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.