

Strategic Plan

GOAL **ACCESSIBLE**

Broaden access to history and the museum

OBJECTIVES

- Make MOHAI more culturally, physically, and financially accessible for all.
- Improve access to MOHAI resources, in person and remotely.
- Expand education programs to engage more students.

VISION

Treasured locally and respected nationally as a vibrant resource where history inspires us to build a better future. **MISSION** To serve our region, we bridge the past, present and future by collecting, preserving, and sharing stories through compelling, innovative exhibits and community engagement.

VALUES Legacy, trust, inclusion, relevant, excellence, and fun.

GOAL **BOLD**

Bold and fresh approach to history

OBJECTIVES

- Reimagine core exhibits and programs as bold and evolving experiences.
- Adopt a multiyear plan of temporary exhibits.
- Develop a robust digital component to the museum experience.

GOAL **CATALYST**

Promote region's well-being through the exploration of our past, present and future

OBJECTIVES

- Develop initiatives reflective of the diversity of our community.
- Be a public commons that promotes opportunities for exchange and dialogue.
- Enhance community engagement through strategic partnerships.

GOAL **SUSTAINABLE**

Build capacity to achieve strategic goals

OBJECTIVES

- Cultivate donor relationships to sustain museum.
- Conduct a capital campaign to support the reimagination of core exhibits.
- Create business and marketing strategies for sustainability.
- Build a workforce and workplace culture that prioritizes IDEA.