

*GOAL* **ACCESSIBLE**

**Broaden access to history and the museum**

*OBJECTIVES*

- Make MOHAI more culturally, physically, and financially accessible for all.
- Improve access to MOHAI resources, in person and remotely.
- Expand education programs to engage more students.

*GOAL* **BOLD**

**Bold and fresh approach to history**

*OBJECTIVES*

- Reimagine core exhibits and programs as bold and evolving experiences.
- Adopt a multiyear plan of temporary exhibits.
- Develop a robust digital component to the museum experience.

**VISION**

Treasured locally and respected nationally as a vibrant resource where history inspires us to build a better future. **MISSION** To serve our region, we bridge the past, present and future by collecting, preserving, and sharing stories through compelling, innovative exhibits and community engagement. **VALUES** Legacy, trust, inclusion, relevant, excellence, and fun.

*GOAL* **CATALYST**

**Promote region's well-being through the exploration of our past, present and future**

*OBJECTIVES*

- Develop initiatives reflective of the diversity of our community.
- Be a public commons that promotes opportunities for exchange and dialogue.
- Enhance community engagement through strategic partnerships.

*GOAL* **SUSTAINABLE**

**Build capacity to achieve strategic goals**

*OBJECTIVES*

- Cultivate donor relationships to sustain museum.
- Conduct a capital campaign to support the reimagination of core exhibits.
- Create business and marketing strategies for sustainability.
- Build a workforce and workplace culture that prioritizes IDEA.