

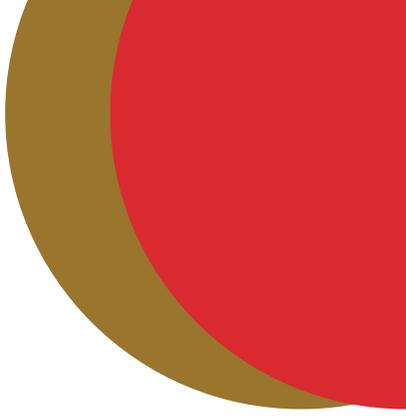


2025 - 2029

STRATEGIC PLAN

NATIONAL
SUSAN B. ANTHONY
MUSEUM & HOUSE™

ROCHESTER, NEW YORK



VISION

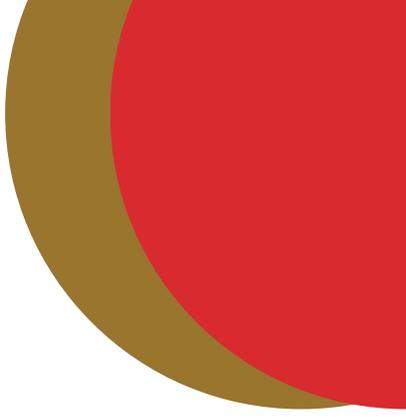
OUR VISION IS TO INSPIRE
OUR LOCAL, NATIONAL
AND GLOBAL
COMMUNITIES WITH THE
LIFE AND WORK OF

SUSAN B. ANTHONY.

LIKE HER, WE BELIEVE
THAT HUMANITY,
EQUALITY, JUSTICE, AND LIBERTY
ARE CENTRAL TO A COMMUNITY OF,
BY, AND FOR, ALL PEOPLE.

**NATIONAL SUSAN B. ANTHONY
MUSEUM & HOUSE**

MISSION

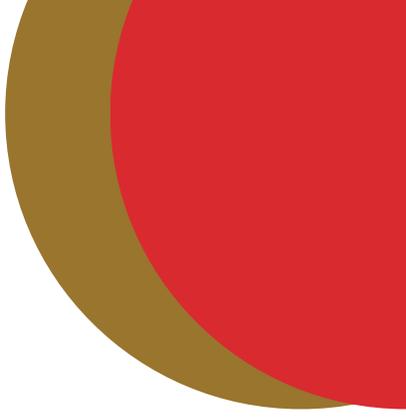


WE MAINTAIN AND SHARE
SUSAN B. ANTHONY'S
NATIONAL HISTORIC LANDMARK,
HISTORIC PROPERTIES,
AND COLLECTIONS;
PROMOTE HISTORICAL
SCHOLARSHIP;
AND WELCOME GUESTS TO
PROGRAMS AND EXHIBITS
RELATED TO HER LIFE,
WORK, AND INFLUENCE.

BY INTERPRETING HOW AND
WHY SUSAN B. ANTHONY
CHANGED THE WORLD,
WE INSPIRE
CHANGEMAKING.



**NATIONAL SUSAN B. ANTHONY
MUSEUM & HOUSE**



VALUES

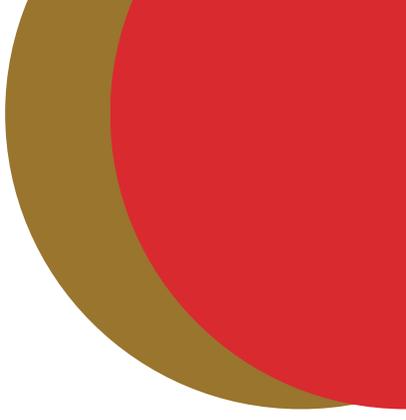
At the National Susan B. Anthony Museum & House we hold these values as core to our vision and mission:

We are inspired by Susan B. Anthony's life and work.

Susan B. Anthony guided the suffrage movement in the United States for much of her life, infusing her own values into the movement: humanity, equality, justice, and liberty. She believed that all people have dignity and worth, and she respected individual contributions toward a collective goal.

We focus on community.

We believe that community, embodied by people and place, is our most important asset. We strive to create space for thoughtful conversations and the exploration of how our collective history impacts our collective future. We believe we are better together.



VALUES

We educate.

Like Susan B. Anthony, we work to educate about the importance of civic participation and leadership, and to think critically about the past and the future. We believe that multiple perspectives are the cornerstone of creating a more equitable society.

We strive for liberty, justice, and equity.

Susan B. Anthony's life and work were rooted in her pursuit of justice and freedom for all people. She fought for human rights on many levels, including: abolition of slavery, voting rights for all, marriage and property rights, pay equity, and access to education. Like her, we strive for a community centered in anti-racist and anti-bias action, equity for all people, reparation of harm, and a world where everyone has the opportunity to succeed.



STRATEGIC PRIORITIES

Priority #1: Share the life, work, impact, and relevance of Susan B. Anthony.

Priority #2: Expand the Susan B. Anthony Museum & House Campus.

Priority #3: Expand partnerships and community engagement.

Priority #4: Steward and grow organization resources, including people and properties.

Priority #5: Steward the museum's collection and associated resources.

Priority #6: Guide the CEO transition and succession plan.



STRATEGIC PRIORITIES

Priority #1

Share the life, work, impact, and relevance of Susan B. Anthony.

Goals

Develop interpretation and exhibits that connect the past to today and the future.

Develop and market existing and new programs and tours to current and expanded audiences.

Develop and share exhibits and programs that explore Susan B. Anthony's complex legacy, and position the National Susan B. Anthony Museum & House as a home for thoughtful discourse.



STRATEGIC PRIORITIES

Priority #2

Expand the Susan B. Anthony Museum & House Campus.

Goals

Complete a capital interpretive center project according to established goals and funding.

Open the interpretive center.

Develop scalable organizational growth and staffing to support the operation of the interpretive center.



STRATEGIC PRIORITIES

Priority #3

Expand partnerships and community engagement.

Goals

Maintain and grow our partnership database.

Leverage strategic relationships to expand our reach to new visitors and program guests.

Create and develop collaborations with colleges, universities, and career and technical education (CTE) sites, including internship and training programs.



STRATEGIC PRIORITIES

Priority #4

Steward and grow organization resources, including people and properties.

Goals

Create and implement a sustainable staffing and volunteer plan with realistic work/life balance expectations.

Create and implement a master facilities plan to steward the current and expanded campus.

Leverage partnerships and community relationships to maximize fundraising capacity through unrestricted funds, program funding, capital giving, naming opportunities, and other sponsorships.

STRATEGIC PRIORITIES



Priority #5

Steward the museum's Collection and associated resources.

Goals

Rehouse the current collection in the new interpretive center in accordance with accepted museum standards.

Implement and maintain the collections policy and the interpretive plan to enhance the value and use of the collection.

Create a plan to develop and promote an online collection catalog for use by both the public and academic researchers.

Create a plan to continue the digitization of appropriate elements of the collection to add to the online collection catalog.



STRATEGIC PRIORITIES

Priority #6

Guide the CEO transition and succession plan.

Goals

Update and maintain an emergency succession plan.

Create and implement a CEO transition plan including, but not limited to, staff preparation, organization systems, grants and contracts, and contacts (including funder contacts).

Create and implement a succession plan for the CEO position.

Create and implement an orientation and onboarding plan for the new CEO.

Enhance and implement a succession, orientation, and onboarding plan for non-CEO new hires and volunteers.