

**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

**Overarching Goals:**

**Goals:**

<b>FUNDING</b>   Increase annual revenue	<ul style="list-style-type: none"> <li>▪ Increase funds raised through established fundraising methods</li> <li>▪ Implement a new tier of fundraising strategies</li> <li>▪ Diversify revenue streams; identify opportunities for revenue within existing programs &amp; through new projects</li> </ul>
<b>VOLUNTEERS</b>   Increase volunteer retention & involvement	<ul style="list-style-type: none"> <li>▪ Implement protocols &amp; policies that promote positive volunteer engagement</li> <li>▪ Prioritize volunteer autonomy where it strengthens organization-wide mission &amp; initiatives</li> <li>▪ Implement sustainable volunteer recognition initiatives</li> </ul>
<b>PROGRAMMING</b>   Implement high quality, mission- aligned programs	<ul style="list-style-type: none"> <li>▪ Grow program offerings so there is well-rounded representation of GL maritime history</li> <li>▪ Implement objective assessment protocols that promote continuous quality improvement (CQI)</li> <li>▪ For new &amp; existing programs identify opportunities to collaborate &amp; leverage resources with community partners</li> <li>▪ Conduct community needs &amp; interests assessments to guide program development</li> </ul>
<b>Outreach &amp; Engagement</b>   Increase community engagement & improve community awareness of MHA & its mission	<ul style="list-style-type: none"> <li>▪ Identify a variety of passive (low effort) &amp; engaging ways to share MHA's mission with the public</li> <li>▪ Expand marketing efforts for MHA activities, including volunteerism</li> <li>▪ For new &amp; existing engagement opportunities identify opportunities to collaborate &amp; leverage resources with community partners</li> </ul>
<b>DCGL</b>   Be an engaged, collaborative, & principal partner on the DCGL campus	<ul style="list-style-type: none"> <li>▪ Identify mutually beneficial ways to work collaboratively with campus partners</li> <li>▪ Build relationships with DCGL representatives through targeted engagement efforts</li> <li>▪ Clearly articulate MHA's long-term vision &amp; pursue opportunities to embed that vision in the broader campus plan</li> </ul>
<b>Administration</b>   Develop & implement administrative protocols that support the organization's forward momentum	<ul style="list-style-type: none"> <li>▪ Develop &amp; implement communication strategies that promote transparency</li> <li>▪ Streamline communication strategies within organization</li> <li>▪ Implement a staff review process</li> <li>▪ Implement documentation processes for MHA protocols</li> <li>▪ Implement protocols that increase safety &amp; reduce risk</li> </ul>