OUR STRATEGIC PLAN

ATLANTA
HISTORY
CENTER

GUIDING PRINCIPLES

Our Platform

Our authority is derived from our evidence-based interpretation and our professionally developed collections, archives, gardens, and programs.

Our Audience

Anyone who lives in or visits Metro Atlanta.

Our Vision

Connect people, culture, and history.

Initiative No. 1

INCLUSIVITY

Overview

Become an inclusive institution, representative of the demographics of Metro Atlanta with a specific focus on touching more "Under 50s", non-whites, and those who live in zip codes throughout metro Atlanta.

2020 Goals

Increase the number of "Under 50s", non-whites, and those who live in zip code beyond those in North Atlanta (traditional zip codes) who visit our campus.

By end of FY18, establish methods to capture data and establish a baseline from which to grow.

Beginning with FY19, grow year over year.

Establish impactful relationships with multiple organizations, neighborhoods, and communities that directly inform programming on or off campus; and develop and execute content master plan to increase the number of artifacts of interest to African American and Latino communities of Atlanta.

atlantahistorycenter.com

COMMUNITY

Become a community resource and connector.

Expand the status quo by entering into multiple collaborations and partnerships that engage people with which we would not otherwise engage (e.g., 4H, Souper Jenny, StoryCorps, Plein Air) that transform perception of AHC to community resource and connector

Increase the number of collaborations and partnerships year over year

atlantahistorycenter.com

SERVICE

Become audience obsessed.

By end of FY18, establish best-in class customer experience surveys of those who visit our campus and participate in our programs. Develop proactive methods to engage guests and members in the survey. Create process to review survey feedback and incorporate into action plan.

Beginning with FY19, increase customer experience year over year

Improve programing based on audience research

Improve and maintain core programs (e.g., collections and exhibitions) quality

atlantahistorycenter.com

Initiative No. 4

RELEVANCE

Overview

Become better known.

2020 Goals

Show up where we are not expected (physically and virtually) and use history to inform, and get involved in, multiple big local, regional or national issues (e.g., confederate monuments) so more people know who we are, where we are located, and what we stand for

Operationalize repositioning by implementing content production, campus activation, a new website launch, and a multi-year campaign resulting in greater recognition of AHC brand

GROWTH

Enhance financial strength.

Diversify income sources

Seek creative and new grant sources

Grow admissions revenue by 20% from FY16 results

Grow membership revenue by 20% from FY16 results

Return shop sales to pre-construction numbers and then grow by 10%

atlantahistorycenter.com

PERFORMANCE

Become a high performance organization.

Develop a plan that identifies the IT resources needed to support all the strategic initiatives by end of FY18

Align staff performance objectives and incentives to strategic initiatives by beginning of FY18

Recruit and develop staff and volunteers that reflect the demographics of Metro Atlanta

atlantahistorycenter.com

2017 STRATEGIC PLAN

Our Platform

Our authority is derived from our evidence-based interpretation and our professionally developed collections, archives, gardens, and programs.

Our Audience

Our primary audience is anyone who lives in or visits Metro Atlanta.

Our Vision

Our vision is to connect people, culture, and history.

Inclusivity

Become an inclusive institution, representative of the demographics of Metro Atlanta with a specific focus on touching more "Under 50s", non-whites, and those who live in zip codes throughout metro Atlanta.

Goals

Increase the number of "Under 50s", non-whites, and those who live in zip code beyond those in North Atlanta (traditional zip codes) who visit our campus.

By end of FY18, establish methods to capture data and establish a baseline from which to grow.

Community

Become a community resource and connector.

Goals

Expand the status quo by entering into multiple collaborations and partnerships that engage people with which we would not otherwise engage (e.g., 4H, Souper Jenny, StoryCorps, Plein Air) that transform perception of AHC to community resource and connector

Increase the number of collaborations and partnerships year over year

Service

Become audience obsessed.

Goals

By end of FY18, establish best-in class customer experience surveys of those who visit our campus and participate in our programs. Develop proactive methods to engage guests and members in the survey. Create process to review survey feedback and incorporate into action plan.

Beginning with FY19, increase customer experience year over year.

Improve programing based on audience research

Improve and maintain core programs (e.g., collections and exhibitions) quality

Relevance

Become better known.

Goals

Show up where we are not expected (physically and virtually) and use history to inform, and get involved in, multiple big local, regional or national issues (e.g., confederate monuments) so more people know who we are, where we are located, and what we stand for

Operationalize repositioning by implementing content production, campus activation, a new website launch, and a multi-year campaign resulting in greater recognition of AHC brand

Growth

Enhance financial strength.

Goals

Diversify income sources

Seek creative and new grant sources

Grow admissions revenue by 20% from FY16 results

Grow membership revenue by 20% from FY16 results

Return shop sales to pre-construction numbers and then grow by 10%

Performance

Become a high performance organization.

Goals

Develop a plan that identifies the IT resources needed to support all the strategic initiatives by end of FY18

Align staff performance objectives and incentives to strategic initiatives by beginning of FY18

Recruit and develop staff and volunteers that reflect the demographics of Metro Atlanta

atlantahistorycenter.com

GO FORTH & MAKE HISTORY!

ATLANTA
HISTORY
CENTER