

DRAFT



MONTANA
HISTORICAL SOCIETY

Goals & Objectives
FY2024 and FY2025 (July 1, 2023 - June 30, 2025)

Goal #1: Increase the number of people directly served.

Objectives:

1. The Agency will work towards the completion of the Montana Heritage Center.
 - a. Addition will be complete by November 2023.
 - b. Renovation will be complete by February 2025.
2. The **Museum** will increase exhibit visitation by completing new interpretation experiences by the first quarter of 2025.
 - a. Montana Homeland Exhibit
 - b. Charles M. Russell Exhibit
 - c. Changing Gallery Exhibit
3. **Education** will increase visitation to the OGM, public program attendance, and footlocker use by
 - a. Offering quality, educational tours of Society exhibits, the OGM, and the Capitol.
 - b. Providing in-person teacher workshops.
 - c. Distributing the 4th grade Montana history textbook, *Montana: A History of our Home*.
4. **Education** will promote the preservation of Montana's agricultural heritage through new listings in the Centennial Farm and Ranch program.
5. **Publications** will improve access for our readers and find new audiences by
 - a. Publishing *Montana The Magazine of Western History* in print and digital format.
 - b. Publishing two new MTHS Press books annually and keeping best sellers in print.
6. **Membership** will increase to 3,300 by
 - a. Completing a member survey to understand current demographics and interests and using the results of that survey to target new membership audiences.
 - b. Creating membership levels that reach targeted audiences, such as corporate sponsors.
7. The **Research Center** will increase public interactions by
 - a. Strengthening partnerships with K-12 and college/university educators
 - b. Promoting the Library and Archives as valuable assets to the public, including showing how residents and students can make use of manuscript and photograph collections
8. The **State Historic Preservation Office** will increase in-person visitation and outreach by hosting trainings and summits visiting events and interested parties statewide.
9. The **Director's Office** will increase awareness of the Society by
 - a. Growing our social media and print marketing
 - b. Working with tourism partners to make the Montana Heritage Center a tourist destination.

10. The Agency will engage with, listen to, and learn from those with different perspectives, including working with Tribal Stakeholders and Tribal Historic Preservation Officers.

Goal #2: Increase the number of people virtually served.

Objectives:

1. **Education** will
 - a. Use OPI's Teacher Hub to create an online class relating to its educational materials
 - b. Broadcast its public programs on YouTube.
2. **Publications** will make a digital version of *Montana The Magazine of Western History* available for members, subscribers, and researchers.
3. The **Research Center** will increase public interactions by improving digital records and online access
4. The **Research Center, Museum, and Public Relations** will promote use of digitized collections through social media, digital advertising, workshops, and outreach.
5. The **State Historic Preservation Office** will increase virtual interactions by
 - a. Providing online access to State Historic Preservation Review Board meetings,
 - b. Increasing the number of online resources and making those resources user-friendly,
 - c. Promoting SHPO's database as a research tool to university students.

Goal #3: Protect and preserve historical and cultural resources and sites.

Objectives:

1. The **Museum** and **Research Center** will inventory, pack, and protect existing collections during construction of the Montana Heritage Center and will ensure those collections are placed into new collections storage facilities according to best practices.
 - a. Collections will be stored in the new storage areas by January 2025.
2. The **Museum** and **Director's Office** will complete the AAM Reaccreditation Study by November 2024.
3. The **State Historic Preservation Office** will build a foundation for historic preservation by providing historical and technical resources to the public.
4. The **State Historic Preservation Office** will play a foundational role in statewide preservation by providing property owners with historical and technical information essential to a property's preservation.
5. The **Museum** will protect and preserve the permanent artwork in the State Capitol and within the Capitol Complex by inspecting, maintaining, and arranging for conservation of the art, in addition to the care and preservation of art items removed from the Capitol.