

Strategic Plan Executive Summary

The Strategic Plan 2011-2015 articulates the institutional priorities and vision for the next five years. This plan is approved by the full Board of Directors and serves to align the Board and staff toward achieving the goals as described with the Strategic Plan. Though some goals are identified as requiring active Board participation to carry out, most goals are the responsibility of staff members to implement. The Strategic Plan also serves as a tool for the Board of Directors to measure progress, and to identify barriers that might prevent achieving each goal in the proposed timeframe. The Strategic Plan consists of many individual goals, grouped into five overall categories.

1.Grow a Foundation of Financial Stability

- 1.1. Grow Endowment by \$1,000,000 to continue providing annual support for operations
- 1.2. Direct unrestricted bequests to endowment
- 1.3. Seek new funding sources
- 1.4. 100% Board participation in annual financial support
- 1.5. Increase membership (household) to 3000
- 1.6. Museum Shop generates a net profit for museum operations

2.Develop Campus Infrastructure

- 2.1. Maintain current facilities
- 2.2. Develop the Jens Jensen Prairie Landscape Park
- 2.3. Construct new Curatorial Center adjacent to the museum's main building
- 2.4. Develop long-range plan for Family History & Genealogy Center facility needs

3.Engage Audiences

- 3.1. Create a positive Visitor Experience on-site, off-site and online
- 3.2. Expand and promote Traveling Exhibitions Program
- 3.3. Update and redesign website to implement new resources and maximize online revenue
- 3.4. Maximize effectiveness of both print media and social media
- 3.5. Develop strategic partnerships with other Danish-American organizations
- 3.6. Conduct genealogy workshops in different regionals nationally
- 3.7. Continue Danish-American Artist Series as a strategic exhibition series
- 3.8. Enhance museum experience through Museum Shop merchandise

4.Focus the Strengths of the Collections

- 4.1. Complete collections inventory and digitization project
- 4.2. Catalog special collections at the Family History & Genealogy Center
- 4.3. Develop stronger collections of post-WWII and contemporary artifacts
- 4.4. Expand Utility, Education, and Research (UER) collection

5.Build on Institutional Strength

- 5.1. Review Mission and Vision Statements
- 5.2. Review and amend institutional by-laws
- 5.3. Regular review and revision of Strategic Plan
- 5.4. Review name of the institution
- 5.5. Promote Board member development
- 5.6. Support staff professionalism and retention
- 5.7. Develop staffing and succession plan for FHGC
- 5.8. Support active internship program
- 5.9. Evaluate institutional strengths and weaknesses through Museum Assessment Program