



# NEW HAMPSHIRE humanities

## 2020 – 2023 Strategic Plan

### **Vision Statement:**

We strive to connect all people in New Hampshire with inspiring and challenging ideas of the human experience.

### **Mission Statement:**

We harness the power of the humanities by offering programs, grants and opportunities to all people of New Hampshire, supporting life-long learning, and fostering civic engagement and discourse.

### **Values:**

We believe that education is a life-long process and is vital to each individual and to the strength of our communities, our state, and the nation. More specifically, it is our belief that engagement with the humanities and their capacity to explore stories within the American experience is critical to an understanding of the democratic process and serves to enrich the lives of all people in New Hampshire. The quality and integrity of our programs, grants, and opportunities requires that they be offered by, accessible to, and in collaboration with a diverse group of people, especially the voices of those whose stories have not been fully or accurately represented throughout history. In fulfilling our mission of reaching all people of this State, we will strive to be inclusive and equitable in all that we do.

**Goal I - Programs: Engage an increasingly diverse constituency in high quality humanities experiences that enrich personal and public life and foster civic engagement and discourse.**

The humanities inspire, provoke, explain, and connect. Our vision for the next three years is to increase the appreciation for, and participation in, our programs among all residents of this State. The humanities will be recognized as part of the State's social fabric and as relevant to contemporary life. This goal will be realized by our work in select focal areas, including Civic Engagement, Education, Environmental Humanities, and Special Projects. These focal areas will be subject to change and will be reviewed annually by staff to ensure mission alignment and relevance.

Through our work, more residents will see the humanities as relevant to their lives and more diverse audiences will participate in our programming. New relationships will be formed, and existing ones strengthened, in an expanding cultural ecosystem including New Hampshire Humanities, partner organizations, humanities scholars, and statewide audiences.

In pursuit of this goal, over the next three years the program team will do the following:

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Objective A: Offer high-quality experiences by equipping scholars, facilitators, grantees, and partners with the resources, knowledge, and support they need.

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Objective B: Set targets for inclusion of racial, ethnic, gender, age, and other forms of underrepresented diversity in our presenters, topics, partner organizations, vendors, audiences, and in our communications.

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Objective C: Ensure that our programs and opportunities are equitable and accessible to the most diverse population possible.

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Objective D: Develop, offer and implement innovative programming and integrated methods of delivery, and additional methods for evaluating the effectiveness of these programs.

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Objective E: Secure partnerships to achieve these purposes.

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## **Goal II - Communications: Effectively communicate the value of New Hampshire Humanities**

Marketing/Communications Strategic Vision: Over the next three years expanding the people we serve requires that we communicate the value of the humanities in general, and of New Hampshire Humanities in particular, to the broadest group of constituents. To do so we will:

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Objective A: Assess our current state and determine metrics and targets to track and measure progress toward a desired future state of elevating our programs and brand to diverse audiences.

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Objective B: Continue to craft messages that are disseminated effectively and consistently by staff, board, scholars, grantees, and partners to reach all people of New Hampshire and to ensure that our programs reach a broader and more diverse population in this state.

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Objective C: Diversify methods used to deliver information, humanities content, and value messages.

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Objective D: Engage new, more diverse partners to tell our story.

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## **Goal III - Achieve greater fiscal autonomy**

By the end of FY2023, New Hampshire Humanities' development program will be both more effective at raising funds and more efficient in doing so.

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Objective A: Strengthen resource development and improve monitoring and evaluation of the strategies and sources of development.

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Objective B: Expand and diversify revenue streams

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Objective C: Create internal efficiencies through business process improvement

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Objective D: Target fundraising activities at specific and move diverse audiences in focal areas.

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**Goal IV-Diversity, Equity and Inclusion: Become a more diverse, high-performing organization.**

New Hampshire Humanities will become a more diverse organization by adopting and putting into practice a culture of inclusion that reflects New Hampshire’s increasingly diverse and complex demographic profile. This culture of inclusion will be reflected in the composition of our board of directors and staff, as well as our organizational and programmatic policies, practices and protocols.

In pursuit of this goal, over the next three years the program team will do the following:

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Goal A: Assess the current state of our board of directors, staff, policies, practices & programs.

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Goal B: Define goals for programmatic and/or organizational change, where necessary.

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Goal C: Raise awareness of best practices in the areas of diversity, equity, and inclusion with board and staff by providing regularly scheduled professional development training opportunities, and related workshops.

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Goal D: Perform an Annual Equity Review holding the organization accountable to its diversity, equity, and inclusion goals and where possible, quantifying the impact on organizational performance.

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