



Strategic Plan 2023-2026

Vision

History unites communities when everyone is represented.

Mission

We preserve and explore history, creating spaces where our communities' stories can be told.

Guiding Principles

- Promote a new perception of history & history museums.
- Engage people where they are.
- Embrace a collaboration mindset built on mutual trust.

Goals and Objectives

1. **Maximize our relevance to a broader audience through programming and place.**
 - 1.1. Create welcoming and accessible programming spaces, in our building and around the region.
 - 1.2. Leverage the power and potential of digital platforms to reach broader audiences.
 - 1.3. Integrate our content across platforms to extend their impact and longevity.
2. **Engage continually stronger operational foundations for Hennepin History Museum.**
 - 2.1. Prioritize a new financial reality for the organization, focusing on operating stability and sustainable growth.
 - 2.2. Transform the role of collections to further our mission and set a course for their sustainable future, relevance, and vitality.
 - 2.3. Cultivate long-term organizational partnerships to serve existing and new constituencies.
3. **Advance DEAI to transform our institutional identity and heighten a sense of belonging.**
 - 3.1. Strengthen the board and staff with targeted recruitment, training, and professional development.
 - 3.2. Generate a sense of community relevance and ownership with high impact programs and collections.
 - 3.3. Expand our reach by serving the entirety of our region and bringing together communities.