

Wisconsin Historical Society Strategic Framework

MISSION

*The Wisconsin Historical Society helps people connect to the past
by collecting, preserving and sharing stories.*

Guiding Principles:

1. To reach out and partner with the broadest possible public
2. To present and promote sound and authentic history
3. To share our riches of staff, collections, and services in ways that captivate and respect our many audiences
4. To collect and safeguard evidence of our diverse heritage according to the highest standards of stewardship

STRATEGIC IMPERATIVES

- 1. Achieve high visibility of the Society among target audiences**
 - Create a compelling Society brand identity
 - Substantially increase awareness of the Society
 - Create and execute an integrated approach to marketing the Society
- 2. Create a fully audience-focused organization**
 - Undertake a coordinated, Society-wide approach to collect, analyze and respond to audience feedback
 - Provide products and services that meet or exceed audience expectations
- 3. Meet our stewardship responsibilities for historic buildings and collections**
 - Improve the capability to protect and interpret Society collections
- 4. Realize financial support to meet existing and future audience demands**
 - Create the case for and increase financial support from public and private donors
 - Create an entrepreneurial mindset among staff and encourage their ideas
 - Develop a diverse range of revenue sources and grow revenues
 - Identify and take advantage of partnership opportunities
- 5. Create a culture to attract and retain quality staff**
 - Foster job satisfaction and recognize staff accomplishments
 - Provide opportunities for personal and professional growth
 - Develop and implement a succession planning strategy