Federation of State Humanities Councils
STRATEGIC PLAN GOALS, 2015-2019 (extended to 2022)

2022 Implementation Priorities

Goal 1: Position the Federation to be more widely perceived and leveraged as the voice of and connection to the state and jurisdictional humanities councils

- Promote and distribute Making Meaning: Why Humanities Matter, the Federation’s six-episode podcast on the role of the humanities (and humanities councils) during the pandemic
- Pursue funding for creating a second season of the Making Meaning podcast focused on specific areas of council work and the humanities that incorporates members and external humanities leaders
- Place at least one letter to the editor and one op-ed responding to current news cycles that extol the importance and value of the humanities and the work of the councils in everyday American life
- Continue to build on the increased opportunities for council engagement, networking, and shared resources through the Federation’s online channels (i.e. new website redesign, social media campaigns like #whycivicsmatters)
- Develop new or expand existing partnerships that demonstrate the power of the humanities and how the Federation is uniquely poised through its membership network of humanities councils to make sense of current issues of local, national and global concern
- Identify and engage humanities thought leaders who can help increase awareness of the value of state and jurisdictional council networks in addressing important national and local issues

Goal 2: Articulate and demonstrate the value of the councils’ work

- Continue to implement Humanities in American Life initiative funded by Mellon to highlight how the disciplines of the humanities and council work are being used to address and discuss a wide-range of issues facing American communities
- Build the Federation’s public relations and marketing capacities and tools to reach a broader audience for the public humanities
- Develop and implement several mini PR and social media campaigns to highlight the work of the councils
- Use the redesign of the Federation’s website to explicitly connect visitors to the power and utility of the humanities in our everyday American life
- Identify and implement a hybrid (some in-person/some virtual) Humanities on the Hill advocacy event
- Design and implement an advocacy campaign to complement the Humanities on the Hill 2022
- Work with Van Scoyoc Associates to identify, create, and distribute nonpartisan case-making messages using a variety of methods that amplify council work as it relates to federal priorities

Goal 3: Advance the Federation’s and the councils’ partnership with NEH

- Communicate the strength, breadth, and depth of council work to new NEH Chair Shelly Lowe, and set regular communications channels with the Chair and Chair’s office
- Ensure Federation President can once again have a presence at public portions of National Council meetings
- Survey member councils about their top priorities regarding NEH’s revision of council funding formula and communicate council and Federation priorities to NEH
- Learn from Karen Kenton at Federal/State Partnership office at NEH about process and plans to set up councils in the Virgin Islands and Iowa and role Federation can play in informing that process
- Continue quarterly zoom “office hours” for councils with Karen Kenton at the NEH Federal/State Partnership Division
- Continue to collaborate with the Data and Evaluation Committee and the NEH Federal/State Partnership Division on new NEH reporting tools and requirements
- Explore opportunities for councils to support expressed NEH interests (DEIA, working with Tribal communities, international programming/Night of Ideas)
- Open channels of communication with NEH National Council members

Goal 4: Strengthen councils by facilitating information exchange, providing capacity-building tools, and fostering relationships

- Promote the Federation’s new website, member portal, and other resources as vehicles for information exchange, program inspiration, and community building
- Develop plan to build member resource library and maintain the Federation’s newly redesigned website to ensure continued value for members and public users
- Work with new vendor Akron to improve annual member salary and income surveys, including the addition of a benefits survey and webinar on assessing salary equity
- Develop open-source library of reading materials and other resources for members

- Identify resources to implement all or some of phase two of the Federation’s evaluation and data capacity-building project, working closely with WolfBrown and the Data & Evaluation Committee

- Continue to support communications officers and program staff through the Humanities Communications Network and listserv-organized gatherings; set up a structure for a “buddy-system” between veteran and new staff members across councils

- Continue DEIA initiative with the Federation board, staff, and Racial Equity Working Group to strengthen the Federation and our ability to provide support for DEIA efforts at councils

- Continue series of “Wednesday Webinars” focused on DEIA for and with council staff, Federation board members, and outside partners

- Conduct both new Executive Director and new council staff orientations

- Explore new formats and increased hybridity at NHC and Humanities on the Hill

**Goal 5: Effectively steward the Federation’s resources and ensure their alignment with strategic priorities and council expectations**

- Request support from with the Mellon Foundation for councils to provide programming in advance of the 250th anniversary of the Declaration of Independence in 2026 as part of AAAS’s initiative “Our Common Purpose: Telling Our Nation’s Story”

- Conclude the work of the Special Committee on Governance and Bylaws and present proposed bylaws revisions to membership at the 2022 Annual Business Meeting

- Begin strategic planning process with a DEIA lens with goal of presenting a new plan to membership at the November 2022 Annual Business Meeting

- Purchase a Customer Relationship Management (CRM) database to improve communication with member councils, stakeholders, donors, Board members, and Board alumni

- With California Humanities, raise a record $40,000 in sponsorships for the National Humanities Conference

- Foster alumni and supporter engagement through the National Humanities Conference, advocacy calls to action, and fundraising

- Continue to assess Federation property and digital assets and develop plan that responds to the needs of the Federation staff and membership in light of COVID-19, remote work, and the increase and interest in virtual offerings