



Newport  
Historical Society  
*History Starts Here*

# Strategic Plan

## July 2021

# Mission Statement

Founded in 1854, the purpose of the Newport Historical Society is to collect, document and preserve Newport's unique contribution to our national narrative over the course of five centuries. Our continuing mission is to chronicle, advocate for the importance of, and communicate this history to a broad audience, so that knowledge of our past will contribute to a deeper understanding of the present and better preparation for the future.

# Vision Statement

**NHS will be the premier institution that facilitates discovery of Newport's vital connection to American and world history.** We will broaden and strengthen our reputation as a public history organization that facilitates scholarship, creates innovative public programming, practices effective stewardship and management of our properties and collections, and establishes meaningful collaborations with our community.

# Guiding Principles

In pursuit of our mission and vision, the NHS will:

- Commit to making history meaningful for a growing and enthusiastic public audience and network of supporters.
- Preserve, protect and present our collections, including properties, to the public.
- Rely on good, scholarly history to fuel our work.
- Maintain a work environment that attracts, retains and challenges the best possible staff.
- Take a leadership role in the development of the public history field.
- Work collaboratively with our Newport colleagues to create world class public history programming.
- Balance our need for revenue with the imperatives of our mission.
- Utilize metrics and benchmarks for meaningful evaluation of our impact, effectiveness and organization.

# Strategic Objectives

# Objective 1

## **Improve our marketing, communications, and public relations capabilities to grow audience and build support**

- Establish a Marketing Committee to research and recommend an action plan to include:
  - Hiring of contracted support
  - Long range marketing strategy
  - Near term public relations actions including outreach
  - Investment costs
- Establish metrics to evaluate our progress

## Objective 2

### **Position all historic properties to best serve the NHS mission**

- Properties Committee to review and identify feasible, sustainable use operating plans for each property and to use outside expertise as needed
- Immediate focus to be on WLHH and GFMH
- Determine investment costs
- Recommend actions to the Board
- Establish metrics to evaluate our progress

## Objective 3

### **Establish processes that allow for leadership transitions without loss of momentum**

- Governance Committee to develop a recommended strategy, process, and timeline for a deliberative and orderly Executive Director transition over the next 24 months.
- Identify and propose new trustees, according to an assessment of need, to ensure a sustainable size and composition of the Board.
- Update onboarding activities for Board and staff
- Refresh our leadership performance review process



## Objective 4

### **Develop new audiences for our educational message and programming**

- Identify and focus on audiences less served by NHS currently, especially those that represent the full diversity of Newport today
- Outreach to K-12 institutions for programming opportunities
- Work with community leaders for outreach to new audiences
- Acknowledge marginalized histories, and tell all significant stories