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.
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
WE WILL BE:

**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.
Major Goals

HOW DO WE GET THERE?
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.
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!