Strategic Plan
FY 2019-2024
VISION - “It is the vision of The National Civil War Museum to be valued as the national destination of choice by all, especially families, students, civil war enthusiasts and historians to experience and research the culture and history of the American Civil War.”

WHAT WE BELIEVE

- That the American Civil War was a defining moment in our history and its impact and lessons for our country are relevant to all our citizenry.
- That as an educational organization we will respect all points of view and perspectives in exploring its lasting impact.
- That we will focus on primary sources and enlist the assistance of world class historians through our well-respected Advisory Council in our efforts to help today’s citizens understand why the events of this era are still relevant today.
- That our one of a kind, extensive collection of artifacts and original archives makes us an ideal choice for scholars, students, families and all other members of the general public seeking greater knowledge of this defining event in our nation’s history.

MISSION - “It is the mission of The National Civil War Museum to serve as a national center to inspire lifelong learning of the American Civil War through the preservation and balanced presentation of the American peoples struggles for survival and healing.”
The subject areas comprising this plan are as follows:

- Financial Stability
- Education
- Preservation
- Partnerships
- Facilities
Goal # 1: Financial Stability

The National Civil War Museum will work to stabilize, strengthen, enhance, and grow revenue enabling the institution to expand its mission.

Actionable Strategies to Achieve This Goal

- Complete a Capital Campaign to secure city owned artifacts in the collections of the NCWM and raise an endowment to assist in ongoing operational expenses.
- Identify, solicit, and secure from national donors more contributed revenue at all levels including major and planned gifts.
- Retire debt
- Diversify revenue streams
- Work to change the model of income at the NCWM making it less dependent on governmental funding.
- Enhance and diversify the board of directors to better position the museum for development opportunities.
Goal # 2: Education

The National Civil War Museum will work to maintain, increase, and grow its educational offerings, activities, and events.

Actionable Strategies to Achieve This Goal

- Refresh the museum’s permanent educational galleries, and when possible update the current storyline and presentation to attract repeat visitors new audiences.
- Employ new innovative technology in order to better engage and appeal to museum visitors and virtual guests.
- Align the museum’s educational offerings with national, state, and local curriculum standards to attract more students.
- Use the holdings of the museum to further the institution’s educational message and work.
- Develop and advance non-traditional stories related to the war to widen the museum’s educational appeal.
Goal # 3: Preservation

The National Civil War Museum is committed to collect, preserve, document, research, and interpret the American Civil War through its significant historical holdings.

Actionable Strategies to Achieve This Goal

- Whenever possible pursue best practices as established by the AAM, AASLH, SAA, and other similar professional organizations.
- Review, update, revise and when necessary, craft all necessary collection policies, procedures and/or other documents consistent for the best stewardship of the items entrusted to our care.
- Gain better intellectual and physical control over the collection through museum activities such as, inventorying, cataloging, digitizing, researching, and the creation of finding aids.
- Conduct historical research related to the collection in order to shed light on new stories and to better document our holdings.
- Create, evaluate, monitor, and implement plans, policies, and procedures which improve and preserve the long-term stability of the collection.
Goal # 4: Partnerships

The National Civil War Museum will explore, identify, develop, and enter into partnerships to advance its mission.

Actionable Strategies to Achieve This Goal

- Identify and develop partnerships in multiple areas including marketing, collections, educational outreach, development, community engagement etc. Develop an individual strategy for each partner.
- Explore, draft, and implement actions which better highlight and use our Smithsonian Affiliation.
- Work with like minded groups, organizations, and institutions to expand the museum's visibility and reputation both in the surrounding community and nationally.
- Collaborate with groups, organizations, and institutions to expand the museum’s educational work.
- Partner with others in the use of the collection, including exhibitions, loans, and other such activities.
Goal # 5: Facility

The National Civil War Museum will upgrade, refresh, improve, repair, replace, and address the museum’s physical spaces.

Actionable Strategies to Achieve This Goal

• Develop and maintain a prioritized capital list of repairs, upgrades, replacements, and other related work with cost estimates.

• Refresh, update, and improve, all rental spaces thereby assisting the museum in gaining more earned revenue.

• Refresh, update, and improve all educational spaces.

• Replace failing and aging infrastructure with new equipment to extend the life of the building and improve operational efficiency.

• Explore, and when possible and beneficial to the NCWM, implement cost saving green options.