



Strategic Plan 2014-2017

Mission

Sharing greater High Point's history, providing perspective for current issues, and strengthening the sense of community

Vision

The High Point Museum will be a thriving, trusted community center where people come to learn more about themselves and our city. It will strengthen public life by supporting cultural diversity and identity, encouraging family ties and relationships, helping people enjoy life, and inspiring people to make positive contributions to our society.

Provide greater access to our artifacts and historical materials

- Increase number of digitized materials in our collection
- Expand use of digital technologies to share our collection & promote our activities
- Upgrade exhibit spaces and components for easier and more frequent onsite exhibit changes
- Increase opportunities for participation and engagement with our collection
- Offer indexes and finding aids to collections in Museum and Heritage Research Center
- Stabilize and prepare vulnerable artifacts for display through specialized conservation treatments

Prepare for the changing demographics of our community

- Increase targeted marketing to Asian, Latino & Senior Populations
- Develop more Spanish Language Interpretive Aids
- Incorporate Latino & Asian Stories into exhibits, programs, and collecting plans

Secure financial support for long term viability of the High Point Museum

- Create donor opportunities around specific needs
- Improve follow up with donors to help them better understand the impact of their giving
- Educate public about our needs, operations, and relationship to the High Point Historical Society (HPS)
- Work with support groups to align their giving with our needs
- Explore and review opportunities for generating revenue

Connection, Diversity, Fun, Innovation