

**Dakota County Historical Society (DCHS)  
2020 Business and Strategic Plan  
January 20, 2021**

**A. Who We Are.**

The DCHS is one of the top county historical societies in the Upper Midwest, operating a museum and two historic sites with more than 20,000 visitors annually. In 2019, the DCHS had more than 1,000,000 organizational impressions through programs and media. The organization is known for quality programs, interactive historical exhibits, and careful research results that produce amazing historical learning experiences.

**B. Our Direction – Our Destination - Where We Are Headed.**

- Vision: *We make Dakota County history available and accessible to all.*
- Mission: *DCHS exists to preserve, interpret, and promote the history of Dakota County.*
- Core Values: *Professional, Curious, Engaged, Inclusive, and Collaborative*
- Value Proposition: *We make history come alive.*

**C. Our Major Program Focus Areas**

<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Expand STEM educational opportunities	Support stem education and dashboard	Install enhanced computer industry exhibit (Lawshe)	Install new children's exhibit area (Lawshe)
Increase our marketing presence and impact	Begin renovation on Lawshe Museum	Install George Daniels exhibit (LeDuc)	Complete new 145 <sup>th</sup> anniversary LeDuc Comm. Agriculture exhibit
Continue Board of Trustees Development	Develop 9/11 Terrorist Attack exhibit	Create new Sibley House exhibit	Extend and expand our diversity and inclusion
Begin to expand our diversity footprint with staff hiring	Recruit five new corporate sponsors	Extend and expand our diversity and inclusion	Complete Lawshe building renovation
Develop and distribute our 2020 DCHS Business and Strategic Plan	Extend and expand our diversity and inclusion footprint	Recruit five new corporate sponsors	Recruit five new corporate sponsors

## **D. Our Targeted Community Partnerships**

The DCHS is committed to increasing our partnerships with corporations and foundations based on their meeting or exceeding one or more of the following criteria:

1. An organization which has a significant presence in Dakota County for at least ten years
2. An organization which demonstrates a concern for the legacy and future of the residents of Dakota County
3. An organization which shows an interest in the history of Dakota County and shares a commitment to the vision and mission of our Dakota County Historical Society

The DCHS seeks funding from major partners within Dakota County to enable us to operate a county-wide organization.

## **E. Our Overall Performance Metrics, Expected Outcomes, and Impact.**

We will develop and implement a strategic and operational set of organization-wide performance metrics and targets to demonstrate to our community of stakeholders and members what exact progress we are making toward achieving our stated vision and expected outcomes.

1. A Balanced Scorecard for Regular/Monthly Operational Progress Assessment - Four categories with a maximum of two measures per category
2. Outcomes Metrics for our Broader Stakeholder Community, Board meetings and reviews with the Dakota County Commissioners and Leadership Team
3. Impact Metrics - Demonstrate our impact on an individual or for our society as whole: museums change lives in a "Good to Great" world.

For additional discussion on this Strategic Plan, please contact:

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