



Strategic Plan 2024–2026

MISSION

Mission Statement: *Preserve the legacy of the land and the cultural traditions of New Mexico.*

Tagline: *Hands-on History*

Honoring Our Founders' Intent: *Restore the Past to Enrich the Present and Endow the Future*

VISION

We will be New Mexico's Premier Museum, utilizing our historical and natural resources in meaningful ways to unite all of us and improve the human experience through education and understanding.

In 3 years, we have:

- expanded educational programming and tours that are engaging and accurate;
- a larger volunteer pool that is engaged, appreciated, enthusiastic, and supportive of our programming;
- a strong, professional marketing, website and social media presence that increases our audience, supports fund development and improves community engagement;
- expanded our culture of development with a written plan in place engaging our audiences and tying in the master plan;
- provided Museum staff with the resources needed to work effectively as a team with cohesion and collaboration

GUIDING PRINCIPLES

LEARNING

We create intergenerational programming and promote lifelong learning at the museum and beyond to a diverse audience, incorporating new interpretations.

STEWARDSHIP

As guardians of our collections, buildings, land, and water, we protect and preserve our cultural and natural resources for future generations.

DIVERSITY

We recognize our inter-connectedness and promote diversity, equity, accessibility, and inclusion.

COMMUNITY

We forge strong partnerships, see innovative solutions to improve our mission, support underserved communities, and uphold the New Mexican vecino concept of being a good neighbor.

AUTHENTICITY

We offer meaningful experiences and quality programs based on historical accuracy and skilled interpretation, while remaining sensitive and adaptive to new information.

ACCOUNTABILITY

We are honest and transparent in all aspects of our operations, following the highest ethical standards.

Strategic Priorities and Success Indicators

STRATEGIC PRIORITY 1 – Human Resources

- Actively focus on DEAI (Diversity, Equity, Accessibility & Inclusion) in all aspects of Museum
- Provide the resources to be a competitive long-term employment environment with the capacity to execute strategic plan goals
- Assess appropriate staff numbers and compensation packages
- Implement comprehensive annual staff evaluations
- Improve overall communication between Staff, Board, and Volunteers
- Provide Staff, Board and Volunteers with technology, resources, and training needed to work effectively as a team.
- Increase number of active and engaged volunteers to provide more robust interpretation and guest experience

Success Indicator: We have increased our active volunteer pool sufficiently to provide more building coverage and activities

STRATEGIC PRIORITY 2 – Education

- Raise level of interpretation through training, available resources, programming, and inclusion
- Create more programming for guests of all ages and fine-tune existing programming
- Provide more online resources for guests, teachers, and students
- Explore off-season programming and required capacity

Success Indicator: We have tied current programming to education standards and have created two new educational programs

STRATEGIC PRIORITY 3 – Infrastructure

- Create a site maintenance schedule that prioritizes projects and maintenance outside of the Master Plan
- Continue to execute master plan projects and communicate progress
- Prioritize projects that focus on Guest Experience
- Improve business practices and workflows

Success Indicator: We have master plan projects underway

STRATEGIC PRIORITY 4 – Community Engagement

- Continue to expand and improve marketing and messaging through all media channels, raising Museum profile and increasing outreach opportunities
- Increase Museum attendance while maintaining quality guest experience
- Create meaningful and equitable partnerships with other non-profit organizations and businesses
- Provide more training and opportunities for Staff, Volunteers, and Board to be engaged in the community as representatives of the Museum

Success Indicator: We have developed new and diverse partnerships. We have created a new website generating increased engagement, awareness, and revenue

STRATEGIC PRIORITY 5 – Development and Revenue

- Find more channels for annual funding through donors, grants, and memberships
- Create a comprehensive development plan, gift acceptance policy, and planned giving program
- Continue growth of the Golondrinas Insiders
- Expand current membership program with more benefits and engagement opportunities
- Provide resources for Board, Staff, and Volunteers to take an active role in fundraising
- Increase revenue through admissions, ticket sales, and site rentals including film, weddings, corporate, and private events
- Create robust membership program with more engagement opportunities
- Increase festival revenue through dynamic pricing, and other unique opportunities

Success Indicator: We have a comprehensive development plan that provides direction for the museum's fundraising goals