

Montana Historical Society  
Agency's Goals and Objectives

Measurable Objectives for the 2019 Biennium

| Goal   | Measurable Objectives   | Current status of Measures   |
|--|---|--|
| <p>Increase visibility and access by expanding and improving directed marketing activities and public relations to promote the MHS and its services to a broad audience.</p>   | <ol style="list-style-type: none"> <li>1. Outreach to Montana communities through public programs, educational workshops, consultations and collections.</li> <li>2. Develop fund-raising structure for ongoing growth in private funds.</li> <li>3. Customer count in all programs.</li> <li>4. Refine customer data collection and analysis.</li> </ol> | <ol style="list-style-type: none"> <li>1. Increase engagement and audiences reached.</li> <li>2. Increase private donations and number of donors.</li> <li>3. Customer counts increase.</li> <li>4. Core data identified, collected and analyzed.</li> </ol>   |
| <p>Preserve resources and disseminate knowledge by extending and improving was that heritage resources are acquired, maintained, and presented for both long-term preservation and use by the public.</p> <p>Improve access to collections and programs by embracing digital technology.</p> | <ol style="list-style-type: none"> <li>1. Assess all collections and facilities to improve space utilization and conditions.</li> <li>2. Continue Implementing Security Plan.</li> <li>3. Digital strategies are high priority and overseen by senior team.</li> </ol>  | <ol style="list-style-type: none"> <li>1. Maximize available storage at Scriver and Highway.</li> <li>2. Objects in need of conservation are identified and work completed.</li> <li>3. Improve collections storage and conditions based on available resources.</li> <li>4. Digital Strategies Team is effective in planning, implementation and evaluation of digital projects.</li> </ol> |

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| <p>Broaden engagement and expand learning by building upon core educational programs and services while exploring new delivery systems and collaboration for expanding opportunities to educate the public about Montana’s heritage.</p> | <ol style="list-style-type: none"> <li>1. Expand audiences on a wide variety of platforms.</li> <li>2. Expand Publications audiences through e-publishing .</li> <li>3. Reach each of Montana’s 56 counties with MHS programs and/or products.</li> </ol> | <ol style="list-style-type: none"> <li>1. Growth in content and audiences on all new media platforms.</li> <li>2. Increase number of books available as e-books.</li> <li>3. Customer service functions operate smoothly and efficiently.</li> </ol> |
| <p>Staff and Board of MHS share a common vision and work together as a cohesive organization, using individual expertise and established procedures for accomplishing sustainability of MHS.</p>   | <ol style="list-style-type: none"> <li>1. Actively seek strategic partners.</li> <li>2. Identify skillsets for future staff.</li> <li>3. Engage Board of Trustees in Strategic plan implementation.</li> </ol>  | <ol style="list-style-type: none"> <li>1. Increased collaborative ventures in all programs.</li> <li>2. Consider job descriptions, training needs, position classifications to improve skills, and retention.</li> </ol>                             |