



Strategic Plan for the Nevada Division of Museums and History

Estipona Group

August 23, 2024/Board of Museums &
History: Special Meeting



Strategic Planning - Discovery

In early 2024, Steven Weiss of the Weiss Group, met with DMH leadership and each museum director independently to perform a SWOT analysis of the organization (determine strengths, weaknesses, opportunities and threats) from the museum level.

Using that SWOT information as a launch pad, the groups came together over two days in April 2024 to develop the backbone of the strategic plan and long-term direction for DMH.



Strategic Planning - Goals

The common goals identified prior to the meeting were:

1. Create a unified vision and mission
2. Become more intentional about marketing the Nevada Division of Museums & History (the Division) and communicating as a team to the benefit of all museums
3. Lay the foundation for a strategic plan for the Division

Strategic Planning - Meeting

With these common goals in mind, and led by Steven Weiss, the group came to a consensus on DMH mission, vision, values, short- and long-term goals, indicators of achievement and strategies for achieving the goals. That teamwork was the basis for the draft strategic plan.



Strategic Planning - The Outcome

Estipona Group recorded everything discussed in the strategic planning session. Estipona Group then synthesized the group's thoughts into a draft strategic plan.

This draft plan has been presented to DMH leadership and museum officials throughout July and August 2024, incorporating feedback and making adjustments as necessary.

Mission and Vision

Mission – why we exist

Save and share Nevada's heritage to inspire curiosity and lifelong learning for all generations

Vision – what we want to be

A welcoming space that inspires, informs, and connects all who explore our shared history.

Values - Who We Are

- Inclusivity
- Collaboration and teamwork
- Stewardship
- Transparency

Goals

- Grow Attendance
- Financial Stability – Establish and Broaden Non-State Revenue Base
- Responsible Stewardship – Improve Collection Access, Space, and Storage
- Accessibility – Make Museums More Welcoming to Historically Underserved Audiences
- Take Care of Our People, Places, and Things

Indicators of Achievement

- Each goal was assigned 5 - 8 indicators of achievement
- These indicators of achievement must be measurable and must include a timeframe for completion
- The indicators are meant to be division-wide, knowing some museums will go over or under based on their unique needs and priorities

Examples of indicators are:

- Increase overall museum attendance by 20% by the end of FY 25
- Identify specific growth metrics at each museum
- Retrofit 50% of existing exhibits to be bilingual within 5 years and 100% of existing exhibits to be bilingual within 10 years

Strategies — how we'll achieve our goals

- Strategies were also identified for each goal
- These strategies are meant to be an approach to support the to achievement of the division goals, and became the foundation for the division marketing plan
- Strategies also looked outside of marketing, incorporating areas such as collection management enhancement, defining staffing needs and establishing a museum foundation

Next Steps

- Incorporate board feedback
- Finalize document
- Layout in high fidelity format
- Distribute to all DMH leadership and museums



Thank you.

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