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.