



2018-2021 NWHP Strategic Plan

In 2013 the Board of Directors for NWHP drafted a Strategic Plan. That plan was updated in 2015 and 2017. A Strategic Plan Progress Report will be issued in December of each year to report progress of objectives.

Here are the Highlights of the Strategic Plan.

Mission Statement

Providing visibility and support for the gathering and dissemination of history about the roles and contributions of all women of every race, class and ethnic background.

Vision Statement

Celebrating the lives of women in Nevada throughout history.

NWHP Values

We are passionate in our commitment to the history of all women of Nevada.

Leadership

We are leaders in the identification, compilation and dissemination of information about all women in Nevada. Through creativity and hard work, we accelerate the pace of discovery, promote quality of information resources, stimulate community resources and services and are the world's best source of information about women in Nevada

Integrity

We are honest and straight forward in all that we do. We treat everyone with dignity and respect. We act responsibly with resources entrusted to us. We are accountable and act in accordance with these values.

Excellence

We set high standards of performance and service delivery and work toward excellence in our mission to gather and disseminate the history of all Nevada women. We maintain the highest standards for our public products relating to women's history.

Teamwork

We advance the history of Nevada women through individual and team achievements. We recognize our volunteers as our most valued resources.



2018-2021 Goals and Objectives

The five goals identified by the NWHP Board and the outcomes we strive to achieve are as follows:

- Goal 1-** To ensure sustainability through **membership** retention and growth, NWHP proposes to increase membership by adding 3 new paid memberships by Jan. 31st of each calendar year.

- Goal 2-** To ensure the sustainability of the **organization**, NWHP will increase its **visibility** with new website information, increased numbers of programs produced, speaking engagements accepted and partnerships/associations with other organizations. One of the methods used as an assessment tool will be reviewing the website and Facebook “hit” counters monthly.

- Goal 3-** To ensure the sustainability through continued building on our **credibility**, NWHP write 15 new biographies yearly, as well as other research-based materials. NWHP will continue collaboration with other historical focused organizations.

- Goal 4-** To ensure the sustainability of the organization through **financial** security, the organization will continue the soliciting of donations, increasing our event’s net profits and seeking a more sustainable funding source, such as endowment donations, by 10%. The NWHP will also continue to seek grants, as well as promote a new revenue source with our “Legacy” web page.

- Goal 5-** To ensure the sustainability of the organization through our **branding** goal, NWHP will complete its redesign of the website store and add items that will carry the NWHP logo utilizing funding provided by the Estelle J. Kelsey Foundation grant.

These goals and objectives provide a critical roadmap to guide the NWHP Board of Directors, and at the same time offer flexibility to ensure that we adapt to future challenges and opportunities.

Undoubtedly, modifications to this Strategic Plan will be made over time. However, the committee is confident that it comprehensively captures our collective mission, vision, values, goals and objectives, which will ultimately drive the success of the Nevada Women’s History Project.