From the President and CEO

As the Indiana Historical Society enters its 190th year and the third decade of the 21st century, we are faced with serious and complex problems. Our history is more critical now than it has ever been. We have faced similar situations in the past. Our history can provide us with the knowledge to understand how we have arrived at these situations, examples of our past actions and decisions when faced with similar problems, and inspiration for how to overcome obstacles and build a better future.

For too long, institutions like ours have been seen by a large segment of the population as “attics” for dusty relics that are no longer useful. We know this is not true. With this plan, the Indiana Historical Society will seek to be a resource for Hoosiers across the state that brings people together through our shared values and aspirations.

Jody Blankenship
President and CEO

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**Strategic Positioning Committee**

- **Susan R. Jones-Huffine**
  Committee Chair, Board of Trustees
- **Adam Arceneaux**
  Board of Trustees
- **Jody Blankenship**
  President and CEO
- **Patricia D. Curran**
  Board of Trustees
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  Board of Trustees
- **Mark M. Ferrara**
  Board of Trustees
- **Kay Fetters**
  Assistant to the President and CEO
- **Suzanne Hahn**
  Vice President, Archives and Library
- **Andrew Halter**
  Vice President, Development and Membership
- **Stan Hurt**
  Board of Trustees
- **Rebecca Espinoza Kubacki**
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- **Amy Lamb**
  Vice President, Marketing and Sales
- **Jeffery Matsuoka**
  Vice President, Business and Operations
- **Michael H. Miller**
  Board of Trustees
- **Katherine Tyler Scott**
  Ki ThoughtBridge, Consulting Agency
- **Marianne Williams Tobias**
  Board of Trustees
- **Charlitta Winston**
  Board of Trustees
Mission STATEMENT

The Indiana Historical Society collects and preserves Indiana’s unique stories; brings Hoosiers together in remembering and sharing the past; and inspires a future grounded in our state’s uniting values and principles.

Organizational PRINCIPLES

Authenticity and Integrity
We will honestly and authentically tell Indiana’s stories in meaningful ways, illuminated by the evidence housed in our collections.

Innovation and Service
We will continually look for new media and methods for reaching people in order to effectively serve our members, visitors and the citizens of Indiana, as we strive to broaden participation in and improve access to history.

Inclusion, Diversity, and Empathy
We will include, represent, and work to understand and appreciate multiple perspectives in our interpretation of history, so that everyone’s story is told and their voices are heard.

Stewardship
We will emphasize the responsible use of our human, financial, and historical resources toward achieving the fullest impact of our mission.
Be Indiana’s storyteller

Tell Our Stories
Create a long-range content development pipeline to align programs, exhibitions, publications, and collecting.

Relevance
Apply history to inform and broaden participants’ perspectives and encourage conversations about contemporary issues.

Immersive Experiences
Introduce new interactive experiences for children, families, and adults to the Indiana Experience that help them tell and preserve personal and family stories.

Academic Connections
Build and improve relationships with the academic community and researchers.

A Home for Family History
Invest in new and expanded genealogy and family history programming.

“Can’t Miss” Events
Introduce new signature public programs.

Impeccable Customer Service
Improve accessibility and the guest experience throughout the Eugene and Marilyn Glick Indiana History Center.

A Trusted Source
Become a valued and trusted source of historical information to the public and the media.

Visibility
Improve awareness of IHS among target audiences.
**2 Serve Hoosiers across the state**

**Community Partnership**  
Create and maintain partnerships with community organizations, events, and target demographic groups.

**Inclusion**  
Expand the IHS’s multicultural collecting initiatives to develop inclusive experiences, tell a comprehensive history, and engage new audiences.

**New Services**  
Develop an affiliates program for local libraries and historical societies that shares content and resources across the state.

**History On Wheels**  
Refurbish History on Wheels in order to more frequently change exhibits throughout the year.

**Deeper Engagement**  
Develop comprehensive communications campaigns that will encourage more frequent and deeper engagement.

**Connect with Our Audiences**  
Invest in research to better serve our audiences.
3 Leverage technology opportunities

Build a Next-Gen Infrastructure
Invest in the infrastructure necessary to collect, preserve, and provide access to born-digital collections.

Digitize Everything
Create and implement a rapid-digitization and crowdsourcing collection processing plan.

Access from Everywhere
Build digital environments that provide access points to collections, content, and exhibitions.

New Productions
Invest in media production and broadcasting capabilities.

Get Organized
Create pan-institutional data systems.
Steward resources responsibly

Invest in Our Staff
Invest in our staff by identifying current and future needs and providing professional development and growth paths.

Create Meaningful Opportunities
Partner with educational institutions to formalize a long-term plan to build a diversified job candidate pool.

Grow Our Volunteer Base
Invest in the volunteer program to help meet temporary and long-term needs.

Communicate with Our Supporters
Implement a communication plan that articulates the importance of philanthropy and demonstrates how these investments are put to work.

Build Our Base
Diversify and build the Annual Fund giving vehicles.

Grow Our Membership
Develop and implement a more effective membership marketing plan.

Engage Members
Create new benefits and engagement opportunities for members.

Care for Our Facility
Establish a building maintenance and improvements fund sufficient to meet upcoming building needs.

Manage the Endowment
Decrease the endowment draw rate to 5% or less.