OHIO HUMANITIES

STRATEGIC PLAN

Established 2023

MISSION—what we do

Ohio Humanities is a nonprofit organization that shares stories to spark conversations and inspire ideas.

PURPOSE—why we do it

To connect people in a way that helps them better understand each other and more thoughtfully engage with the world around them.

VISION—the big dream

We envision an Ohio where the humanities are a meaningful part of our lives, people's unique stories are heard, the past is linked to the present, and a better future is realized together.

STRATEGIC PILLARS

EXEMPLIFY

We exemplify how the humanities enhance public life.

1. Develop a clear case for support for the humanities that demonstrates how the humanities guide individuals to lead lives of consequence and contribute to a vibrant civic fabric.
   - Meaningful relationships
   - Intellectual curiosity
   - Successful careers
   - Civic engagement

2. Increase flexible grantmaking by diversifying revenue streams that bring the humanities to communities across Ohio.

3. Engage cross-sector partnerships with the purpose of advocating for and funding the humanities in Ohio.

AMPLIFY

We amplify diverse, emerging and nontraditional leaders in bringing the humanities to life for future generations of Ohioans.

1. Prioritize diversity, equity, inclusion and belonging in our organization's makeup and practices.

2. Contribute to an ecosystem that connects emerging, non-traditional and experienced humanities practitioners to build cultural capacity and capital on the local and state level.

3. Provide capacity-building grants to support Ohio's next generation of storytellers and humanists.

SHARE

We share meaningful stories that connect us to one another.

1. Elevate stories that have been historically underrepresented.

2. Support accessible storytelling modes like documentary film, independent journalism and digital humanities.

3. Grow our audience.

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EXEMPLIFY

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	Develop a clear case for support for the humanities that demonstrates how the humanities guide individuals to lead lives of consequence.	Increase flexible grantmaking by diversifying revenue streams that bring the humanities to communities across Ohio.	Engage cross-sector partnerships with the purpose of advocating for and funding the humanities in Ohio.
OPERATIONAL TACTIC			
1-YEAR GOAL	Develop research-based case for support that makes the case for the humanities in Ohio	Propose draft amendment for GRF funding from Ohio General Assembly Launch donor societies	Identify three prospective partnerships
3-YEAR GOAL	Operationalize a communications plan to support the case	Secure state funding Launch planned giving program	Implement one partnership
KEY PERFORMANCE INDICATOR	*Case presentations*	*Percent of funding diversified, endowment total and distribution*	*Number of meaningful cross-sector partners*

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OPERATIONAL TACTIC	Prioritize diversity, equity, inclusion and belonging in our organization's makeup and practices.	Contribute to an ecosystem that connects emerging, non-traditional and experienced humanities practitioners to build cultural capacity and capital on the local and state level.	Provide capacity-building grants to support Ohio's next generation of storytellers and humanists.
1-YEAR GOAL	Establish a board diversity matrix, and then identify imbalances and areas of recruitment Establish a Diversity, Equity, Inclusion & Belonging education schedule for staff and board	Convene humanities professionals quarterly, building an inclusive list that includes philanthropy, non-traditional leaders and established leaders	Launch Spark/Ignite Grant Programs with tools to better support grantees.
3-YEAR GOAL	Welcome a new cohort of board members that will move us toward a more diverse board Implement DEI&B education schedule for staff and board	Find an effective cadence of convening humanities practitioners and supporters that elevates public humanities work	Implement a customer service assessment to better understand the grantee experience.
KEY PERFORMANCE INDICATOR	*Board diversity and DEI&B activities per year*	*Number and geographic distribution of event attendees*	*Grant data and demographics*

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	Elevate stories that have been historically underrepresented.	Support accessible storytelling modes like documentary film, independent journalism and digital humanities.	Grow our audience.
OPERATIONAL TACTIC			
1-YEAR GOAL	Realize Lincoln School Project, A More Perfect Union and the second issue of *Lumen*	Implement The Big Watch, Wex Film Partnership and The Ohio Newsroom Make *Lumen* accessible in audio formats	Establish segmented goals for audience reached annually
3-YEAR GOAL	Elevate a minimum of one story per year to a statewide audience across multiple platforms	Implement Connects Implement an accessibility toolkit to support funded partners in making projects accessible to people with disabilities	Meet goals for audience reached annually
KEY PERFORMANCE INDICATOR	*Feedback on and engagement with this storytelling*	*Feedback on and engagement with this programming*	*Aggregate of audience reached (social follows, e-news, publications, event attendance, etc.)*

OHIO HUMANITIES

Sharing stories. Sparking conversations. Inspiring ideas.