



MONTANA
HISTORICAL SOCIETY

2027 Biennium Goals, Strategies & Measures

Mission: The Montana Historical Society preserves 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 2027 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			
		2027 Goal	FY2024	2023	2021
Complete a member survey to understand current demographics and interests and create membership levels for targeted audiences to increase membership.	Membership	6,000 members	2,734 members	3,123 members	2,898 members
Integrate subscribers into the membership program for better service and increased efficiency.	Membership	Integration Complete	2,793 subscribers	N/A	N/A
Work with tourism partnership to make the Montana Heritage Center a tourist destination and increase visitation.	PIO, Director, Museum Manager	150,000 visitors	1,620 visitors	40,115 visitors	35,897 visitors
Goal: Increase the number of people virtually served					
Promote use of digitized collections through social media, digital advertising, and outreach.	PIO	2,150,000 Engagements	951,240 Engagements	1,994,553 Engagements	712,674 Engagements
Grow social media marketing.	PIO	118,500 Followers	109,540 followers	71,485 followers	45,490 followers

Goal: Protect and preserve historical and cultural resources and sites.					
Complete American Alliance of Museums Reaccreditation Study.	Director, Administrator, Museum Manager	Study Completed	Rescheduled due to Construction	N/A	N/A

Program 2: Library and Archives					
Goal: Increase the number of people directly served	Who	Measures by Biennium			
		2027 Goal	FY2024	2023	2021
Promote the Library & Archives as valuable assets to the public, K-12 and college/university educators through workshops or outreach activities highlighting use of collections.	Archivists, Librarians	1,350 people reached	643 people reached	1,333 people reached	1,453 people reached
Goal: Increase the number of people virtually served					
Improve digital records and online access to collections by adding additional digital content.	Librarian	800 new digital objects	268,464 new digital objects	4,838,806 new digital objects	195,437 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	9,989 liner feet of materials in final location	1,604 linear feet of materials relocated	8,385 linear feet of materials relocated.	N/A

Program 3: Museum					
Goal: Increase the number of people directly served	Who	Measures by Biennium			
		2027 Goal	FY2024	2023	2021
Increase exhibit visitation by completing new interpretive experiences.	All program staff	5	0	0	6 new exhibits
Engage with Tribal Stakeholders	Curator	4 meetings	32 meetings	2 meetings	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	All program staff	62108 items rehoused	618 inventoried and packed	39791 items inventoried and packed	21,699 items inventoried and packed

collections are placed into new collections storage facilities according to best practices.					
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, Conservation Specialist	4 conservation projects	7 conservation assessments performed	4 conservation projects	4 conservation projects

Program 4: Publications					
Goal: Increase the number of people directly served	Who	Measures by Biennium			
		2027 Goal	FY2024	2023	2021
Publish <i>Montana The Magazine of Western History</i> .	All program staff	8 issues	8 issues	8 issues	8 issues
Publish two new MTHS Press books.	All program staff	4 new books	2 new books	3 new books	1 new book
Reprint MTHS Press books.	Program Manager	6 books reprinted	5 books reprinted	7 books reprinted	8 books reprinted
Goal: Increase the number of people virtually served					
Provide virtual access to <i>Montana The Magazine of Western History</i>	All Program staff	90,000 Items requested	46,258 Items requested	84,727 Items requested	N/A

Program 5: Education					
Goal: Increase the number of people directly served	Who	Measures by Biennium			
		2027 Goal	FY2024	2023	2021
Offer quality, accessible, educational tours of Society exhibits, the OGM, and the Capitol.	Tour Guides	18,000 tour participants	5,675 tour participants	8,887 tour participants	1,874 tour participants
Provide teacher trainings.	Interp. Historian	28 trainings	17 trainings	27 trainings	29 trainings
Promote the Preservation of Montana's agricultural heritage through listings in the Centennial Farm and Ranch program.	Interp. Historian	16 listings	8 listings	7 listings	16 listings
Circulate hands-on history footlockers to schools across the state.	Coordinator	25,000 people impacted	14,710 impacted	24,384 people impacted	17,356 people impacted
Offer high quality public programs.	Comm. Engagement Specialist / Historian	10,000 people impacted	6,578 people impacted	5,982 people impacted	9,096 people impacted

Provide school tours to students from across Montana	Tour Coordinator	Students from 25 counties	Students from 19 counties	N/A	N/A
Promote heritage tourism and historic preservation by working with property owners to display interpretative signs at National Register listed properties.	Interpretive Historian	100 signs created	38 signs created	110 signs created	131 signs created
Partner with other organizations	Comm. Engagement Specialist	7 organizations	N/A	N/A	N/A
Goal: Increase the number of people virtually served					
Use OPI's Teacher Hub to create an online class related to educational materials.	Interp. Historian 2	2 classes created	0 classes	0 classes	1 class

Program 6: State Historic Preservation Office					
Goal: Increase the number of people directly served	Who	Measures by Biennium			
		2027 Goal	FY2024	2023	2021
Host trainings and summits and visiting events with interested parties statewide.	All program staff	50 engagements	26 engagements	18 engagements	71 engagements
Engage with Tribal Historic Preservation Officers.	State Archaeologist	20 engagements	24 engagements	19 engagements	28 engagements
Goal: Increase the number of people virtually served					
Increase the number of online resources and make those resources user-friendly	Cultural Records Manager	2,500 new or updated sites and reports	2,617 new or updated sites and reports	2,056 new or updated sites and reports	3,830 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	6,000 interactions	2,726 interactions	2,700 interactions	7,670 interactions
Provide property owners with historical and technical information essential to a property's preservation.	Historic Architecture Specialist	20 interactions	21 interactions	15 interactions	39 interactions
List eligible properties on the National Register of Historic Places	National Register Coordinator	24 listings	9 listings	17 listings	24 listings