

STRATEGIC PLAN

FY2023 ACTION ITEMS

Create structures that put the DC History Center in active dialogue with diverse communities in all eight wards

- Sustain engagement with the Community Council to support programming and exhibition development
- Develop a community outreach strategy to develop relationships with neighborhood based organizations & ANCs, focusing on wards 4, 5, 7, 8
- Ensure representation from all eight wards on our Board of Trustees

Re-examine the DC History Center's history and use the resulting insights as a catalyst for organizational change

- Seek funding and begin processing institutional archives

Ensure that all DC K-12 educators are aware of and use DC History Center resources in their classrooms

- Align programs/resources with new DCPS social studies standards
- Connect DC history to civic engagement, using stories of community activism and protest to encourage students to find their voice and affirm agency
- Leverage the DC History Conference to serve the needs of DC educators and students interested in history

Establish the DC History Center as a community hub in Downtown, Mount Vernon Triangle, and Shaw

- Ensure public facing staff, student workers, interns, and volunteers reflect visitor diversity and provide welcoming experience
- Make the Kiplinger Research Library accessible to individuals with disabilities and welcoming to all researchers
- Maximize visitation of Apple customers and convention attendees, working with partners

Replace THE BIG PICTURE with a two-year exhibition (FY24-26) reflecting community focus and engaging for a broad audience

- Intensive fundraising (1-2 years) for leading exhibit concept, including seeking grants from NEH and IMLS

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Deliver programming that focuses on timely and relevant issues of interest to new and long-established Washingtonians

- Boost frequency of orientations/workshops
- Create a new public program series, Personal Histories (working title), highlighting sharing lived experiences as a way of knowing and learning about DC history

Fully integrate *Washington History* magazine into organization programs and services, placing editors in dialogue with broader community

- Ensure ease of submission for researchers outside of the academy; seek submissions from broad range of contributors
- Re-engage Editorial Board, add 3-5 new members and orient
- Proactively encourage KRL researchers to submit articles

Deliver a sustained engagement around issues related to housing, including affordability, gentrification, Black land loss, and the unhoused

- Leverage Mapping Segregation to anchor programming addressing these issues
- Explore strategic partnership with organization/s doing housing work

Educate audiences about the history of Home Rule and Statehood, positioning this as a shared issue for all disenfranchised Washingtonians

- Launch a yearly event related to Emancipation Day in collaboration with appropriate partners

Create opportunities for neighborhood residents to gather around hyperlocal heritage and culture

- Hire a community outreach manager
- Focus outreach on neighborhoods where we currently have the least presence, including in wards 4, 5, 7, 8

Identify, uplift, and support the work of community memory keepers

- Create a structure for nominating memory keepers who are senior members of their communities, and honoring them
- Collaborate with HumanitiesDC to include these memory keepers in the DC Oral History Collaborative

Lead the DC History Conference as a welcoming forum for addressing topical issues

Create programming and engagement designed for new residents

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Establish a values-based collections management policy in alignment with our in the works digital collections policy

- Make donations guidelines and process easily available on our site
- Create standard operating procedures for updating and recording changes in cataloging language

Establish policies and procedures that allow us to take in new collections in a sustainable and responsible fashion

- Create standard operating procedures for the evaluation of donation offers
- Create standard operating procedures for temporary custody receipts, donation acknowledgements, and deeds of gift
- Lay groundwork to convene and train community organizations, such as institutions of faith, to maintain their own records for the long term

Manage offsite and unprocessed holdings more efficiently

- Add brief catalog records for all existing unprocessed collections
- Update collections processing manual to allow for training of volunteers and interns
- Bring back the Capitol Photo Service collection prints, rehouse, and store collection copies, and deaccession/distribute remaining prints

Develop our capacity to collect born-digital materials and manage existing digital resources

- Identify and approach 5-10 organizations whose records would fill an existing collections gap (with their permission)

Make existing holdings more accessible through digitization and library research services

- Complete copyright assessment for 8-10 existing photograph collections, triaging based on existing knowledge of probable public domain status and/or DC History Center title to the copyright
- Complete copyright assessment for 2-4 existing manuscript collections, triaging based on existing knowledge of probable public domain status and/or DC History Center title to the copyright

Focus new collaborations on immigrant communities whose records are at risk of being lost in the DC history narrative

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Improve our fundraising capacity

- Strengthen our pool of major donors whose giving can have a long term, sustained impact on the organization
- Use creative special events to develop corporate giving, attract new major and medium donors
- Establish a formal planned giving program

Strengthen our relationship with DC government to increase general operating support funding

- Establish sustained general operating support funding from the DC Historic Preservation Office and the DC Commission on the Arts and Humanities

Stabilize our business model by adding earned income revenue sources

- Test market for consulting (research, community engagement, interpretation), photographic reproductions, and research for hire (incl. genealogy and house history)

Recruit and retain the best possible team

- Hire a community outreach manager
- Hire a historian
- Develop a pay administration plan to ensure transparency and pay equity
- Reinvigorate volunteer program

Systematically grow diverse audiences, representative of the District and region

- Create a yearly marketing plan that identifies target audiences and specific tactics for reaching them
- Seek meaningful media coverage by retaining a public relations consultant to develop and pitch DC history stories

Strengthen the Board of Trustees with new members who will support the goals laid out in the strategic plan