



OLD COLONY HISTORY MUSEUM

What we want to achieve by 2025

Strategic Plan



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OUR MISSION REMAINS THE SAME:



First, to collect, preserve and exhibit the history of the region of southeastern Massachusetts once known as the Old Colony. Second, through a vigorous program of outreach and education, we aspire to interpret the area's history in ways that are accessible, inclusive and meaningful to local residents and visitors.

OUR VISION

This organization is committed to the principle that our region's future depends upon the shared knowledge of its past. Our vision is to fully utilize our collection in order to become a thriving regional center where visitors of all ages and origins develop a lifelong love of learning and an enduring connection to those who came before us.

By providing meaningful experiences with local history and culture, we envision an active engagement with members and visitors who are increasingly knowledgeable and continually inspired to become better-informed participants in the transformation of our community.



Core Values





Accessible

An essential community partner expanding the concept of "community" to include the delivery of services to all visitors both within the building as well as online.

Professional

Home to an environment that encourages accountability and professional development for our employees internally and projects accuracy, reliability, and high standards externally.

Innovative

A place that values creativity, forward-thinking ideas, and a willingness to grow. We will always seek to try new things and improve.

Fun

Always fun to work for, volunteer for, engage with, and learn from.

HOW DO WE GET THERE?

Major Goals

Make full use of our historic building and grounds



**TO INCREASE
VISITORS, RENTALS,
PROGRAMS AND
THEREFORE REVENUE**



MAKE FULL USE OF OUR HISTORIC BUILDING AND GROUNDS

KEY STRATEGIES

01

Increase rentals by business and professional organizations, family associations and similar groups

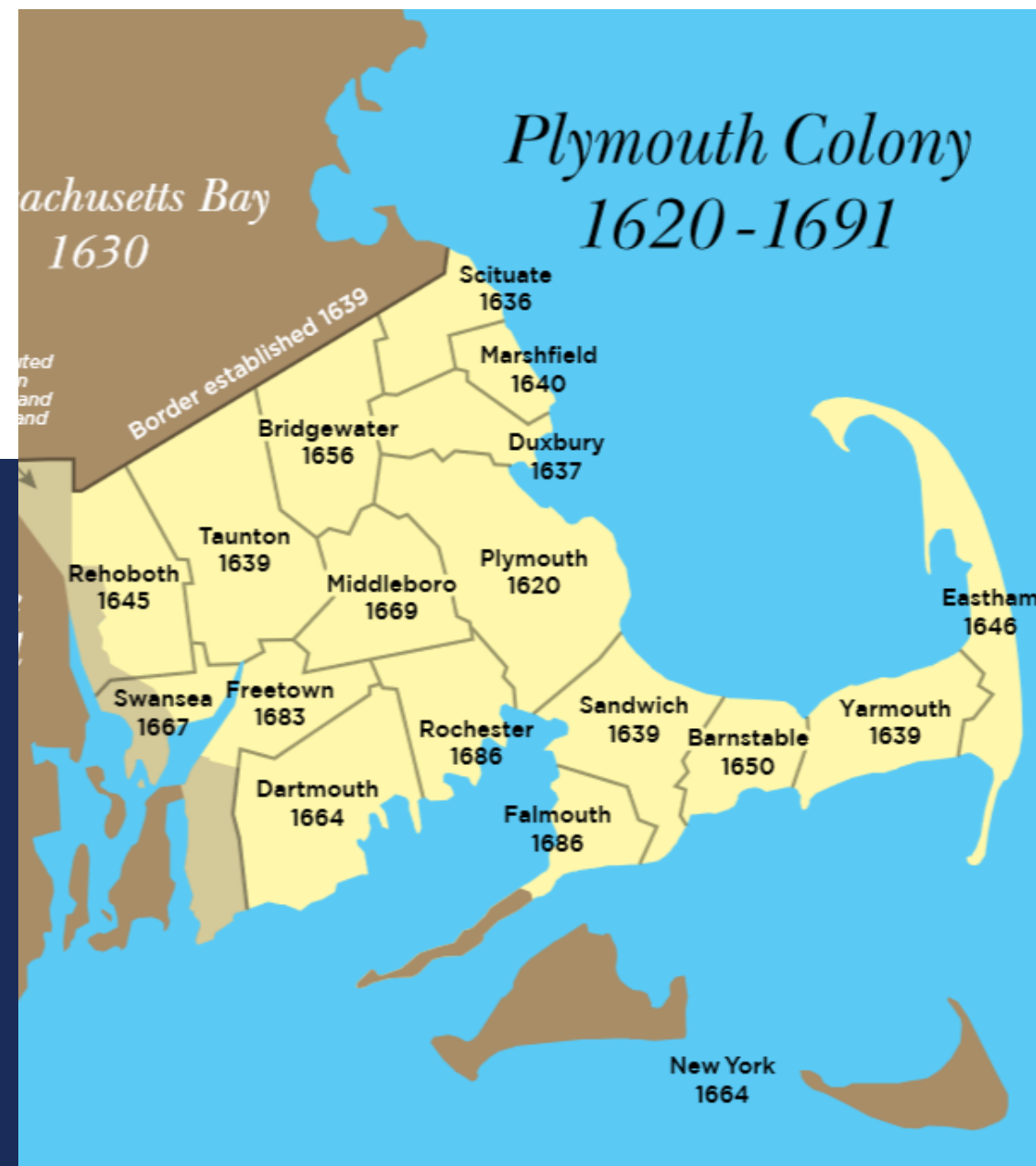
02

Renovate the Military Room

03

Enhance the experience for museum visitors of all abilities

Make the OCHM's collection available to a wider audience



**TO INCREASE
AVAILABILITY AND
AWARENESS OF THE
COLLECTION**



MAKE THE OCHM'S COLLECTION AVAILABLE TO A WIDER AUDIENCE

KEY STRATEGIES

- 01 Improve access to archive collections
- 02 Present a greater variety of interactive experiences to in-person visitors to the museum

- 03 Increase the amount of online content available to the public
- 04 Utilize technology more fully
- 05 Increase revenue through Gift Shop sales

Extend the OCHM's educational influence more widely throughout the Old Colony



**TO TEACH THE
IMPORTANCE OF OUR
LOCAL HISTORY TO
MORE STUDENTS**

KIDS MAKE HISTORY

EXTEND THE OCHM'S EDUCATIONAL INFLUENCE MORE WIDELY THROUGHOUT THE OLD COLONY

KEY STRATEGIES

01

Strengthen partnerships with area historical organizations and public school systems

02

Make internships available to traditionally under-represented students

03

Standardize volunteer and intern training

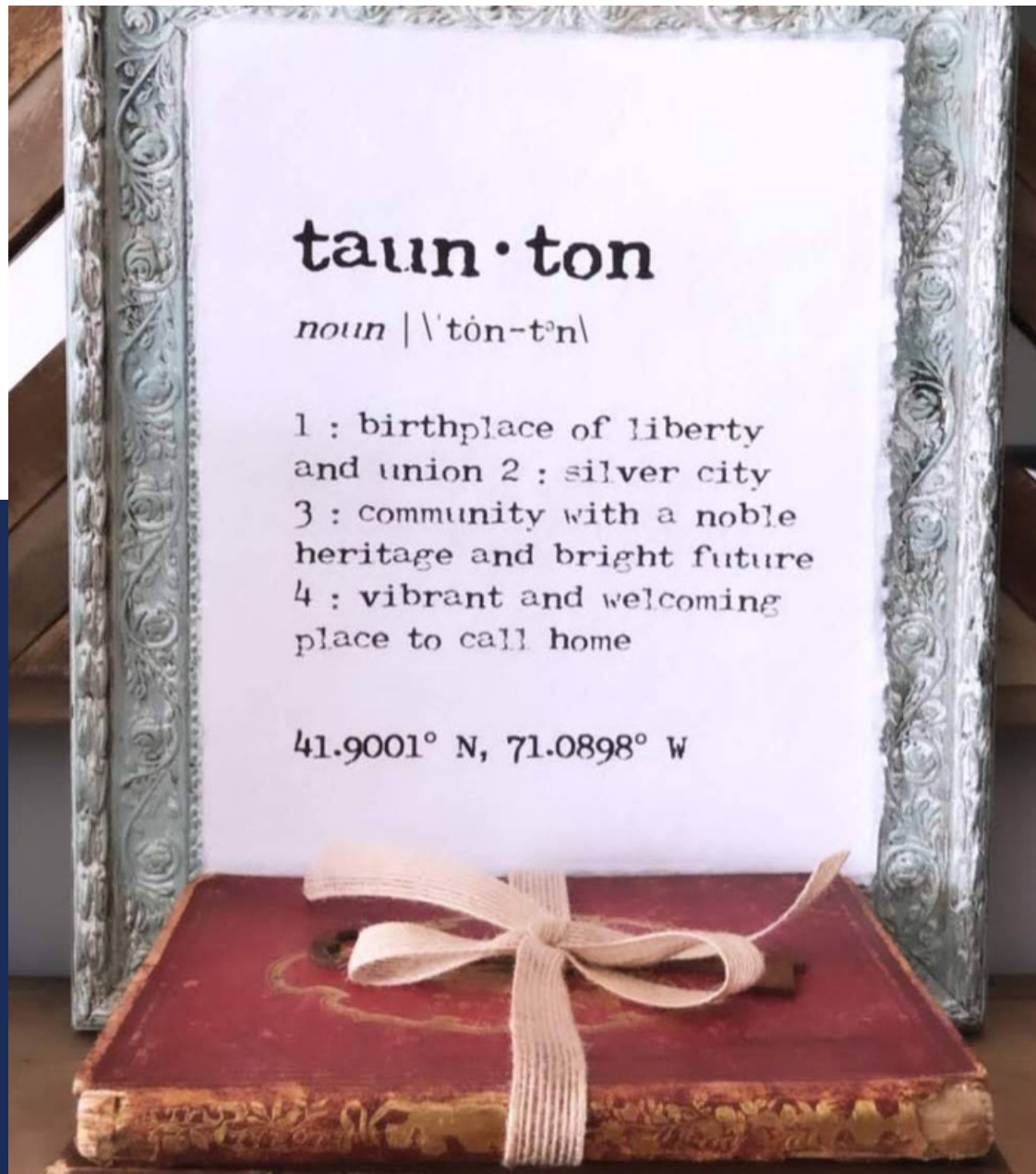
04

Revitalize the Museum's publishing program

05

Make better use of the Bristol Academy Fund scholarship in promoting the OCHM and its objectives

Enhance member benefits



**TO INCREASE OUR
SUPPORTERS AND
ENGAGEMENT IN THE
COMMUNITY**



ENHANCE MEMBER BENEFITS

KEY STRATEGIES

01

Increase membership and annual giving

02

Modernize membership and development record-keeping

03

Make membership desirable, valuable, and rewarding



Let's get to
work!

