

STRATEGIC PLAN

FY2022 - FY2027

I. Strategically grow capacity and reach to better serve Tennesseans.

- Programs: Complete comprehensive program evaluation & evolve current programming
- Development: Grow and diversify revenue sources to support long-term financial sustainability
- Infrastructure: Strengthen board, staff and work culture

II. Commit to structural and systemic inclusivity and diversity to realize our value outcomes.

- Programs: Reach underserved audiences with DEIA as the central motivating force
- Development: Diversify recognized giving levels, giving platforms, and communications outreach
- Infrastructure: Develop robust, comprehensive Diversity, Equity, Inclusion, and Access program throughout the organization

III. Empower Tennesseans, as individuals and community members, to engage with one another's stories to create a more connected state.

- Programs: Increase investment in community programs, including our grantees, Neighborhood Story Project, and other collaborative opportunities
- Development: Launch and execute long-term planned giving and endowment program to fund general operations and programs; Utilize the 50th anniversary to create and execute a strategic communications plan that engages long-time constituents and new friends.
- Infrastructure: Grow staff, board, other positions to support outreach and communication

IV. Develop and maintain healthy and strategic alliances to realize greater collective impact

- Programs: Seek opportunities to conduct/support humanities programming statewide with non-humanities organizations and strengthen programming with existing humanities partners
- Development: Expand funder relationships geographically and by type (corporation, foundation, education, and cultural institutions) to foster mutually beneficial, collaborative partnerships
- Infrastructure: Explore opportunities for resource sharing with other cultural organizations