Maritime Heritage Alliance  
2020-2022 Strategic Plan

**Mission:** To preserve, interpret, share, and promote the maritime history of the Great Lakes.

**Vision:** MHA is the maritime history destination of the Great Lakes

**Organizational Ethics:**
- Hands-on  
- Collaborative  
- Learning  
- Inclusive  
- Skills-centered  
- Accessible

<table>
<thead>
<tr>
<th>Overarching Goals</th>
<th>Goals:</th>
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<tbody>
<tr>
<td>FUNDING</td>
<td>Increase annual revenue</td>
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<tr>
<td>VOLUNTEERS</td>
<td>Increase volunteer retention &amp; involvement</td>
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<td>PROGRAMMING</td>
<td>Implement high quality, mission-aligned programs</td>
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<td>Outreach &amp; Engagement</td>
<td>Increase community engagement &amp; improve community awareness of MHA &amp; its mission</td>
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<td>DCGL</td>
<td>Be an engaged, collaborative, &amp; principal partner on the DCGL campus</td>
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<td>Administration</td>
<td>Develop &amp; implement administrative protocols that support the organization’s forward momentum</td>
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| - Increase funds raised through established fundraising methods  
- Implement a new tier of fundraising strategies  
- Diversify revenue streams; identify opportunities for revenue within existing programs & through new projects  
- Implement protocols & policies that promote positive volunteer engagement  
- Prioritize volunteer autonomy where it strengthens organization-wide mission & initiatives  
- Implement sustainable volunteer recognition initiatives  
- Grow program offerings so there is well-rounded representation of GL maritime history  
- Implement objective assessment protocols that promote continuous quality improvement (CQI)  
- For new & existing programs identify opportunities to collaborate & leverage resources with community partners  
- Conduct community needs & interests assessments to guide program development  
- Identify a variety of passive (low effort) & engaging ways to share MHA’s mission with the public  
- Expand marketing efforts for MHA activities, including volunteerism  
- For new & existing engagement opportunities identify opportunities to collaborate & leverage resources with community partners  
- Identify mutually beneficial ways to work collaboratively with campus partners  
- Build relationships with DCGL representatives through targeted engagement efforts  
- Clearly articulate MHA’s long-term vision & pursue opportunities to embed that vision in the broader campus plan  
- Develop & implement communication strategies that promote transparency  
- Streamline communication strategies within organization  
- Implement a staff review process  
- Implement documentation processes for MHA protocols  
- Implement protocols that increase safety & reduce risk |