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.
EXEMPLIFY
We exemplify how the humanities enhance public life.

• 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

• 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.

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

• 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.

SHARE
We share meaningful stories that connect us to one another.

• Elevate stories that have been historically underrepresented.

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

• Grow our audience.
EXEMPLIFY
We exemplify how the humanities enhance public life.

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

1-YEAR GOAL

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

3-YEAR GOAL

Operationalize a communications plan to support the case.
**AMPLIFY**

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

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<td>Prioritize diversity, equity, inclusion and belonging in our organization’s makeup and practices.</td>
<td>Establish a board diversity matrix, and then identify imbalances and areas of recruitment</td>
<td>Welcome a new cohort of board members that will move us toward a more diverse board</td>
<td>Board diversity and DEI&amp;B activities per year</td>
</tr>
<tr>
<td>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.</td>
<td>Convene humanities professionals quarterly, building an inclusive list that includes philanthropy, non-traditional leaders and established leaders</td>
<td>Find an effective cadence of convening humanities practitioners and supporters that elevates public humanities work</td>
<td>Number and geographic distribution of event attendees</td>
</tr>
<tr>
<td>Provide capacity-building grants to support Ohio’s next generation of storytellers and humanists.</td>
<td>Launch Spark/Ignite Grant Programs with tools to better support grantees.</td>
<td>Implement a customer service assessment to better understand the grantee experience.</td>
<td>Grant data and demographics</td>
</tr>
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**1-YEAR GOAL**

**3-YEAR GOAL**

**KEY PERFORMANCE INDICATOR**
**SHARE**

We share meaningful stories that connect us to one another.

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

Grow our audience.

Establish segmented goals for audience reached annually.

Meet goals for audience reached annually.

Establish segmented goals for audience reached annually.

Aggregate of audience reached (social follows, e-news, publications, event attendance, etc.).