

# Strategic Plan 2025-2030



# Mission

Our mission is to educate and empower communities by shedding light on the rich history of voting rights. We aim to promote awareness of the struggles and triumphs of those who fought for their right to vote and to inspire a new generation of activists to ensure equitable access to the ballot.

With this Strategic Plan, we offer a roadmap for our priorities and goals over the next five years. This plan highlights three strategic goals and our objectives within those goals, and our tactics to achieve those objectives. By outlining our tactics, goals, and objectives, our Board hopes to facilitate transparency in our decision-making process and offer a foundational guide for our collective future.

# Goals

1. Foster community education through Exhibition development

2. Promote voter education and voter registration through community engagement

3. Develop our Resources and Facilities

# Goal 1: Foster community education through Exhibition development

## A. Professional development for K-12 educators

1. Design and promote curriculum development & activity planning days for K-12 educators.
2. Develop student activities for hosted field trips.

## B. Build collection and archival capacity

1. Secure a seasoned Exhibit Director.
2. Secure a seasoned Collections Developer.

## C. Advance museum practices through digital technologies

1. Continue to promote and utilize Virtual Reality exhibit.
2. Develop future Virtual Reality and/or Digital exhibits.

# Goal 2: Promote voter education and voter registration through community engagement

## A. Facilitate public conversation around difficult subjects

1. Board trainings in antiracism, LGBTQIA+, and other culturally-sensitive subjects.
2. Host public open-forum learning days centering local government functions, sensitivity training, and difficult histories.

## B. Establish organizational partnerships

1. Host a Traveling Exhibit, such as those offered through the Smithsonian Museum.
2. Nurture relationships with surrounding universities and scholarly organizations.

## C. Grow museum attendance

1. Continue to promote the museum through relevant internet, television, and radio platforms.
2. Expand museum-hosted community events.

# Goal 3: Develop our Resources and Facilities

## A. Bolster our financial security

1. Develop fundraising streams.
2. Allow for more strategic grant applications by revising management systems and processes.

## B. Strengthen museum's organizational oversight

1. Promote organizational best practices and open-records policies.
2. Improve Director training in Key Performance Indicator (KPI) and other assessment metrics.
3. Expand Board of Directors to better support museum oversight and operations.

## C. Improve building capacities

1. Work to exceed Americans with Disabilities guidelines based on advice from relevant communities.
2. Continue to invest in building facilities and improvements.