



STRATEGIC PLAN

2025-2028



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OUR COMMUNITY

Our history, archives, and intellectual capital encompass the Old Colony, a community that today includes towns and cities in modern-day Plymouth, Bristol, and Barnstable Counties. Our programming includes this large, diverse geographic area, though we place a special emphasis on the history of:



- Taunton and the towns that were once a part of Taunton: Dighton, Raynham, Norton, Berkley, Mansfield, and Easton;
- Other nearby communities connected by the Taunton River such as Bridgewater, Middleboro, Freetown, Somerset, Fall River, Swansea, Lakeville, and;
- Former local residents living around the country who continue to think of the Old Colony as their home.



WHO WE ARE



Old Colony Historical Society

Established in 1853, the Old Colony Historical Society, based in Taunton, Massachusetts, is dedicated to preserving and sharing the rich history of the Old Colony region through exhibitions, programs, and a vast collection of artifacts.



Old Colony History Museum

Rebranded in 2015, the Old Colony History Museum is the physical space where collections, exhibits, and programs bring history to life for the community.



Hurley Library and Digital Archives

The Hurley Library and Digital Archives contain both physical and digital primary sources, including books, documents, manuscripts, and photographs. We welcome visitors from across the country who conduct research in our library. We are committed to continually producing a growing collection of digital resources available globally.



MISSION STATEMENT

The mission of the Old Colony History Museum is to collect, preserve, and exhibit the history of the region of southeastern Massachusetts once known as the Old Colony. Through a vigorous program of outreach and education, we interpret the area's history in ways that are accessible, inclusive, and meaningful to local residents and visitors.



OUR VISION

Our region's future depends upon the shared knowledge of its past. We must be a vibrant cultural hub that preserves and celebrates history while fostering innovation, inclusivity, and community.

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.



OUR CORE VALUES

Collaboration

We actively partner with local organizations, schools, and community members to make history accessible and relevant.

Community

We teach, celebrate, and share diverse histories and voices to expand and strengthen our democracy and sense of community.

Collecting

We celebrate the unique cultural and social heritage of our community and are actively expanding our collection to ensure it is fully represented.

Storytelling

We believe storytelling based on solid research and a commitment to accuracy inspires curiosity, encourages lifelong learning, fosters empathy, strengthens regional identity and pride, and keeps the past relevant.

Stewardship

We are committed to documenting the present, enhancing our historic facility, and safeguarding the past for future generations.

Innovation

We experiment. We measure performance and hold ourselves accountable. We learn from failure and take time to reflect, adapt, and improve.



OBJECTIVES & STRATEGIES

Objective: Increase public outreach, community engagement, audience development, and membership in the organization.

Strategy: Expand our Audience

- Create additional and unique opportunities for collaboration with local history organizations, historical societies, social groups, municipalities/towns, higher education organizations, and interested Community members.
- Strengthen school partnerships throughout our Community.
- Expand virtual options to increase access for distance engagement.
- Identify topics and content that allow the OCHM to more fully engage with our Community as a thought leader.

Strategy: Create an Unforgettable In-person Experience

- Ensure access to the museum for diverse audiences, including children (K-12), local, regional, national, and international visitors.
- Experiment with programming and in-person experiences to make our organization more relevant.
- Embrace the idea that for local guests, a visit to the museum is an initial step in stewardship to encourage repeat visits, attendance at a program, and OCHM membership.

Strategy: Build a Community of Engaged Members

- Develop consistency in measuring programs and projects for the purpose of evaluating them over time.
- Use data collected internally and externally to develop a better understanding of our audiences.
- Engage with members to solicit feedback and ideas.



OBJECTIVES & STRATEGIES

Objective: Expand opportunities to exchange knowledge and resources that support the practice of history with all constituents.

Strategy: Expand Digital Presence and Outreach

- Continue to add digital collections consistent with our mission.
- Increase publishing: consider blog posts, videos, podcasts, etc.
- Develop a social media strategy.
- Evaluate ways to balance access and member benefits online.

Strategy: Increase Engagement with K-12 Education

- Facilitate better integration of the artifact collection to research and school curriculum.
- Develop a strategy for the OCHM to serve the K-12 audience.
- Evaluate ways in which the OCHM can serve as a resource for teachers outside the classroom.

Strategy: Strengthen Community Connections

- Create opportunities for Adult Education.
- Partner with more libraries, non-profits, and local employers to make museum visits accessible for more people.
- Evaluate ways to actively gather local history in real-time, such as an oral history projects, or co-curated exhibits to both solicit and share first-hand accounts.



OBJECTIVES & STRATEGIES

Objective: Maintain and improve the museum's building and grounds to enhance visitor experiences, support programming, and preserve historic structures for future generations.

Strategy: Make Exterior Improvements to Expand our Capacity

- Enhance Security: consider a parking lot gate, fence, and the addition of exterior lighting.
- Evaluate the best place for OCHM parking to increase parking capacity.
- Consider expanding our physical presence.

Strategy: Make Interior Improvements to Expand our Capacity

- Increase efficiency and professional standards in Collections Storage.
- Modernize the kitchen.
- Create volunteer work areas.
- Address accessibility concerns with our historic building.

Strategy: Enhance the Visitor Experience

- Enhance the Museum's Approach & Welcome by using the opportunity presented by the effects of the adjacent construction project to improve accessibility, visibility, and overall visitor experience.
- Evaluate changes that need to be made to accommodate K-12 visits.
- Create a welcoming space for guests to gather before or after visiting.



STAFF, BOARD, AND INFRASTRUCTURE

In support of our objectives and strategies

Grow staff from 4.75 in 2025 to 6.75 in 2028 while maintaining a breakeven annual budget.

- With a focus on preserving, cataloging, and supplementing our collections, add a part-time Assistant Curator in 2026 and 3 curatorial interns by 2028.
- Add a part-time Curriculum and Distance Learning position to support the Education Manager, moving to full-time in 2027 and 2028.
- Add Visitor Services position in 2025.
- Make opportunities available to the staff for professional development.
- Seek office and mobile/remote staffing solutions to accommodate staff growth.
- Continue to develop clear policies, procedures, onboarding processes, and job descriptions for staff and interns.

Continue to strengthen the board with engaged, committed members who reflect our Community.

- Encourage the Executive Committee to strengthen processes to identify, recruit, and onboard new Directors, matching experience to organizational needs.
- Encourage processes that ensure smooth succession planning.
- Encourage Directors to give freely of their time, talent, and treasure in support of staff and program initiatives.

Invest in digitization and security to ensure the preservation of our collections and to optimize local and remote accessibility to our programs.

- Improve or enhance our systems for collections management (CMS), phones, and online commerce tools.
- Create a Systems Replacement Plan for long-term infrastructure needs.
- Identify the necessary documents for OCHM to align with the standards of the American Alliance of Museums and American Association for State & Local History.



STRENGTHEN FINANCIAL CAPACITY

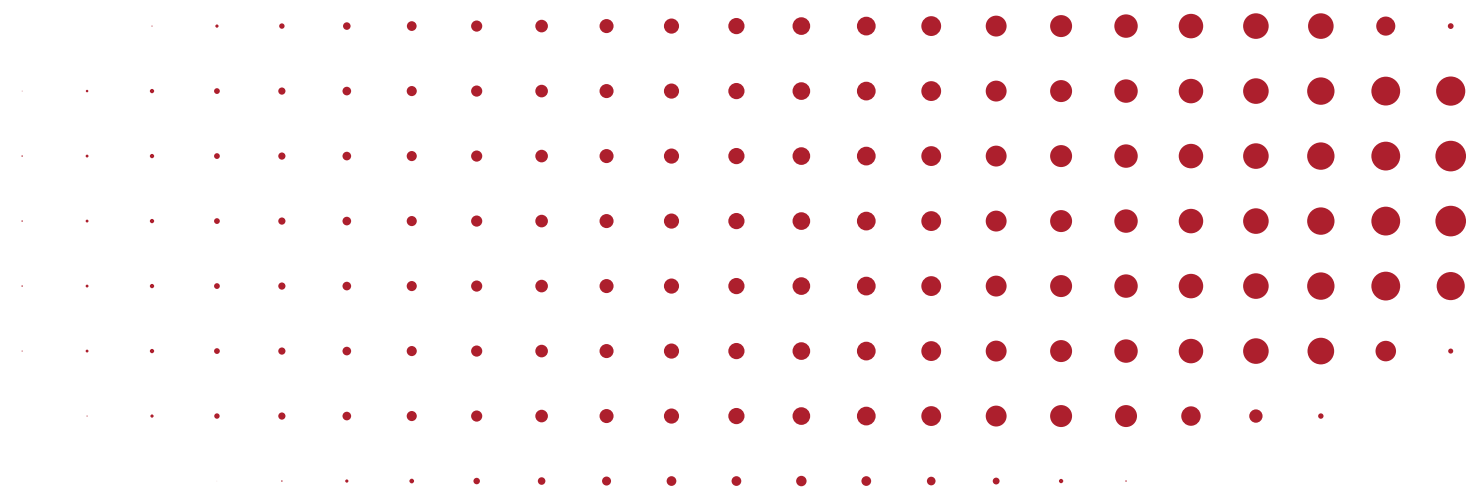
In support of our objectives and strategies

Target combined Earned Income and Grants to equal on average at least 50% of total organizational Income by 2028, with a goal of 66% by 2035.

- Assess every program for consistency with our Mission; use data to assess the financial benefits of our programs against local and remote visitation, membership and annual giving.
- Strengthen our ability to identify, apply for, and win grants that support our Mission.
- Grow corporate sponsorships throughout our Community.
- Grow local and online Gift Shop income.

Grow endowment funds through professional, accountable, third-party investing, special appeals, and the introduction of a planned giving program.

- Complete reorganizing and combining our accounts to create a new Old Colony Support endowment.
- Continually monitor our mix of investments to ensure capital preservation, income, and growth. Hold our third-party investment advisor accountable to appropriate benchmarks.
- Consider special appeals for long-term growth opportunities, such as collections and property acquisitions.
- Introduce a sustainable Planned Giving program by 2026.



We appreciate your interest in the Old Colony
History Museum's future, and your involvement as
an active member and donor.

Eric B. Schultz, Chair, OCHM Strategic Planning Committee
William F. Hanna, President, OCHM Board of Directors
Katie MacDonald, Executive Director, OCHM

OCHM Board of Directors:

Paul Allison, Warren Biss, Ann Trucchi Condon,
Eileen Crochiere, Jordan Fiore, Jon Geggatt,
Kenny Loubeau, Peter Mozzone, Kathleen Mulhern,
William Napolitano, Cynthia Booth Ricciardi,
Christopher Scully, Richard Shafer, Charles Thayer

OCHM Staff:

Bronson Michaud, Laura Rankin, Laura Hay, Michael Curran

