



MONTANA
HISTORICAL SOCIETY

The Montana Historical Society preserves Montana's past, shares its stories, and inspires exploration, to provide meaning for today and vision for tomorrow.

ANNUAL PLAN – REPORT ON METRICS
FY2024



**Strategic
Outcome
1**

CONSTRUCTION OF THE MONTANA HERITAGE CENTER

Transforming all aspects of our operations, in the summer of 2025, the Montana Historical Society will open the Montana Heritage Center. Consisting of the construction of a 66,000 sq ft addition, the renovation of a 95,000 sq ft existing building, and design and fabrication of 30,000 sq ft of exhibits, the Montana Heritage Center will improve collections preservation, exhibits, programming, and access to collections.

Key Measures	Measure	Status
	<ul style="list-style-type: none">• Construction of the addition, except for exhibits, is complete.	<ul style="list-style-type: none">• Ongoing: Construction of the addition will be substantially complete, except for exhibits, in October 2024.
	<ul style="list-style-type: none">• Renovation of the Veterans and Pioneers Memorial building is ongoing.	<ul style="list-style-type: none">• Met.
	<ul style="list-style-type: none">• Design and fabrication of exhibits is ongoing.	<ul style="list-style-type: none">• Met
	<ul style="list-style-type: none">• Capital campaign for private funds complete.	<ul style="list-style-type: none">• Ongoing: The Capital campaign for private funds will be complete in FY2025.



Strategic Outcome # 2

PROTECT AND PRESERVE HISTORICAL AND CULTURAL SITES AND RESOURCES

MTHS acquires, preserves, and protects historical records, art, archives, museum objects, and historical places, sites, and monuments. This goal is achieved by protecting and preserving items, sites, and monuments belonging to MTHS and providing expertise and training to others that protect historic and cultural sites and resources.

Key Measures	Measure	Status
	• # of items and collections moved into new collections storage facilities as available.	• 0: New collections storage facilities not yet available to MTHS.
	• # of conservation projects completed.	• 7 conservations assessments performed.
	• # of times historical and technical resources or information are provided to those seeking to preserve historic and cultural sites and resources.	• 2,747 interactions.
	• # of eligible properties listed on the National Register of Historic Places.	• 9 new properties listed.
	• # of new interpretive signs at National Register listed.	• 38 new interpretive signs created.
	• properties and new listings in the Centennial Farm and Ranch program.	• 8 new properties listed.



Strategic Outcome # 3

DIRECTLY SERVE OUR AUDIENCE

MTHS serves many different audiences, including all Montanans and tourists from across the country and world. Our audience includes learners of all ages, K-12, college, and graduate students, as well as the life-long curious. We strive to engage these learners through many different forms of direct contact.

Key Measures	Measure	Status
	<ul style="list-style-type: none"># of participants at public programs, presentations, summits, conferences, and workshops.	<ul style="list-style-type: none">6,578 participants.
	<ul style="list-style-type: none"># of visitors to the Original Governor's Mansion and the Capitol.	<ul style="list-style-type: none">5,675 tour participants.
	<ul style="list-style-type: none"># of subscribers to <i>Montana The Magazine of Western History</i>.	<ul style="list-style-type: none">2,793 subscribers.
	<ul style="list-style-type: none"># of MTHS Press books sold, including textbooks.	<ul style="list-style-type: none">9,407 books and 117 ebooks.
	<ul style="list-style-type: none"># of Montana Historical Society members.	<ul style="list-style-type: none">2,734 members.
	<ul style="list-style-type: none"># of students engaging with hands-on-history footlockers.	<ul style="list-style-type: none">14,710 students impacted.
	<ul style="list-style-type: none"># of engagements with Tribal stakeholders and Tribal Historic Preservation Officers.	<ul style="list-style-type: none">56 engagements.



**Strategic
Outcome
4**

VIRTUALLY SERVE OUR AUDIENCE

MTHS serves many different audiences, including all Montanans and researchers from across the country and world. Our audience includes learners of all ages, K-12, college, and graduate students, as well as the life-long curious. We strive to engage these learners through many different forms of virtual contact.

Key Measures	Measure	Status
	<ul style="list-style-type: none"> # of digital items and resources added to online databases and repositories. 	<ul style="list-style-type: none"> 268,464 new digital objects.
	<ul style="list-style-type: none"> # of professional development trainings offerings for educators. 	<ul style="list-style-type: none"> 17 professional development offerings.
	<ul style="list-style-type: none"> # of views of public programs on YouTube. 	<ul style="list-style-type: none"> 150,236 views.
	<ul style="list-style-type: none"> # of social media followers and e-newsletter subscribers. 	<ul style="list-style-type: none"> 109,540 followers.
	<ul style="list-style-type: none"> # of items requested from <i>Montana The Magazine of Western History</i> on JSTOR. 	<ul style="list-style-type: none"> 46,258 items requested.
	<ul style="list-style-type: none"> # of online educator resources available. 	<ul style="list-style-type: none"> 115 online resources available.