Detroit Historical Society
Strategic Plan Overview 2015-2020

Mission
The Detroit Historical Society tells Detroit’s stories and why they matter.

Vision
To be an integral part of Detroit’s present and future by providing meaningful experiences that preserve and share its past.

Values
• **Authentic** – We demonstrate the highest level of integrity and scholarship in all of our words and actions, ensuring that our work is balanced and truthful.
• **Relevant** – We provide informative, engaging and dynamic experiences that help community members see their place in Detroit’s history.
• **Creative** – We embrace fresh and innovative approaches to our work and mission, and encourage our board, staff and volunteers think imaginatively.
• **Professional** – We are dedicated stewards of assets held in the public trust, and our board, staff and volunteers are committed to carrying out the mission with the highest standards of excellence.
• **Inclusive** – We provide informative, engaging and dynamic experiences that offer opportunities to for broad and diverse participation.

Strategic Goals

**Goal I - Community Engagement and Organizational Impact:** to increase institutional relevance by leading and participating in bigger community conversations and engaging broad and diverse audiences.

Summary of Action Plan/Steps
• Investigate and adopt a business model for reaching communities that we currently do not impact that identifies key strategic partnerships/collaborations that have tangible outcomes for both parties. In addition, create or redesign onsite and offsite programs that target, attract and engage new audiences.
Goal I - Financial Stability: to develop a diverse revenue portfolio that ensures sustainability and growth.

Summary of Action Plan/Steps
- Explore various funding scenarios, including contributed income, earned income, public funding, mergers and/or partnerships, endowment and fundraising campaigns and develop a diverse fundraising strategy.

Goal II - Collection – Size, Management, Relevance, and Planning: to ensure the Society legally, ethically, and effectively manages, documents, cares for and uses the collections and that they are representative of and accessible to a broad and diverse audience.

Summary of Action Plan/Steps
- Develop and/or revise collections planning and policy documents and take appropriate implementation steps. Complete a full collections inventory and update records with condition reports and location information. Develop and take steps to implement a long term digital collection plan.

Goal IV - Awareness, Branding, and Marketing: to ensure the city, region and/or state has an expanded understanding of and connection to the Society’s brand, mission, vision, and to engage in a diverse array of PR and marketing activities that result in increased public engagement and attendance.

Summary of Action Plan/Steps
- Create a baseline to measure current brand awareness and conduct assessment of current marketing vehicles. Use findings to create a fully integrated and effective marketing plan (including PR, social media and earned media.) Train and empower staff and board to actively engage in marketing.

Goal V - Staff Development & Organizational Culture: to cultivate a thriving institutional culture that promotes and engages in activities that improve staff skills and competencies, job satisfaction, retention and diversity, and document standard operating procedures and policies that support continuity, stability, and succession.

Summary of Action Plan/Steps
- Standardize finance, HR and other internal policies and processes and develop, document and adopt departmental standard operating procedures. Promote internal and external professional development opportunities and foster inter-departmental collaboration.