



January 23, 2023

Dear Lorain Historical Society Members and Friends:

It is with gratitude and pride that we present you a summary of our Strategic Plan - "Securing Our Future: Our Plan for 2023-2025." We invite you to read the accompanying summary today and commit to becoming involved in the work of the Lorain Historical Society so that together we can "Secure Our Future" for years to come.

Our Process: Throughout 2022, our Board of Trustees and Staff worked closely with Janus Small and Associates to develop a plan that will set the course of the Society over the next three years. Our discussions not only focused on our Mission and Vision, but also centered around program expansion, increased community engagement, organizational development, financial sustainability, facility upgrades, and the preservation of our collections, specifically our artifacts.

Our Plan: A comprehensive plan was prepared and accepted by our Board of Trustees at a meeting on Wednesday, November 16, 2022. The Board unanimously re-affirmed our Mission and Vision statements, established three main goals that will guide our work as we move forward, and approved a timeline for implementation. A summary of the plan is included with this mailing.

Our Progress: Here is how you will know that we are accomplishing our Strategic Plan goals:

- We will attract a younger, more diverse group of members.
- We will engage a broader audience in our programming.
- We will secure more donors to our endowment fund to help us attain greater financial sustainability.
- We will make improvements to the Moore House so that adequate space can be provided for programs and storage for our collections, particularly our artifacts.

We move forward into the future in the same way we reached this point in our history—through the hard work and contributions of many people who love Lorain and all it represents. We need the help of ALL who call Lorain home as we continue to reach our vision "where children and adults are inspired by their shared and diverse history; and where people work together to create a vibrant city that is economically strong and a great place to live."

Sincerely,

Spencer Roule
President, Board of Trustees

Barbara Piscopo
Executive Director



Early in 2022, the Board and Staff of the Lorain Historical Society began a Strategic Planning process under the direction of Janus Small and Associates. Input was gathered through surveys of the membership and staff, and through interviews of community partners and funders. In April, the consultant met with the committee and subsequently conducted a series of four comprehensive work sessions to develop goals and implementation strategies for the organization over the next three years.

Key themes from the survey report included:

- Expansion of programming
- Increased community engagement
- Financial stability
- Infrastructure/Organizational development

Conversations with various constituents revealed the following:

- Praise for the leadership of the staff and Board of Trustees
- Importance of audience development – grow membership, donor base, numbers of participants with focus on younger people
- Need to continue building Endowment
- Support for embracing the diversity of the community in programming

At the first session, the Strategic Planning Committee re-affirmed the organization's Mission Statement:

The Lorain Historical Society engages members of the community and our visitors in our shared and diverse history through preservation, education, collaborations, and exciting programming for all ages, so that we learn from the past, develop civic pride, and transform the future.

The following Goals were established:

- Grow our Endowment to help offset operating costs
- Expand our staffing to adequately support all our initiatives
- Make better use of the Moore House while working to preserve our collection of artifacts in the best way possible

Attaining these goals will ensure that those who come after us can feel they are on firm ground, enabling them to move forward with renewed energy and creativity.



As the Staff begins their work in 2023 and the Board of Trustees re-convenes for a new year, they will work to develop specific and realistic action steps to move each goal forward. For example, here are some action steps that have already been identified and will begin to take shape in 2023:

- To reach a younger and more diverse audience, the Lorain Historical Society is developing programs such as the Lorain Early Learning Initiative for preschoolers and their families, and Teaching Lorain—a professional development program for educators that immerses them in Lorain’s history and community.
- To tell a broader and more inclusive story of Lorain’s history, we will continue the Latino Lorain History Project and the Lorain Black History Archives Project.
- To ensure our facilities meet the long-term needs of the Historical Society most effectively for our programs and collections, we are actively seeking new funding opportunities. Through grants and private donations, we plan on completing the construction of Phase II of our exhibits at the Carnegie Center and making needed renovations at the Moore House.
- Finally, we are encouraging more donors to give to our Endowment. Increased dollars in our Endowment Fund translate into an increase in the amount of money we can move to our operations, thus decreasing the revenue that needs to be raised year after year to support the organization.

Thanks to those who have come before us, we are able to embark upon this work with confidence. We look forward to enabling future generations to benefit from the Lorain Historical Society’s active presence in the community.

Vision Statement

*We envision a future for Lorain where the Lorain Historical Society
Will be a leader in local history, preservation, and community engagement;
Where children and adults are inspired by their shared and diverse history;
And where people work together to create a vibrant city
that is economically strong and a great place to live.*