

STRATEGIC PLAN 2022-2025

OUR MISSION: We explore, cultivate, and champion the public humanities in order to strengthen New Jersey's diverse community.

OUR VALUES: Our work is guided by the following foundational values:

- ▷ We open doors to opportunities for discovering, listening, challenging assumptions, and fostering understanding.
- ▷ We appreciate all voices within the context of civil, informed, and respectful exchange.
- ▷ We invest our resources and attention responsibly, responsibly, and honestly.
- ▷ We facilitate shared ownership in the creation of knowledge, ideas, and practice.

OUR VISION: We envision a New Jersey that delights in discussion, appreciates complexity, and finds joy and understanding in the humanities.

WHAT ARE THE PUBLIC HUMANITIES? The public humanities explore our histories, values, cultures, and beliefs in a community-focused setting.

OUR ACTIONABLE STRATEGIES

- ▷ Increase awareness of the impact and value of the humanities
- ▷ Strengthen collaboration with organizations to reach and support new audiences
- ▷ Host regular convenings to connect and support the ongoing growth of New Jersey organizations committed to public humanities
- ▷ Implement evaluation processes that assess impact
- ▷ Continue to lead grantmaking efforts that promote powerful public humanities programs
- ▷ Design and implement direct programming and events
- ▷ Evaluate NJCH's organizational structures and processes to make our work more efficient, equitable, and effective

OUR STRATEGIC GOALS

1. STRENGTHEN NJCH'S ROLE AS A CONVENER.

Foster collaboration and resource sharing among humanities organizations to strengthen and advance common goals.

2. EXPAND AND DIVERSIFY THE HUMANITIES.

Expand access and participation in humanities organizations and create more diverse organizations and leadership, with a focus upon historically excluded voices and communities.

3. ADVOCATE FOR THE ADVANCEMENT OF THE HUMANITIES.

Be the state's leading voice for raising public awareness and understanding of the humanities and build capacity for humanities organizations across the state.

*WE WILL ACHIEVE OUR STRATEGIC GOALS
BY PROVIDING GRANT FUNDING, PROGRAM SUPPORT, AND RESOURCES.*

**GOAL 1: STRENGTHEN NJCH'S
ROLE AS A CONVENER.**

Foster collaboration and resource sharing among humanities organizations to strengthen and advance common goals.

Identify ways to bring different voices into 50th anniversary programming

Define and track evaluation metrics for both NJCH's work and NJCH-funded work

Develop and implement a plan to broaden revenue base

Develop DEIA-informed models for convening grantee and program partners

Pilot Public Scholars Project alternative for public libraries and scholars

Develop marketing materials to concisely communicate the humanities, their mission, diverse history, and impact

Pursue high-visibility engagement opportunities for organization and staff to broaden NJCH's reach

Pilot expanded partnerships with community colleges through Museum on Main Street

Identify strategies to empower Board of Directors to serve as advocates for the organization

Support and model meaningful DEIA initiatives embedded in the humanities, especially those that engage underrepresented communities and perspectives

Continue to refine evaluation metrics for both NJCH's work and NJCH-funded work

Expand, co-create, and formally curate resources of value to grant-seeking organizations

Implement DEIA-informed models for convening grantee and program partners

Expand to full implementation of a program that serves scholars and host sites around the state, including public libraries

Develop a series of NJCH signature events and programs annually and promote those, as well as non-NJCH public humanities events happening around the state

Develop repository tool on website for internship, fellowship, and career opportunities in the humanities

Expand partnerships with community colleges and other statewide organizations that share similar missions to NJCH

Build capacity of Board of Directors to serve as advocates for the organization

**GOAL 2: EXPAND AND
DIVERSIFY THE HUMANITIES.**

Expand access and participation in humanities organizations and create more diverse organizations and leadership.

**GOAL 3: ADVOCATE FOR
THE ADVANCEMENT OF THE
HUMANITIES.**

Be the state's leading voice for raising public awareness and understanding of the humanities and build capacity for humanities organizations across the state.