

Montana Historical Society  
Agency's Goals and Objectives

Measurable Objectives for the 2023 Biennium

Goal	Measurable Objectives	Current status of Measures
<p>Despite significant general fund reduction from 2019 Biennium, MHS will maintain or 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. Enhance 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. Maintain or 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 ways 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 in the Veterans and Pioneers Building.</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>

<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. Maintain audiences on a wide variety of platforms.</li> <li>2. Expand Publications audiences through e-publishing.</li> <li>3. Reach across the state 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> <li>3. Support individual professional growth for succession planning.</li> </ol>