

SHARING *the* PAST INSPIRING *the* FUTURE

STRATEGIC PLAN | 2020-2029





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

Jody Blankenship
President and CEO

Strategic Positioning C O M M I T T E E

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

Bonita L. Carter

Board of Trustees

Murvin Enders

Board of Trustees

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Board of Trustees

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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

Board of Trustees

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 unifying 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.

Strategic PLANNING GOALS AND STRATEGIES

1 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 programing.

"Can't Miss" Events

Introduce new signature public programs.

Impeccable Customer Service

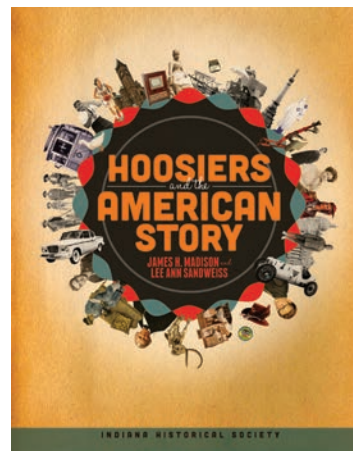
Improve accessibility and the guest experience throughout the Eugene and Marilyn Glick Indiana History Center.

A Trusted Source

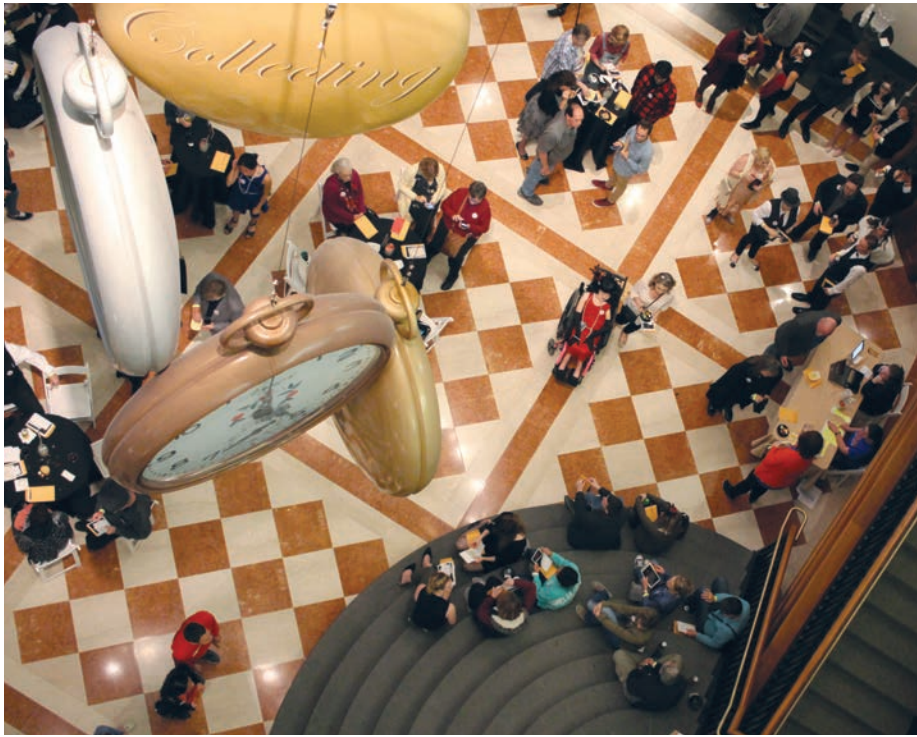
Become a valued and trusted source of historical information to the public and the media.

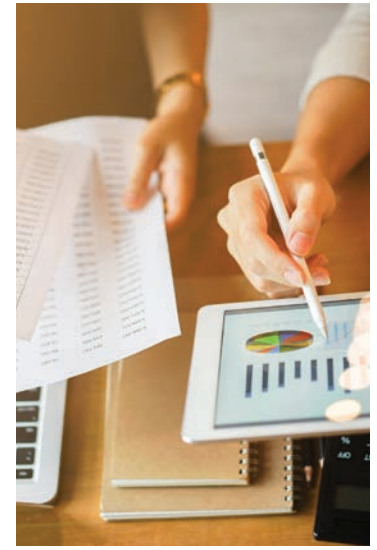
Visibility

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

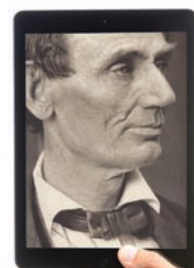
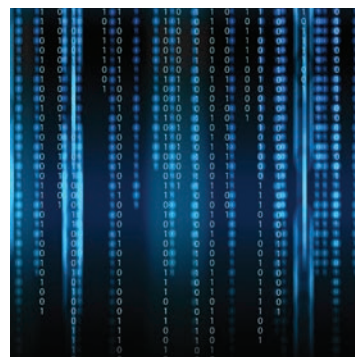
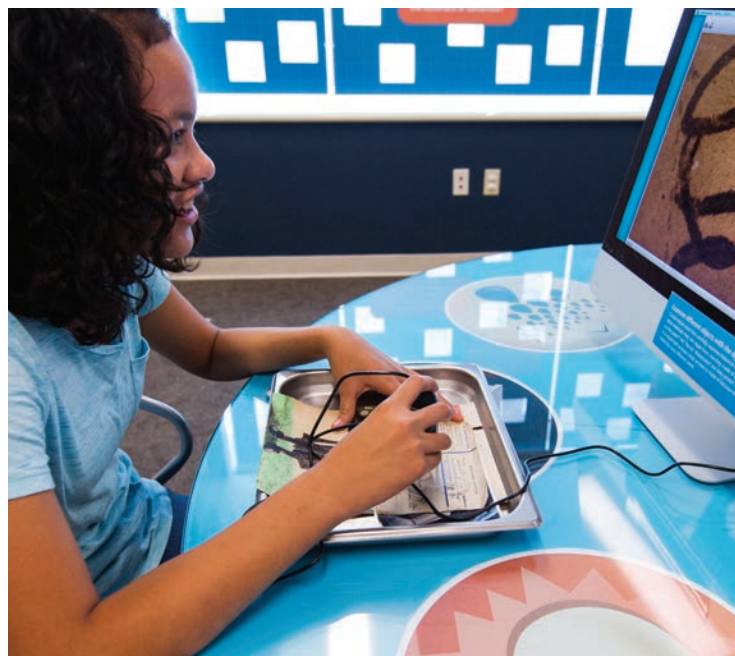
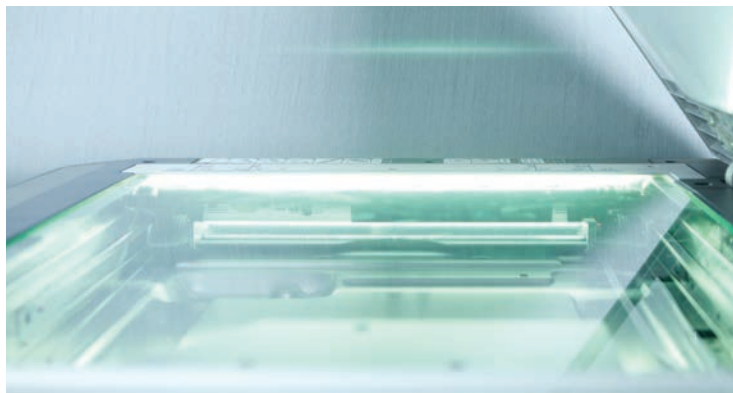
Build digital environments that provide access points to collections, content, and exhibitions.

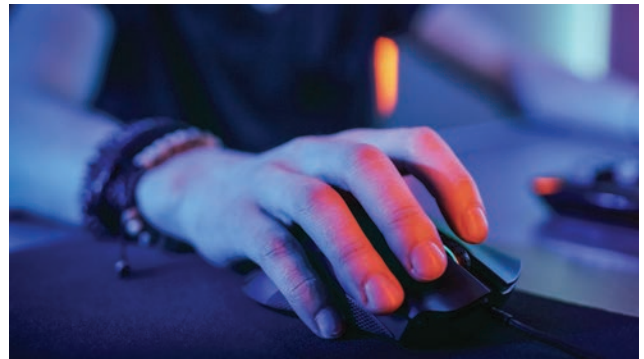
New Productions

Invest in media production and broadcasting capabilities.

Get Organized

Create pan-institutional data systems.







4 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.





**WE DO
HISTORY.**
INDIANA HISTORICAL SOCIETY

www.indianahistory.org

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IndianaHistory