



The
CHARLOTTE MUSEUM
of HISTORY

STRATEGIC PLAN 2022 - 2027

PREFACE

In March of 2021, the CMH Board of Trustees engaged Stevenson Wallace, LLC, to help build a new strategic plan. Surveys were taken of the entire board, all advisory committees, Museum members, donors and partners, and CMH staff participated in a focus group.

Over the next ten months, the Strategic Planning Committee alongside the consultant developed a targeted mission and vision, an ambitious set of goals, and strategies to meet them. In December, the full Board of Directors approved this plan.



Culture For All.

This effort was generously supported by the Arts & Science Council.

WHY IT MATTERS

"Our city's history is a part of our spirit. Understanding our history and where we came from and applying that knowledge to decisions we're making right now is one of the most important things we can do as citizens. The Museum's new mission focuses our work on helping people understand their commonality and encouraging them to be active participants in our community."

DEE DIXON, OUTGOING CHAIR, CMH BOARD OF TRUSTEES

"The Museum is one of the best parts of Charlotte's cultural landscape. Our new strategic plan is a road map to a stronger organization, one that will better serve the diverse communities of Charlotte and will make the Museum a must-do experience for residents and visitors. Our city's future should be informed by our history, and this new framework will help support that work."

ROBERT STICKLER, INTERIM PRESIDENT & CEO

MISSION

To inspire community engagement and create common ground through education and inclusive storytelling.



VISION

A united Charlotte using knowledge of its history to build a future with greater opportunity for all.



GOALS

The Museum's strategic plan includes ambitious goals to guide us towards accomplishing our mission. These goals build on more than 40 years of history preservation and education.

1

EXHIBITS & COLLECTIONS

2

INCLUSIVE PROGRAMS & PEOPLE

3

COMMUNITY ENGAGEMENT

4

INVEST IN PEOPLE

5

FINANCIAL SUSTAINABILITY

1

EXHIBITS & COLLECTIONS

Leading the Charlotte region in the management and presentation of historic collections, exhibits, and buildings



2

INCLUSIVE PROGRAMS & PEOPLE

Expanding the diversity and inclusivity of our programs, people, and audience





COMMUNITY ENGAGEMENT

Raising engagement, visibility, and community awareness



4

INVEST IN PEOPLE

Investing in the growth and development of our staff, board, and volunteers



5

FINANCIAL SUSTAINABILITY

Strengthening our financial sustainability



YEAR ONE PRIORITIES

1

Build compelling permanent and rotating exhibits that attract new and repeat visitors and increase the breadth and diversity of our audience

2

Increase the diversity of staff and board members through inclusive recruiting, community partnerships, and competitive compensation packages

3

Provide DEAI development and coaching for staff, volunteers, and board members

4

Launch a year-long initiative of staff and volunteers sharing CMH's story through one-on-one meetings with community leaders and speaking engagements with community groups

YEAR ONE PRIORITIES

5

Invest in a wider and more compelling marketing campaign to drive awareness, attendance, and membership, with a special focus on our East Charlotte neighbors

6

Expand professional development opportunities for staff, including industry mentorships

7

Launch board development initiatives to increase engagement with ambassadorship and fundraising

8

Expand and diversify our donor base, with a focus on long-term relationships and recurring contributions