

STRATEGIC PLAN

2021–2025

GOAL 1

Intentionally prioritize content that highlights communities historically underrepresented and underserved in archival, exhibition and other public history programs.

- 1.1.** Ensure that historically marginalized communities (prioritizing people with disabilities, communities of color, women, bisexual and transgender people) are integral to all aspects of the organization to foster trusting relationships and collaborations that counter established systems of racism, sexism, biphobia, transphobia, and other forms of oppression. Build on these relationships, and partnerships with historians, archivists, educators, artists, curators, and community members, to preserve, celebrate and share diverse LGBTQ histories and cultures.
- 1.2.** Strengthen alliances and develop institutional partnerships with local, state, and federal government, academic, and community groups, focusing on organizations representing historically marginalized communities, to further the creation of innovative archival, exhibition, and educational projects that serve the varied needs of LGBTQ communities.
- 1.3.** Conduct ongoing demographic evaluations of archival collections, exhibitions and other public history programs, establishing goals for expanding inclusion with grounded metrics.
- 1.4.** Establish mentorship and fellowship programs designed to create opportunities for archival and museum training and research, scholarship, and curation for LGBTQ students and community members, focusing on historically underrepresented communities.
- 1.5.** Review and revise the scope of collections, exhibitions and public history programs to clearly define geographic scope and balance between archival and museum collections for future development.

GOAL 2

Center principles of inclusion, diversity, equity and accessibility (IDEA) in a review and revision of policies and organizational systems, while instituting best practices to improve stability and ensure sustainable growth.

- 2.1.** Investigate and adopt equitable recruitment, retention, compensation and management strategies in order to decenter whiteness and counter established systems of racism, sexism, ableism, biphobia, transphobia and other forms of privilege, oppression and bias, both explicit and implicit, on the staff and board of directors.
- 2.2.** Strengthen and standardize fiscal management and operational systems by adopting state-of-the-art, complementary and accessible best practices in the archives, museum and administration (e.g. cloud-based technologies) while providing maximum transparency, accountability and adherence to regulatory frameworks.
- 2.3.** Encourage board and staff development via updated professional and cultural trainings, engagement with organizations representing historically marginalized communities, peer advisory groups, and mentorships, in support of the establishment and maintenance of best policies and practices in the fields of archives, museums, nonprofits, queer activism and other related disciplines.
- 2.4.** Improve internal communications among all departments, and among board and staff and working groups, to encourage collaboration and ensure sharing of external contacts and resources.
- 2.5.** Create a five-year implementation plan and an annual progress evaluation report for all goals and objectives outlined within this Strategic Plan, including actionable steps with grounded metrics for all public history, fundraising and administrative programs.

GOAL 3

Build a solid foundation for the growth and sustainability of the society's archival, exhibition and other public history programs—both physical and virtual—to ensure the stories and lessons of our broadly diverse communities' histories and cultures will be preserved and shared.

- 3.1.** Establish a new, permanent home for the society's archival, exhibition and other public history programs.
- 3.2.** Institute a long-term financial growth and sustainability plan, including the establishment of reserve, endowment and capital funds for the archives, exhibitions and public history programs.
- 3.3.** Invest in infrastructures to support digital preservation and online access to state-of-the-art, remote visitor research and interactive experiences of archival resources, exhibitions and other public history programs.
- 3.4.** Ensure archival, exhibition and other public history programs are financially and ADA-accessible, and have adequate space, staffing, and resources to meet growing public demand.
- 3.5.** Establish and staff new public history programs designed to preserve and share our widely diverse LGBTQ community histories, including an oral history program, place-based history initiatives and a robust K-12 educational program.

GOAL 4

Communicate our role as a global leader in connecting LGBTQ past and present, advancing racial, gender and queer equity through all our programs.

- 4.1.** Create a new name, logo, and brand identity that reflects the organization's commitment to IDEA, as well as the scope of our work.
- 4.2.** Develop a communications and engagement plan that transparently states the organization's adoption of IDEA principles and practices, and emphasizes connections from past to the present in all communications.
- 4.3.** Expand the organization's visibility internationally in all media, in keeping with IDEA principles.
- 4.4.** Develop an editorial plan for all communications platforms that embraces IDEA principles, continually reviews terminology and language to ensure multicultural competencies, and advances the goals and objectives outlined in this Strategic Plan.
- 4.5.** Ensure website, social media and other online platforms and publications maximize accessibility and aesthetic design to reach widely diverse audiences.



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