MISSION
To deepen the understanding of the past and cultural heritage of Laurel, Maryland, to connect and inspire, for today and the future.

We fulfill our mission by:
- Collecting, preserving, interpreting, and researching the historical records and artifacts that document the history and culture of our community.
- Providing access to our collections online, in our library, and through outreach programs.
- Enhancing collections and public programs to better represent present-day and past life as well as the diverse communities in the Laurel area.
- Creating exhibits on the history, current activities, and cultural heritage of the Laurel area.
- Conducting lectures, discussions, and other public programs for adults, children, students, and families.
- Connecting with the community and stakeholders to broaden partnerships and collaborations on collections, exhibits, programs, and other learning opportunities.

VISION
Creating a community that encourages learning about all of our neighbors by collecting, storytelling, cultivating legacies, and sharing history and cultural heritage.

VALUES STATEMENT
We consider our greatest strength to be both a past and future facing organization, serving the community in ways to engage with more diverse audiences. We carry the lessons learned from past and current events to inspire us to be active stewards of our community’s history as it happens, while encouraging and exploring different perspectives from across the Laurel community. We are welcoming, inclusive, and respectful of all.

VALUES
COMMUNITY We believe we have an obligation to promote collaboration, engage in dialogue and encourage participation in our work so we can learn from one another. We conduct our work with cooperation and mutual respect within the Society and within the Laurel community.

INCLUSION We recognize the diversity of our community and aspire to reflect the full spectrum of our community in our collections, programs, staff, and governance. We believe that our past should inform our future, and that bringing together diverse groups of people can create new approaches to cultural understanding. We are committed to telling accurate and inclusive stories about Laurel.

LEARNING We pride ourselves on being a place for our visitors, staff, and volunteers to learn. We value our role as a resource for life-long learning in our community.

PRESERVATION We care for the resources that have been entrusted to us for today and for future generations.
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<th>GOALS</th>
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| 1. Enhance Board engagement & foster leadership by adopting new best governance practices. | Short Term  
- Revise the bylaws  
- Update the Board Orientation Process  
Intermediate Term  
- Define roles of the Board vs. Executive Director  
- Adopt Board Roles & Responsibilities  
- Re-evaluate the Committee Structure & add Charters  
Long Term  
- Create a Conflict of Interest and Relationship Disclosure form |
| 2. Improve Diversity in all aspects of the organization | Short Term  
- Adopt a Diversity Statement and Land Acknowledgment  
- Ensure committees focus on diversity & outreach  
Intermediate Term  
- Enhance diversity on the board & staff  
Long Term  
- Seek professional training around IDEA |
| 3. Better reflect role as a community museum through public programs and enhance professional staffing. | Short Term  
- Hire Educator/Program/Outreach Coordinator  
- Revise staff roles and job responsibilities  
Intermediate Term  
- Conduct comprehensive evaluation of public programs  
- Continue bringing Collections policies & practices in line with community best practices and standards  
Long Term  
- Hire Collections Manager  
- Enhance exhibitions and other public content  
- Form Academic Advisory Committee  
- Communications planning |
| 4. Analyze and institute best practices to increase Membership & Development |  
- Reinvigorate Development/Membership committees  
- Analyze past history of funding to develop goals for development activities  
- Identify family foundations, governmental and other sources of funding |
| 5. Study Space Needs |  
- Seek grant to fund  
- Hire professional architect or space planner |