

# OUR STRATEGIC PLAN

# GUIDING PRINCIPLES

## Our Platform

Our authority is derived from our evidence-based interpretation and our professionally developed collections, archives, gardens, and programs.

## Our Audience

Anyone who lives in or visits Metro Atlanta.

## Our Vision

Connect people, culture, and history.



# INCLUSIVITY

## Overview

**Become an inclusive institution, representative of the demographics of Metro Atlanta with a specific focus on touching more “Under 50s”, non-whites, and those who live in zip codes throughout metro Atlanta.**

## 2020 Goals

Increase the number of “Under 50s”, non-whites, and those who live in zip code beyond those in North Atlanta (traditional zip codes) who visit our campus.

By end of FY18, establish methods to capture data and establish a baseline from which to grow.

Beginning with FY19, grow year over year.

Establish impactful relationships with multiple organizations, neighborhoods, and communities that directly inform programming on or off campus; and develop and execute content master plan to increase the number of artifacts of interest to African American and Latino communities of Atlanta.



# COMMUNITY

**Become a  
community  
resource and  
connector.**

Expand the status quo by entering into multiple collaborations and partnerships that engage people with which we would not otherwise engage (e.g., 4H, Souper Jenny, StoryCorps, Plein Air) that transform perception of AHC to community resource and connector

Increase the number of collaborations and partnerships year over year





# SERVICE

Overview

**Become  
audience  
obsessed.**



2020 Goals

By end of FY18, establish best-in class customer experience surveys of those who visit our campus and participate in our programs. Develop proactive methods to engage guests and members in the survey. Create process to review survey feedback and incorporate into action plan.

Beginning with FY19, increase customer experience year over year

Improve programing based on audience research

Improve and maintain core programs (e.g., collections and exhibitions) quality

# RELEVANCE

**Become  
better  
known.**

Show up where we are not expected (physically and virtually) and use history to inform, and get involved in, multiple big local, regional or national issues (e.g., confederate monuments) so more people know who we are, where we are located, and what we stand for

Operationalize repositioning by implementing content production, campus activation, a new website launch, and a multi-year campaign resulting in greater recognition of AHC brand



# GROWTH

Overview

**Enhance  
financial  
strength.**

2020 Goals

- Diversify income sources
- Seek creative and new grant sources
- Grow admissions revenue by 20% from FY16 results
- Grow membership revenue by 20% from FY16 results
- Return shop sales to pre-construction numbers and then grow by 10%





# PERFORMANCE



Overview

**Become a high performance organization.**

2020 Goals

- Develop a plan that identifies the IT resources needed to support all the strategic initiatives by end of FY18
- Align staff performance objectives and incentives to strategic initiatives by beginning of FY18
- Recruit and develop staff and volunteers that reflect the demographics of Metro Atlanta



# 2017 STRATEGIC PLAN

Guiding  
Principles

## Our Platform

Our authority is derived from our evidence-based interpretation and our professionally developed collections, archives, gardens, and programs.

## Our Audience

Our primary audience is anyone who lives in or visits Metro Atlanta.

## Our Vision

Our vision is to connect people, culture, and history.

Inclusivity

**Become an inclusive institution, representative of the demographics of Metro Atlanta with a specific focus on touching more “Under 50s”, non-whites, and those who live in zip codes throughout metro Atlanta.**

Goals

Increase the number of “Under 50s”, non-whites, and those who live in zip code beyond those in North Atlanta (traditional zip codes) who visit our campus.

By end of FY18, establish methods to capture data and establish a baseline from which to grow.

Community

**Become a community resource and connector.**

Goals

Expand the status quo by entering into multiple collaborations and partnerships that engage people with which we would not otherwise engage (e.g., 4H, Souper Jenny, StoryCorps, Plein Air) that transform perception of AHC to community resource and connector

Increase the number of collaborations and partnerships year over year

Service

**Become audience obsessed.**

Goals

By end of FY18, establish best-in class customer experience surveys of those who visit our campus and participate in our programs. Develop proactive methods to engage guests and members in the survey. Create process to review survey feedback and incorporate into action plan.

Beginning with FY19, increase customer experience year over year.

Improve programing based on audience research

Improve and maintain core programs (e.g., collections and exhibitions) quality

Relevance

**Become better known.**

Goals

Show up where we are not expected (physically and virtually) and use history to inform, and get involved in, multiple big local, regional or national issues (e.g., confederate monuments) so more people know who we are, where we are located, and what we stand for

Operationalize repositioning by implementing content production, campus activation, a new website launch, and a multi-year campaign resulting in greater recognition of AHC brand

Growth

**Enhance financial strength.**

Goals

Diversify income sources

Seek creative and new grant sources

Grow admissions revenue by 20% from FY16 results

Grow membership revenue by 20% from FY16 results

Return shop sales to pre-construction numbers and then grow by 10%

Performance

**Become a high performance organization.**

Goals

Develop a plan that identifies the IT resources needed to support all the strategic initiatives by end of FY18

Align staff performance objectives and incentives to strategic initiatives by beginning of FY18

Recruit and develop staff and volunteers that reflect the demographics of Metro Atlanta

GO FORTH  
& MAKE  
HISTORY!