



# STRATEGIC PLAN 2019-2024

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Stephen Perkins



## OUR MISSION

The Vermont Historical Society engages both Vermonters and “Vermonters at heart” in the exploration of our state’s rich heritage. Our purpose is to reach a broad audience through our outstanding collections, statewide outreach, and dynamic programming. We believe that an understanding of the past changes lives and builds better communities.

## OUR VISION

Through its rich collections, dynamic programming, effective outreach, and resolute leadership, the Vermont Historical Society endeavors to preserve the past, inform the present, and promote Vermont’s shared legacy to the future.

## OUR PROMISE

*To Connect You To Vermont’s Story*



## NUMBER OF EMPLOYEES

11 (full-time) 6 (part-time)

## GOVERNANCE

24 elected trustees

## MEMBERSHIP

1800

## FY2019 BUDGET

\$1,908,821

## ENDOWMENT

\$2,187,186

## REGION OF SERVICES

Statewide



## PROCESS

In the spring of 2018, staff and board members interviewed stakeholders (*members, donors, local societies, partners, etc.*) regarding Strengths, Opportunities, and Aspirations for the Vermont Historical Society over the next five to ten years. The content of these interviews created the thematic groupings and topics investigated through a day long planning retreat including Board, Staff, and key stakeholders representing groups statewide.

The July planning retreat built upon the strengths and opportunities identified through the stakeholder interview process and identified four areas of work that would be developed into strategic goals. These areas included: access to collections, engaging new and existing audiences, providing meaningful support to local societies, and making sure the study of Vermont history remains in our schools.

Staff and management refined the topic areas into goal statements and broad strategies with Board of Trustee approval in October of 2018. Staff with content area specialties created sub-strategies with metrics and draft workplans. The final strategic plan, presented below, was approved by the Vermont Historical Society Board of Trustees on January 25, 2019.

## Vermont Historical Society

60 Washington St. Suite 1

Barre, VT 05641

(802) 479-8500

info@vermonthistory.org

vermonthistory.org



## DID YOU KNOW?

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We preserve and interpret over

# 50,000

catalogued books and serials

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# 30,000

photographs, broadsides, maps, manuscripts, ephemera, films, and audio materials

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# 20,000

items in our object collection

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# 20,000

people view our weekly public history program

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## STRATEGIC GOALS & SUMMARIZED STRATEGIES

### 1. Provide Vermonters and Vermonters-at-heart the resources to access Vermont's rich historical collections from anywhere in the world.

The Vermont Historical Society understands that in our rapidly digitizing world, patrons expect to be able to access as many resources as possible in a digital and online format. Though nothing can replace experiencing collections in real life, we endeavor to provide greater access through museum and library objects cataloged online as well as developing a state-wide platform for use by local history groups. Strategies include:

- Catalog and convert from paper records key manuscript collections
- Inventory, assess, and catalog select museum collections
- Redevelop institutional web presence
- Develop platform for statewide history use

### 2. We will recognize and support local history efforts; understanding that local societies are an integral part of sharing and preserving Vermont's story.

There are over 190 local historical societies in Vermont as well as numerous small museums and library collections that tell our important cultural story in unique and diverse ways. The Vermont Historical Society is dedicated to supporting this work in ways that are directed by both the field and the small organizations themselves. Strategies include:

- Regional workshops and training sessions as well as yearly conference
- Develop and deploy an enhanced statewide digital history guide
- Provide direct grant funding to local groups doing important work



## DID YOU KNOW?

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Each year, we have

# 6,000

field trip visitors

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# 1,500

students utilizing history  
lending kits

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# 400

students participating in  
Vermont History Day

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We serve

# 191

local historical  
societies statewide

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## 3. Vermonters will increase their knowledge of our state's past and understand how their unique experience impacts and shapes this ongoing narrative. Guests will enrich their visit through deeper understanding of Vermont and its people.

The Vermont Historical Society believes that history is the collective story of a society. Those stories can be shared, specifically individual, or community-wide. Those experiences continue to evolve as new perspectives are added and as the perspective of time is applied. Through programming, exhibits, and direct engagement, the Historical Society will continue to be a driving force in historical literacy. Strategies include:

- Long-term study to determine the state of historical literacy in Vermont
- Digital engagement through mass media and participatory content
- Special exhibits at our two locations and at host venues around the state
- Inviting outside groups to curate exhibits within the Society's walls

## 4. To build resilient and connected communities, students will understand Vermont's history and its place in the broader world.

As the education of Vermont's young people changes from a state-wide curriculum to personalized learning and flexible pathways, Vermont Historical Society will actively participate in and advocate for the inclusion of state history in learning standards. The Historical Society will provide resources to educators and specific outlets for individual students and classes. The Vermont History Museum will continue to provide an enriching venue for classes exploring their state's capital and its history. Strategies include:

- Needs survey of state educators
- VHS Digital resource for students expanded and updated
- Grow and further develop National History Day program
- Develop in-museum enrichment programs and maintain curriculum lending kits