus curb appeal.

Action step: Improve campus signage.

Action Step: Identify and implement parking lot improvements (new gravel).

Action Step: Implement better organization of outdoor storage and storage containers. Determine if additional outdoor storage is needed.

Action Step: Improve security and fire detection, suppression, and prevention.

Action Step: Plan summer facilities bootcamp for major projects.

Action Step: Develop facilities use plan.