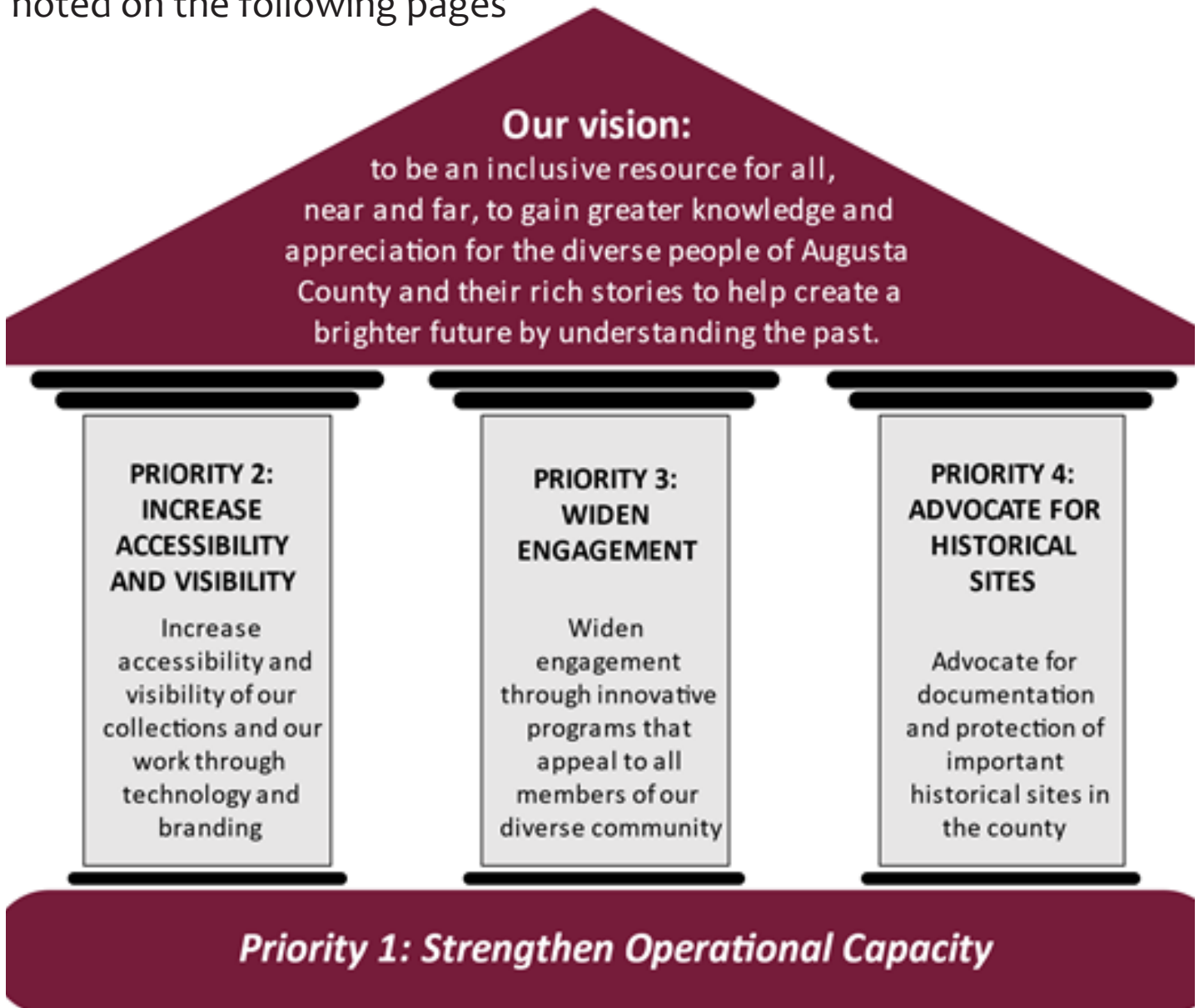
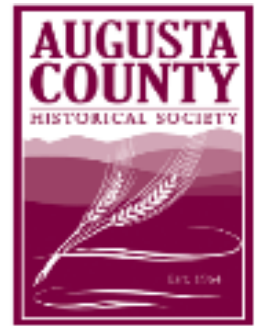


## Augusta County Historical Society Strategic Plan

The visual below denotes that the strategic vision for Augusta County Historical Society must be built on a foundation of strong operational capacity. The plan is comprised of three additional strategic pillars that will support the organization's movement toward its vision. Objectives for each of the four strategic priorities are noted on the following pages



The mission of the ACHS is to study, collect, preserve, publish, educate about, and promote the history of Augusta County and its communities.

## Strategic Priority #1 Strengthen Operational Capacity

### Objective and Action Items

#### Objective A: Strengthen board governance

1. Review and revise the committee structure of the board to include governance, fund development, finance, and collections committees
2. Diversify the board, adding young adults and people of color to the board of directors
3. Develop and implement a succession plan for Board officers

#### Objective B: Increase staffing necessary to carry out the organization's strategic priorities

1. Re-establish vibrant volunteer and internship programs
2. Raise funds for and hire an executive staff position
3. Increase staff hours dedicated to digitization of the collection

#### Objective C: Develop and implement a robust fund development program

1. Engage in a campaign to fund the 2024 plan
2. Establish a planned giving program
3. Identify gift opportunities for major donor support and/or business sponsorship, such as sponsorship of a Bulletin, digitization of particular parts of the collection, or an exhibit/program on a special topic

4. Re-imagine the popular banquet into a revenue-generating, post-COVID event
Objective D: Optimize space for collections, exhibits, research, and staffing
Objective E: Continue the pursuit of excellence by pursuing certification through the self-paced STEPS (Standards and Excellence Program for History Organizations) program of AASLH

## **Strategic Priority #2: Increase accessibility and visibility of our collections and our work**

### **Objective and Action Items**

Objective A: Work towards public accessibility for the collection

1. Complete the online catalog, making it fully searchable
2. Digitize the entire collection according to a set of explicit priorities
3. Increase digital presence by using portable scanning unit to harvest community-owned items not in the physical collection

Objective B: Revitalize our internet presence

1. Design a fresh new look and feel for the website
2. Develop and implement a social media strategy to increase awareness
3. Develop additional interactive content on website and cross-promote with social media

Objective C: Rebrand the organization

1. Explore a new name that appeals to a wider audience
2. Refresh our brand identity including logo, colors, and brand standards

## **Strategic Priority #3: Widen engagement through innovative programs that appeal to all members of our diverse community**

### **Objective and Action Items**

#### **Objective A: Increase involvement of younger adults.**

1. Create events at new locations that appeal to younger adults
2. Promote historical topics that interest younger adults
3. Create programs that families would enjoy
4. Explore programming with schools and youth serving organizations, including History Day, History Bee, etc.

#### **Objective B: Increase focus on communities traditionally under-represented and/or marginalized in the story of Augusta County's history**

1. Partner with local African American leaders and churches on programs and projects of mutual interest
2. Engage in an archaeological and documentary exploration of relevant sites in Augusta County, Staunton and Waynesboro
3. Revive pre-pandemic partnership programs focusing on women's history
4. Seek out materials from Native American, Hispanic, Asian, women and other diverse communities

#### **Objective C: Expand our offerings to all areas of the county**

1. Develop unique walking and driving tours
2. Hold lectures, events, and exhibits in different areas of the county

2. Hold lectures, events, and exhibits in different areas of the county
<b>Objective D: Offer innovative new programs for our existing audience</b>
1. Continue online programs and expand virtual access to in-person programs
2. Engage in programming/exhibit partnerships with other organizations
3. Sponsor book readings and signings by the author
4. Explore a large annual full day event

<b>Strategic Priority #4: Advocate for documentation and protection of important historical sites in the county</b>
<b>Objective and Action Items</b>
<b>Objective A: Undertake projects involving sites of historical significance</b>
1. Engage in documentary and archaeological exploration of important buildings and sites
2. Identify other potentially fundable preservation projects
<b>Objective B: Promote understanding of the importance of preserving important historical sites and structures</b>
1. Develop and offer a preservation learning lab for residents to learn preservation skills
2. Create and publicize a “preservation watch list” nominated by members
3. Explore establishment of a program to recognize places of local historical significance