MONTANA
HISTORICAL SOCIETY

2029 Biennium Outcomes, Objectives & Goals

Mission: The MTHS preserves Montana's past, shares our stories, and inspires exploration, to provide meaning for today and vision for tomorrow.

Vision: We inspire people's innate sense of discovery to connect this and future generations to Montana's story.

All program goals align with the following agency outcomes and objectives.

Note: The Montana Heritage Center opened in December 2025. Some statistics are significantly higher or lower due to building closures and changes in staff work while closed. Statistic values of N/A indicate that statistic was not previously collected or that the goal is new for the agency.

OUTCOME 1: Sustain the Montana Historical Society to Ensure Operations of the Montana Heritage Center

OBJECTIVES

• Grow members to support programmatic work. • Ensure adequate resources to accomplish outcomes.

OUTCOME 2: Protect, Preserve, and Interpret Historical and Cultural Sites and Resources

OBJECTIVES

• Improve systems and plans to protect and preserve collections. • Ensure facilities meet environmental, security, and operational requirements for protecting collections. • Collect, promote, and share accurate and complex stories of Montana history.

OUTCOME 3: Engage Existing and Future Audiences

OBJECTIVES

• Engage colleagues and institutions in the history profession. • Build and diversify audiences through collaboration with partners, communities, and institutions. • Provide excellent visitor services.

OUTCOME 4: Educate People of All Ages on Montana's Past

OBJECTIVES

• Provide learning opportunities for students and resources and educational materials for educators. • Manage and grow the field-trip program.

• Continue to provide diverse, culturally appropriate offerings to audiences.

Program 1: Administration

Goal	Who	2029 Goal	FY2026	2025 Biennium	2023 Biennium
Implement customer relationship management database	IT	Implemented	In progress	N/A	N/A
Increase digital engagement through social media	Public Relations	19.9 million engagements	18.1 million engagements	15.8 million engagements	2.8 million engagements
Increase members	Membership	5,000 members	4,472 members	5,359 members	6.355 members
Leverage technology to create efficiencies	IT	8 technologies reviewed	5 technologies reviewed	11 technologies reviewed	2 technologies reviewed
Support and partner with cultural organizations	All	24 interactions	15 interactions	N/A	N/A
Update agency website	Public Relations, IT	Update complete	N/A	N/A	N/A
Promote MTHS through media and marketing	Public Relations	350 ads/spots	211 ads/spots	153 ads/spots	28 ads
Promote the agency through earned media	Public Relations	60 press releases	39 press releases	49 press releases	89 press releases

Program 2: Library and Archives

Goal	Who	2029 Goal	FY2026	2025 Biennium	2023 Biennium
Launch Preservica for preservation of digital records	Archives	Available for use	N/A	N/A	N/A
Process collections for preservation and access	Archives	350 linear feet	207 linear feet	120 linear feet	344 linear feet
Acquire collections	All	8,000 items, 100 linear feet	5,422 items, 96.5 linear feet	27,376 items, 164.15 linear feet	7,053 items, 554.4 linear feet
Improve digital records for access to collections	All	4,800 records	2,946 records	6,032 records	5,822 records

Program 3: Museum

Goal	Who	2029 Goal	FY2026	2025 Biennium	2023 Biennium
Manage the Original Governor's Mansion and Capitol complex art collection	Conservation	4 conservation projects	2 conservation project	7 conservation projects	7 conservation projects
Catalog collections for preservation and access	Collections	2,650 items	1,348 items	424 items	7,369 items
Acquire items for collections	Collections	600 items	278 items	517 items	878 items
Collaborate with the Tribal Stakeholders Group	All	8 meetings	15 meetings	109 meetings	24 meetings
Create permanent and traveling exhibits	Curation	1 on-site exhibit; 1 traveling exhibit	6 on-site exhibits	N/A	N/A

Program 4: Outreach and Education

Goal	Who	2029 Goal	FY2026	2025 Biennium	2023 Biennium
Manage Gallery of Outstanding Montanans	Outreach	2 people inducted	N/A	2 people inducted	2 people inducted
Provide National Register signs and manage the Centennial Farm and Rach program	Signs	60 signs, 8 listings	40 signs, 4 listings	94 signs, 9 listings	102 signs, 10 listings
Provide statewide outreach to connect to teachers	Education	100 trainings	75 trainings	68 trainings	27 Trainings
Welcome visitors to the Heritage Canter	Tours	200,000 visitors	118,262 visitors	20,964 visitors	40,115 visitors
Provide quality tours for the general public	Tours	30,000 people	20,941 people	18,833 people	6,450 people
Manage National History Day in Montana	Education	45 teachers	35 teachers	15 teachers	N/A
Circulate hands on history footlockers	Education	16,000 students	7,341 students	26,752 students	23,244 students
Provide tours for student field trips	Tours	14,000 students	8,975 students	N/A	N/A
Offer an annual history conference	Outreach	800 attendees	484 attendees	835 attendees	578 attendees
Present a variety of history programming	Outreach	20,000 participants	11,462 participants	15,773 participants	5,186 participants

Program 5: Publications

Goal	Who	2029 Goal	FY2026	2025 Biennium	2023 Biennium
Publish books on Montana history	Editors	4 books	2 books	4 books	4 books
Publish *Montana The Magazine of Western History*	Editors	8 issues	4 issues	8 issues	8 issues
Increase Press books available as ebooks and audiobooks	Editors	3 ebooks or audiobooks	N/A	1 ebook	1 ebook, 1 audiobook

Program 5: State Historic Preservation Office

Goal	Who	2029 Goal	FY2026	2025 Biennium	2023 Biennium
List properties on the National Register of Historic Places	National Register	20 properties listed	10 properties listed	19 properties listed	27 properties listed
Answer review and compliance inquiries	Compliance	2,000 letters	707 letters	4,158 letters	4,407 letters
Maintain relationships with THPO partners	Archaeologist	16 visits with THPOs	8 visits	24 visits	12 visits
Provide property owners with requested information	Compliance	45 interactions	27 interactions	45 interactions	35 interactions
Create new or improve digital records and online access to collections	GIS / Data	4,800 records	2,592 records	5,934 records	4,453 records