



## STRATEGIC PLAN 2021-2025

### MISSION:

Inspire our future by collecting and preserving Lexington's history and telling our stories.

### VISION:

Be the recognized and respected leader on Lexington's history.

### GOALS:

1. **PRESERVATION - Collect, archive, and preserve the essential, relevant, and accurate records and artifacts of Lexington's history.**

#### OBJECTIVES/OUTCOMES

##### **1.1. Develop a LexHistory Collection Management System**

- 1.1.1. Create and adopt a board policy and procedures on collection, archiving, and deaccessioning.
- 1.1.2. Acquire and install a museum software, with the necessary equipment, training, and support.

##### **1.2. Complete an inventory and catalogue for the current collection.**

- 1.2.1. Engage a vendor/person to inventory/catalogue the collection.
- 1.2.2. Build structure/classification/documentation for creating inventory/catalogue of the collection based on museum software requirements.
- 1.2.3. Input collection into museum software.

##### **1.3. Consolidate collection into a temporary, centralized location.**

- 1.3.1. Define necessary and appropriate storage and preservation spaces.
- 1.3.2. Secure and configure new space.
- 1.3.3. Move collection.

## **2. PARTNERSHIPS - Form and lead strategic partnerships that maximize our capacity, resources, outreach, and impact.**

### OBJECTIVES/OUTCOMES

#### **2.1 Create the LexHistory Partnership Council**

- 2.1.1. Organize to define LexHistory's community role, relationships, networking, and engagement that leads to external advocacy and support, and to assist LexHistory in playing a key role in Lexington's 250<sup>th</sup> anniversary celebration in 2025.
- 2.1.2. Define Council charge, structure, roles, responsibilities, scope, and desired outcomes.
- 2.1.3. Identify and recruit target government, business, educational, civic organizations, and other community groups to form membership.
- 2.1.4. Host inaugural meeting.

#### **2.2 Create the Lexington History Collective**

- 2.2.1. Organize to connect LexHistory with diverse and inclusive groups that collect/preserve/exhibit unique aspects of Lexington's history to ensure they are incorporated into the LexHistory mission and vision, that their stories are told, and to assist LexHistory in playing a key role in Lexington's 250<sup>th</sup> anniversary celebration in 2025.
- 2.2.2. Define charge, structure, roles, responsibilities, scope, and desired outcomes.
- 2.2.3. Identify and recruit target history-related organizations and groups to form membership.
- 2.2.4. Host inaugural meeting.

## **3. PROGRAMMING - Offer diverse and inclusive educational and engagement opportunities to the broadest possible audiences using multiple methods of communication, settings, and formats.**

### OBJECTIVES/OUTCOMES

#### **3.1. Create LexHistory Press and Productions**

- 3.1.1. Establish new LexHistory division and define charge, structure, roles, responsibilities, scope, and desired outcomes.
- 3.1.2. Identify and enter into agreements with professional partners to format, produce, and/or distribute print, video, audio, and digital content.
- 3.1.3. Develop content for all formats, mediums, and platforms.
- 3.1.4. Develop educational curriculum for schools/colleges/universities and community organizations.
- 3.1.5. Plan, design and create exhibits and event spaces.

#### **3.2. Enhance LexHistory Speakers Bureau**

- 3.2.1. Define the charge, structure, roles, responsibilities, scope, and desired outcomes of a formal Speakers Bureau program
- 3.2.2. Identify and enlist internal and external subject matter experts to become part of the LexHistory Speakers Bureau.
- 3.2.3. Determine the speakers' specific topics, presentation titles, formats, methodologies, and availability.
- 3.2.4. Create, promote, and manage an ongoing roster of speakers and topics that are available for internal purposes and externally for the community.

**4. PRESENCE - Be the most visible and accessible resource on the history of Lexington for all residents and tourists...anytime, anywhere, and on any device.**

OBJECTIVES/OUTCOMES

**4.1. Create Temporary LexHistory Museum**

- 4.1.1. Define the space needs, characteristics, and desired outcomes for a temporary LexHistory museum.
- 4.1.2. Establish the proposed topics and calendar for programs and events.
- 4.1.3. Identify and reserve interim/temporary/rotating spaces for potential LexHistory programs and exhibits.
- 4.1.4. Design, promote, and manage programs and exhibits.
- 4.1.5. Launch and promote new LexHistory Temporary Museum

**4.2. Create Virtual LexHistory Museum**

- 4.2.1. Define the characteristics, scope, and desired outcomes for a LexHistory Virtual Museum.
- 4.2.2. Update and upgrade LexHistory website/external online sites to maximize audience reach and engagement.
- 4.2.3. Research and select preferred virtual/digital platforms.
- 4.2.4. Design content and images for selected virtual/digital platforms.
- 4.2.5. Launch and promote new LexHistory Virtual Museum

**4.3. Create Permanent LexHistory Museum**

- 4.3.1. Define the desired, state-of-the-art characteristics, scope, space configurations, and projected costs to store, exhibit, and program around the LexHistory collection and archives.
- 4.3.2. Plan and design the phases, timetables, and resource needs to build and/or renovate acquired space for a permanent museum.
- 4.3.3. Execute the required contracts and agreements and raise the necessary funds to implement the final museum plans and design.
- 4.3.4. Plan and promote the grand opening of the new museum.

**APPROVED MAY 27, 2021**