



2025 Biennium Goals, Strategies & Measures

Mission: The Montana Historical Society saves Montana’s past, shares our stories, and inspires exploration, to provide meaning for today and vision for tomorrow.

Vision: By 2025, MTHS will be a world-class organization and a community hub, connecting hundreds of thousands of people to Montana’s past. MTHS will engage more people than ever in exploring our histories by developing statewide opportunities that are inclusive, welcoming, and stimulating to all.

NOTE: During the 2025 Biennium the primary goal for all staff of the MTHS will be to open the Montana Heritage Center.

| Program I: Administration | | | | | |
|---|---|-----------------------|---------------------|---------------------|-----------------------------------|
| Goal: Increase the number of people directly served | Who | Measures by Biennium | | | |
| | | 2025 Goal | FY2022 | 2021 | 2019 |
| Complete a member survey to understand current demographics and interests and create membership levels for targeted audiences to increase membership. | Membership | 3,400 members | 3,172 members | 2,898 members | 2,659 members |
| Grow social media marketing. | PIO | 77,500 followers | 57,529 followers | 45,490 followers | 31,227 followers |
| Work with tourism partnership to make the Montana Heritage Center a tourist destination and increase visitation. | PIO, Director, Museum Manager | 16,380 visitors* | 23,170 visitors | 35,897 visitors | 65,519 visitors |
| Goal: Increase the number of people virtually served | | | | | |
| Promote use of digitized collections through social media, digital advertising, and outreach. | PIO | 1,400,000 Engagements | 631,908 Engagements | 712,674 Engagements | 250,731 Engagements (FY2019 only) |
| Goal: Protect and preserve historical and cultural resources and sites. | | | | | |
| Complete AAM Reaccreditation Study. | Director, Administrator, Museum Manager | Study Completed | N/A | N/A | N/A |

*Some measures will be lower in the 2025 Biennium due to the construction of the Montana Heritage Center.

| Program 2: Research Center | | | | | |
|---|------------------------|-----------------------------|----------------------------|-----------------------------|-----------------------------|
| Goal: Increase the number of people directly served | Who | Measures by Biennium | | | |
| | | 2025 Goal | FY2022 | 2021 | 2019 |
| Promote the Library & Archives as valuable assets to the public, K-12 and college/university educators through workshops our outreach activities highlighting use of collections. | Archivists, Librarians | 900 people reached | 898 people reached | 1,453 people reached | 4,739 people reached |
| Goal: Increase the number of people virtually served | | | | | |
| Improve digital records and online access to collections by adding additional digital content. | Librarian | 100,000 new digital objects | 45,596 new digital objects | 195,437 new digital objects | 208,196 new digital objects |
| Goal: Protect and preserve historical and cultural resources and sites. | | | | | |
| Inventory, pack, and protect existing collections during construction of the Montana Heritage Center and ensure those collections are placed into new collections storage facilities according to best practices. | All program staff | 98,760 items/boxes unpacked | N/A | N/A | N/A |

| Program 3: Museum | | | | | |
|---|-------------------|-------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Goal: Increase the number of people directly served | Who | Measures by Biennium | | | |
| | | 2025 Goal | FY2022 | 2021 | 2019 |
| Increase exhibit visitation by completing new interpretive experiences. | All program staff | 3 new exhibits | 0 new exhibits | 6 new exhibits | 9 new exhibits |
| Engage with Tribal Stakeholders | Curator | 4 in person meetings | N/A | N/A | N/A |
| Goal: Protect and preserve historical and cultural resources and sites. | | | | | |
| Inventory, pack, and protect existing collections during construction of the Montana Heritage Center and ensure those collections are placed into new collections storage facilities according to best practices. | All program staff | 66,154 items unpacked | 24,157 items inventoried and packed | 21,699 items inventoried and packed | N/A |
| Protect and preserve the permanent artwork in the State Capitol and within the Capitol Complex by inspecting, maintaining, and arranging for conservation of the art. | Manager, Curator | 3 conservation projects | 6 conservation projects | 4 conservation projects | 12 conservation projects |

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| Program 4: Publications | | | | | |
|--|-------------------|----------------------|-------------------|-------------------|-------------------|
| Goal: Increase the number of people directly served | Who | Measures by Biennium | | | |
| | | 2025 Goal | FY2022 | 2021 | 2019 |
| Publish <i>Montana The Magazine of Western History</i> . | All program staff | 8 issues | 4 issues | 8 issues | 8 issues |
| Publish two new MTHS Press books. | All program staff | 4 new books | 3 new books | 1 new book | 1 new book |
| Reprint MTHS Press books. | Program Manager | 6 books reprinted | 3 books reprinted | 8 books reprinted | 3 books reprinted |

| Program 5: Education | | | | | |
|--|------------------------|-------------------------|-------------------------|-------------------------|--------------------------|
| Goal: Increase the number of people directly served | Who | Measures by Biennium | | | |
| | | 2025 Goal | FY2022 | 2021 | 2019 |
| Offer quality, educational tours of Society exhibits, the OGM, and the Capitol. | Tour Guide | 5,000 tour participants | 2,275 tour participants | 1,874 tour participants | 10,232 tour participants |
| Provide in-person teacher workshops. | Manager | 6 workshops | 17 workshops | 29 workshops | 29 workshops |
| Distribute the 4 th grade Montana history textbook, <i>Montana: A History of our Home</i> . | Manager | 6,000 books distributed | N/A | N/A | N/A |
| Promote the Preservation of Montana's agricultural heritage through listings in the Centennial Farm and Ranch program. | Interpretive Historian | 8 new listings | 6 listings | 16 listings | 1 listing |
| Circulate hands-on history footlockers to schools across the state. | Coordinator | 25,000 people impacted | 12,644 people impacted | 17,356 people impacted | 21,812 people impacted |
| Promote heritage tourism and historic preservation by working with property owners to display interpretative signs at National Register listed properties. | Interpretive Historian | 100 new signs created | 67 signs created | 131 signs created | 120 signs created |
| Goal: Increase the number of people virtually served | | | | | |
| Use OPI's Teacher Hub to create an online class related to educational materials. | Manager | 1 class | 0 classes | 1 class | 1 class |
| Broadcast public programs on YouTube. | Tour Guide | 450,000 views | 252,640 views | 307,110 views | 143,197 views |

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| Program 6: State Historic Preservation Office | | | | | |
|---|----------------------------------|--|--|--|--|
| Goal: Increase the number of people directly served | Who | Measures by Biennium | | | |
| | | 2025 Goal | FY2022 | 2021 | 2019 |
| Host trainings and summits and visiting events with interested parties statewide. | All program staff | 45 engagements | 56 engagements | 71 engagements | 60 engagements |
| Engage with Tribal Historic Preservation Officers. | State Archaeologist | 30 engagements | 18 engagements | 28 engagements | 37 engagements |
| Goal: Increase the number of people virtually served | | | | | |
| Increase the number of online resources and make those resources user-friendly | Cultural Records Manager | 3,800 new or updated sites and reports | 2,397 new or updated sites and reports | 3,830 new or updated sites and reports | 3,127 new or updated sites and reports |
| Goal: Protect and preserve historical and cultural resources and sites. | | | | | |
| Provide historical and technical resources to the public. | All Program staff | 9,000 interactions | 8,973 interactions | 7,670 interactions | 10,118 interactions |
| Provide property owners with historical and technical information essential to a property's preservation. | Historic Architecture Specialist | 40 interactions | 33 interactions | 39 interactions | 45 interactions |
| List eligible properties on the National Register of Historic Places | National Register Coordinator | 24 listings | 10 listings | 24 listings | 31 listings |

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