



APPENDIX A.

## Mount Desert Island Historical Society Strategic Objectives - 2019

<p><b>Goal 1:</b> Build Organizational Capacity for Greater Impact</p>	<ul style="list-style-type: none"> <li>• Broaden membership base and move current members up to higher contributing levels</li> <li>• Develop a solid funding base for ongoing operations through increased endowment, multi-year pledges of support</li> <li>• Work to identify new opportunities for giving to the Society, including planned gifts, naming opportunities, sponsorships, and others</li> <li>• Develop a strong succession plan</li> <li>• Develop a business sponsor program</li> </ul>
<p><b>Goal 2:</b> Increase Engagement by and with the Public</p>	<ul style="list-style-type: none"> <li>• Enhance internship program for regional college students</li> <li>• Increase engagement by our target demographics, including teenagers, children, and young families, through our programs and exhibits</li> <li>• Improve social media presence on multiple platforms, including Twitter, Instagram, etc.</li> <li>• Dedicate time and resources to continually improve the substance and style of mdihistory.org</li> <li>• Continue to develop the History Harvest program to increase opportunities to engage with the public and empower community members to tell their stories</li> </ul>
<p><b>Goal 3:</b> Support Access to Historical Materials</p>	<ul style="list-style-type: none"> <li>• Secure funding to support additional collections management time</li> <li>• Continue to digitize more of our archival materials and make them accessible online annually</li> <li>• Improve the current quality of <i>Chebacco</i>, developing engaging themes for future issues, enhancing a digital version, and attracting a younger readership</li> <li>• Thin collection according to protocol annually</li> <li>• Explore possibilities for expanding storage</li> </ul>
<p><b>Goal 4:</b> Participate in the Implementation of the Island History Trust</p>	<ul style="list-style-type: none"> <li>• Dedicate two board or staff members to participate on the History Trust Governance Council and volunteer the Society to serve as the project's fiscal agent</li> <li>• Contribute to the History Trust's strategic planning process</li> <li>• Support the activities of the History Trust by sharing our expertise and equipment, and assist with the recruitment of community volunteers</li> <li>• Expand our capacity for fundraising for the History Trust and set separate goals for the Society's individual needs in a development plan</li> </ul>