



Strategic Plan 2016-2021

Vision: A New Jersey that delights in diversity, appreciates that there are no easy answers, and finds joy and understanding in the humanities.

Mission: The New Jersey Council for the Humanities harnesses the power of the humanities to strengthen our pluralistic society.

Overarching Goals

1. *Make NJCH a leader in expanding humanities audiences*

1.1 Programs

Cultivate programs that open the humanities to underserved audiences (including racial and ethnic minorities), engage younger adults, and foster social bridging.

1.2 Partnerships

Use organizational partnerships to learn about and engage new audiences. Connect and convene humanities collaborators. Share resources and knowledge with community partners.

1.3 Innovation

Foster an organizational structure and culture that allows NJCH to be creative, take advantage of new opportunities, and react to sector and community needs.

2. *Make a case for NJCH and the humanities*

2.1 Internal Evaluation

Enhance and document our impact with intentional program design and thoughtful evaluation.

2.2 External Communications

Increase awareness of NJCH's work and its positive impact.

3. *Strengthen NJCH's foundation*

3.1 Fundraising and Development

Expand NJCH's resource base by increasing funding through private, foundation, and governmental support, and build funding partnerships with humanities and other organizations.

3.2 Staff

Build a skilled and motivated staff.

3.3 Board

Promote board engagement and build leadership capacity.

3.4 Internal Efficiency

Continue to improve internal operations with an eye to efficiency, organization, and thoughtful decision making.