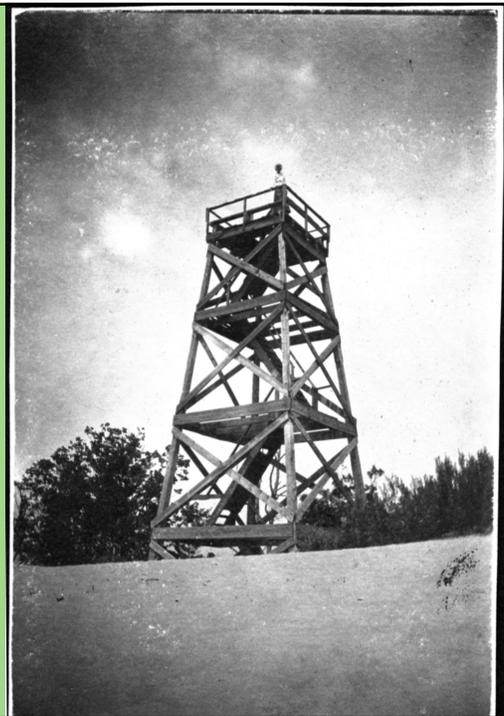


<p style="text-align: center;"><b>Mission</b></p> <p style="text-align: center;">Our Purpose</p> <p style="text-align: center;"><i>Preserving local history and inspiring learning to inform and improve our community.</i></p> <p style="text-align: center;"><b>Core Values</b></p> <p style="text-align: center;">What's Important to Us</p> <p style="text-align: center;"><u>Welcoming</u></p> <p style="text-align: center;"><i>We are dedicated and responsive to our diverse members and visitors. We strive to provide accessible and inclusive programs and exhibits to foster community pride and a greater understanding of our local history.</i></p> <p style="text-align: center;"><u>Passionate</u></p> <p style="text-align: center;"><i>We love what we do and share our enthusiasm with our members and visitors.</i></p> <p style="text-align: center;"><u>A Place for Learning and Inspiration</u></p> <p style="text-align: center;"><i>Museums are a place for learning at every stage of life and ability. We work to facilitate this through our organization's exhibits, programs, and activities.</i></p>	
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1

<p><b>SDHC STRATEGIC PRIORITIES for 2022-2024</b></p> <ol style="list-style-type: none"><li><b>1. Strengthen the Leadership of the Organization</b></li><li><b>2. Enrich the Visitor Experience</b></li><li><b>3. Strengthen and Promote the Brand</b></li><li><b>4. Maintain and Enhance our Facilities and Collections</b></li><li><b>5. Strengthen the Organization's Approach to Fundraising and Development.</b></li></ol>
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2

**SDHC STRATEGIC PRIORITIES for 2022-2024****1. Strengthen the Leadership of the Organization**

- *Recruit and appoint committee/work group leads and coordinator roles.*
- *Improve board oversight of committee activities.*
- *Fill all open executive officer positions.*
- *Clarify board member expectations and responsibilities.*
- *Identify additional desired board expertise and actively recruit individuals with those skills and experiences.*

3

**SDHC STRATEGIC PRIORITIES for 2022-2024****2. Enrich the Visitor Experience**

- *Improve accessibility of exhibits, collections and facilities (physical and virtual).*
- *Seek out and implement innovative, interactive exhibit approaches and technologies.*
- *Design programs, exhibits, and activities that appeal to a broader, diverse community supported by helpful and knowledgeable volunteers.*

4

## SDHC STRATEGIC PRIORITIES for 2022-2024

### 3. Strengthen and Promote the Brand

- Address and finalize naming strategy and facility signage.
- Develop and implement stronger communications and marketing plans, that include our website and social media, to target visitors and tourist, SDHC members, our community, and our region.
- Develop and strengthen relationships with area schools, governments, businesses, and cultural organizations.

5

## SDHC STRATEGIC PRIORITIES for 2022-2024

### 4. Maintain and Enhance our Facilities and Collections

- Identify short and long-term needs to maintain and enhance
  - (1) Our facilities – the Old School House History Center (and garden) and the History Museum at Mount Baldhead Park (and garden)
  - (2) Our collections/archives
- and ensure we have adequate funding to do so.

6

**SDHC STRATEGIC PRIORITIES for 2022-2024**

**5. Strengthen the organization’s approach to fundraising and development.**

- *To ensure our financial security, clearly assess and develop specific plans to utilize all forms of current and future funding for the organization, including but not limited to grants, sponsorships, events, merchandising, planned giving, endowments, and membership giving levels.*