Federation of State Humanities Councils  
STRATEGIC PLAN GOALS, 2015-2019 (extended to 2021)

2021 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

- Expand the Federation’s online presence by developing mini PR campaigns to position the Federation as the national voice of and connection to the state and jurisdictional humanities councils
- 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
- Increase opportunities for council engagement, networking, and shared resources through the Federation’s online channels (i.e. website redesign, social media)
- 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 thought leaders who can help increase awareness of the value of state and jurisdictional council networks in addressing important national and local issues
- Publicize Mellon-funded projects to support council programming on democracy and journalism, voting and civic participation and engagement, and the humanities in American life
- Continue discussions with the Mellon Foundation and the American Academy of Arts & Sciences (AAAS) about councils providing programming in 2022 for AAAS’s initiative “Our Common Purpose”
- Explore launching a podcast focused on specific areas of council work and the humanities that incorporate member and other guests
- Highlight the expertise and experiences of the councils at the National Humanities Conference to both internal and external stakeholders
- Leverage conference sessions and networking breaks to continue conversations started at the National Humanities Conference throughout the year

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
- Develop and implement several mini PR and social media campaigns to highlight the work of the councils
- Develop and execute plan to redesign Federation website to explicitly connect the power and utility of the humanities in everyday American life
- Identify and implement a virtual Humanities on the Hill advocacy event in light of COVID-19 and the cancellation of the in-person event
- Design and implement a virtual advocacy campaign to complement the Humanities on the Hill virtual event in 2021

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

- Work with the Federal/State Partnership Office on capacity-building webinars for councils, featuring Board Source experts
- Open channel of communication with NEH National Council members
- Develop relationships with new NEH political appointees, should a transition in leadership occur
- Work with NEH and council membership to facilitate information exchange and connection between NEH officers, the Chairman, and the councils at the National Humanities Conference
• 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 NEH interests (e.g. Night of Ideas)

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

• Promote the Federation’s new website, member portal, social media, and other resources as vehicles for information exchange and community building
• Develop open-source library of reading materials and other resources for members
• Identify resources to implement phase two of the Federation’s evaluation and data capacity-building project
• Continue to support communications officers through the Humanities Communications Network
• Implement a racial equity initiative with the Federation board, staff, and Racial Equity Working Group to strengthen the Federation and our ability to provide support for racial equity efforts at councils
• Conduct series of “Wednesday Webinars” focused on race, racism, and racial equity for and with council staff, Federation board members, and outside partners
• Revise and plan New Executive Director Orientation
• Explore possibilities of conducting a hybrid conference for NHC 2021 and Humanities on the Hill 2022 and beyond, virtual and in-person, with the National Humanities Alliance

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

• Add a staff position to oversee the purchase and creation of a SalesForce CRM database at the Federation to improve communication with member councils, stakeholders, donors, Board members, and Board alumni
• Hire staff or engage consultant to focus on council evaluation and data collection project
• Hire a racial equity consultant to guide racial equity initiative
• With local host council, 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
• 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