

HENNEPIN HISTORY MUSEUM 2017-2019 STRATEGIC PLAN

Adopted
November 16, 2016



Our Mission

We collect, preserve and share Hennepin County history to educate, enlighten and inspire

Our Vision

Creating a place where Hennepin County history is preserved, appreciated, accessible, and inspirational

Our Values

We are committed to being:

- ◆ Inclusive across everything we do
- ◆ Innovative in our approach to connecting people to our past
- ◆ Intimate in experience
- ◆ Relevant by connecting our history with the experience of today
- ◆ Responsible for stewarding all that is entrusted to us

Our promise to the community

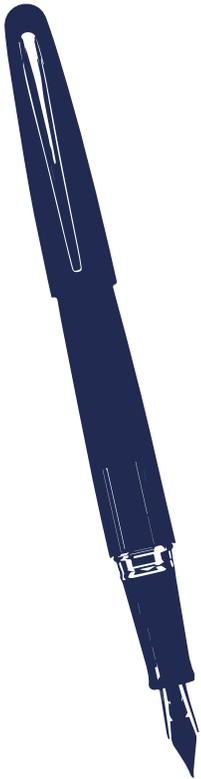
We promise to collect, preserve, and share the remarkable history of Hennepin County through the stories of those who built and continue to impact our county today.

We promise to do this work by creating a vibrant and preeminent county museum, to give our stories the exposure and celebration they so richly deserve, and bring them to audiences in a way that helps shine light on the present.

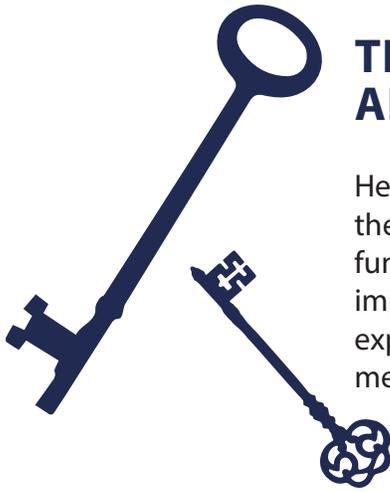
As we strive to become the widely recognized center of excellence for Hennepin County history, we promise to create a space that will be welcoming and accessible to all, that will attract a more diverse audience, and that utilizes innovative approaches to deliver a more engaging experience.

We promise to showcase our amazing collection, to be stewards of it and the other resources that are entrusted to us, so that we are able to serve our community for future generations.

Through these activities, we promise to live up to our slogan of "*Your History, Your Museum*". We believe that history matters and accept the challenge of making it exciting, engaging and accessible.



Your History. Your Museum.



THREE-YEAR STRATEGIC GOALS AND KEY OBJECTIVES

Hennepin History Museum strives to be an essential resource for bringing the stories of Hennepin County to the community. By the close of 2019, with funding support from our community, HHM will be ready to make significant improvements and changes to our facilities. This will enable us to greatly expand our ability to collect, preserve and share our collection of stories in a meaningful and engaging way.

In order to achieve this goal, over the next three years HHM will focus on two strategic goals and four key objectives.

Goal One: Expand Our Constituency

RATIONALE

Sustainability, stability and, ultimately, continued growth will not be possible without expanding the number of people who join us in our passionate fulfillment of our mission. To engage the community in the stories of the County in a relevant and meaningful way will require a solid base of community support—from visitors, members, donors, volunteers, and partners.

GUIDING APPROACH TO EXPANDING OUR CONSTITUENCY

HHM will apply four objectives to attract more people and partners to our work. Leveraging the current collections, HHM will craft engaging exhibits and supporting programs. It will strengthen its external communications tools to better serve our existing audience while also attracting new ones. HHM will build a membership and donor program to provide supporters with an opportunity to support our work financially.



OBJECTIVE ONE: WELL-MAINTAINED AND ACCESSIBLE COLLECTIONS

◆ Rationale

Fundamental to our mission is a responsibility to enhance and maintain HHM's collections, including archival materials. Control and care of the collection is our highest responsibility, followed closely by our responsibility to share them with the community.

◆ Three-year success measure

HHM will achieve comprehensive intellectual and physical control of its collections, with a Collections Plan that actively guides the growth and maintenance of them

◆ Guiding approach to using the collections to expand our constituency

The collections—and their associated stories—are HHM's main attractions. We will use them to tell the stories of the County in our galleries, in community venues, and online.

OBJECTIVE TWO: ENGAGING EXHIBITS AND PROGRAMS

◆ Rationale

Our unique exhibits and programs draw visitors to the museum. They provide an entre for HHM to tell the stories of the people who have lived and worked here in an engaging and intimate format. We will continue this by producing innovative, relevant, and high quality exhibits and programs to attract targeted audiences.

◆ Three-year success measure

Annual visitation grows from 4,000 to 10,000

◆ Guiding approach to using engaging exhibits and programs to expand our constituency

HHM's programs and exhibits are often the reason why people come to visit for the first time. High quality programs and exhibits will be offered both at HHM and at offsite locations throughout the community. We will build partnerships with our community and continually evaluate our programs to improve upon what we do.

OBJECTIVE THREE: MESSAGING THAT INFORMS AND ATTRACTS

◆ Rationale

Constituent surveys continually show that we are considered a “hidden gem”, but for those who know us they are attracted to our unique and intimate way of telling the stories of Hennepin County. Through better targeted and integrated messaging, amplifying our tagline “Your history. Your museum.” more people will know us for our unique and intimate storytelling, and we will be able to remove the “hidden” from our description.

◆ Three-year success measure

HHM will be a must see attraction for out of-town visitors, local history fans, neighborhood and community explorers, and the creative community as evidenced by the growth in annual visitation from 4,000 to 10,000

◆ Guiding approach to using messaging to expand our constituency

HHM will strategically integrate its marketing and communications campaigns to inform our audiences and the larger community about our activities and offerings. Understanding the world of communications is rapidly changing, we will allow ourselves to be innovative and inventive in our approaches and the tools we employ.

OBJECTIVE FOUR: A GROWING AND LOYAL GROUP OF FINANCIAL SUPPORTERS

◆ Rationale

HHM’s greatest challenge moving forward is stable, sustainable funding. The primary opportunity for financial growth comes from individuals. Although there has been steady growth in the number of members and donors to HHM over the past three years, we cannot reach our aspirations without significant growth in the number of them, year-to-year retention, and average contribution size.

◆ Three-year success measure

50% of HHM’s annual operating budget comes from individual donations and memberships

◆ Guiding approach to using a donor program to expand our constituency

The primary focus of our donor development program will be on growing the number of individuals supporting HHM through contributions and memberships. Specific attention will be given to increasing our circle of major donors and cultivating relationships with those who can be lead givers in a capital campaign. As important as growing the overall numbers is the retention of these individuals; we want them to feel appreciated and valued and see the impact of their support.

Goal Two: Plan for Our Home

RATIONALE

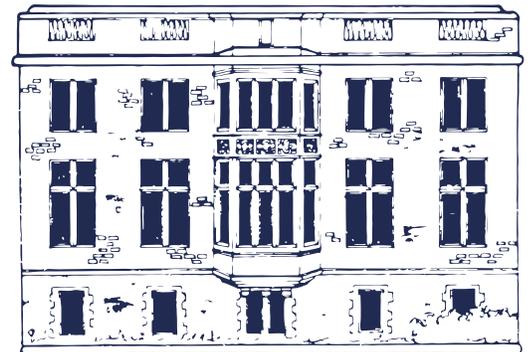
Our existing facility cannot meet our current needs or future wants, and it constrains us in fulfilling our mission. Designing, then initiating, an exciting and inspirational vision for new facilities is critical for our long-term success.

THREE-YEAR SUCCESS MEASURE

HHM will have an actionable long-term plan for its physical facility and will be prepared to take the next steps forward in implementing this plan

GUIDING APPROACH TO PLANNING FOR OUR HOME

HHM will thoroughly and thoughtfully study all options for our facility: improving and expanding on-site, moving to a different site, and adopting a hybrid, multiple-site option. We will also evaluate the feasibility to launch a capital campaign. As our current building will be our home for at least the next three years, planning will include interim improvements to the building to increase its attractiveness, comfort, and functionality.



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