



# 2016-19 STRATEGIC PLAN

Connecticut Humanities

*A three-year plan to move toward a more engaged and informed Connecticut by providing humanities leadership, promoting program excellence, and building a strong organizational foundation.*

[cthumanities.org](http://cthumanities.org)

# Connecticut Humanities Strategic Plan, 2016-19

## INTRODUCTION

Since 1974, the Connecticut Humanities Council Inc. has been at the epicenter of programming in support of lifelong learning and capacity building for state heritage organizations. The council served as a chief advocate and supporter of the state's museums and historical societies, promoting the need for scholarship and intellectual integrity. Public engagement with literature, specifically library-based reading programs, was a core offering. Federal funding from the National Endowment for the Humanities, state funding beginning in 1995, foundation support, and individual giving in succeeding years, allowed for expansion of staff and programs.

In 2011, the organization dropped "Council" from its name and sought to include new voices in addition to what had been an almost exclusive focus on history and literature. The 2011 plan placed emphasis on being visible, relevant, inclusive, better connected, flexible, and savvy. The plan acknowledged dramatic demographic shifts, growing socioeconomic divides, and other needs emerging in the state's "New Economy." It put Connecticut Humanities on a path toward engaging broader audiences through its grants and programming, as well as promoting the enduring value of humanities and securing more sustainable income sources.

This new, three-year strategic plan adopts a shorter time frame, congruent with a time of rapid change. Notably, the plan aligns Connecticut Humanities with the state's strategic goal to achieve higher levels of civic engagement and to improve various civic health indicators. It further envisions continued support for youth and culturally diverse programming (based in humanities scholarship); visible advocacy of the humanities in academic, business and public life; and the critical need to be a scalable and nimble organization, able to solicit support from a broader base of potential funders beyond its reliance on federal and state government. In short, this new plan looks to build on Connecticut Humanities' proud legacy of grant-making, capitalize on its more recent outreach success with new partners and allies, and better position the organization to take on the financial and social challenges that lie ahead.

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***Adopted by the Connecticut Humanities Board of Directors in 2016:***

### VISION STATEMENT:

**An engaged, informed Connecticut.**

### MISSION STATEMENT:

**Connecticut Humanities encourages curiosity, understanding and critical thinking, providing leadership through grants, partnerships and collaborative programs.**

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### **Aspiration #1:**

**Provide leadership, give voice to the public, and demonstrate the essential role of humanities for the people of Connecticut**

**Goal #1: Engage people of varied ethnic, cultural, income, age and ideological profiles, more reflective of Connecticut's population as a whole**

Objective #1: Assess and strategically increase program reach

Objective #2: Work to bridge academia and the public

**Goal #2: Partner with outside organizations in broad-based efforts to advocate for the humanities**

Objective #1: Plan and execute a visible, year-round advocacy campaign

Objective #2: Define roles and better leverage advocacy partners

Objective #3: Empower groups to perform effective advocacy on their own

### **Aspiration #2:**

**Promote strong humanities organizations and excellence in humanities programs**

**Goal #1: Assure that competitive grants awarded by CT Humanities and CT Humanities-initiated programming are enriched by humanities expertise and based in scholarship**

Objective #1: Educate the public on the meaning and value of "humanities scholarship"

Objective #2: Ensure the CTH board and its committees reflect a broad range of humanities disciplines and expertise

**Goal #2: Set clear funding priorities for CT Humanities grants, programs and other initiatives, and determine how to formally assess their effectiveness**

Objective #1: Create specific goals for grants, programs and initiatives to achieve Connecticut Humanities' mission

Objective #2: Develop and refine ways to measure the value of programs and resources

**Goal #3: Foster connections with and among people that encourage curiosity, understanding and critical thinking.**

Objective #1: Connect humanities organizations to share knowledge

### **Aspiration #3:**

**Bolster the organization's foundation**

**Goal #1: Create a nimble and responsive organizational culture**

Objective #1: Integrate and manage data at the organizational level

Objective #2: Increase staff and board knowledge of CTH functions

Objective #3: Create organizational flexibility to meet unanticipated demands

**Goal #2: Unify marketing, communication and fundraising efforts**

Objective #1: Create communications plan

Objective #2: Craft and reinforce messaging to spur action(s)

**Goal #3: Diversify and grow funding sources**

Objective #1: Revisit, revise and execute development plan

Objective #2: Explore new partnerships and techniques for fundraising