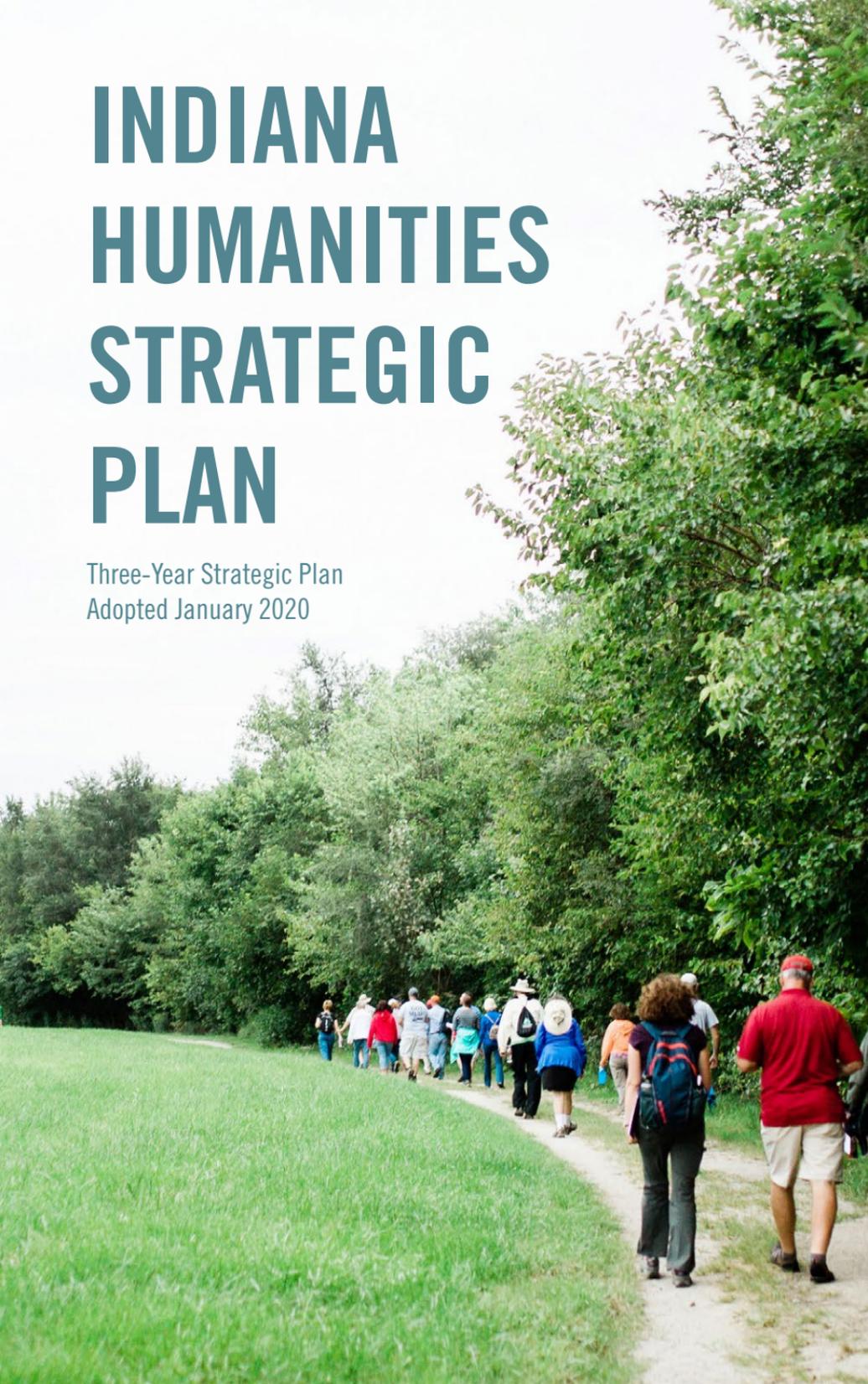


# INDIANA HUMANITIES STRATEGIC PLAN

Three-Year Strategic Plan  
Adopted January 2020



Dear stakeholders,

Thank you for providing guidance as we completed a year long strategic planning process. We value your input (received from surveys, interviews and other conversations), and we hope you see your contributions reflected in the following pages. After speaking with you and conducting our own self-analysis, we are excited to announce new strategic pillars, updated values and a new vision statement. But even though we are moving forward with new ideas you will find that we are still committed to our core mission and you can be sure of the following:

- We will continue to offer a **mix of programs that we direct and programs that we fund.**
- We will continue our **creative work with themes.**
- We will ensure our programs and communications have both **breadth of reach and depth of impact.**
- We will continue to serve the following **critical roles:** convener, catalyst, communicator, partner, grant-maker, capacity-builder and risk-taker.
- We will **instill our core beliefs and values** in all that we do.

Thanks again for helping guide our future—we look forward to checking in with you along the way. And if you are new to Indiana Humanities, we hope you will take a look at what we are up to and join us in thinking, reading and talking.

Sincerely,



**Keira Amstutz**  
President and CEO, Indiana Humanities



“

You make us all squirm a little and get outside our comfort circles. That's important. We access so much information today. Yet, you continue to surprise us and give us discovery and delight that we really need.

INDIANA HUMANITIES SURVEY PARTICIPANT

IN MARCH 2019 WE SURVEYED  
HOOSIERS ABOUT OUR WORK.

HERE'S WHAT THEY SAID.



## INDIANA HUMANITIES 2019 SURVEY FINDINGS

**8.82** OUR CONSTITUENTS  
OUT OF 10 AGREE, WE DELIVER ON  
OUR MISSION.

**9.45** OUR RESPONSIVENESS  
OUT OF 10 TO REQUESTS AND  
NEEDS IS TOP NOTCH.

**95%** OF SURVEY  
RESPONDENTS  
LIKE OUR  
APPROACH  
USING THEMES.

PEOPLE FEEL SUPPORTED.

**64%**  
NORTHWEST

**84%**  
NORTHEAST

**56%**  
N. CENTRAL

**89%**  
CENTRAL

**82%**  
SOUTHEAST

**54%**  
SOUTHWEST

**79%**  
S. CENTRAL



### OUR WORK MATTERS

As a result of engaging with Indiana Humanities, respondents...

**57%** Have been able to offer programs that they would not have been able to do without grant support.

**55%** Believe the humanities are more accessible to ordinary Hoosiers.

**54%** Have read something they would not have normally read.

**55%** Have been able to offer (or develop) programs that are more creative and/or more impactful than they would have without Indiana Humanities support.



# OUR MISSION

Indiana Humanities connects people, opens minds and enriches lives by creating and facilitating programs that encourage Hoosiers to think, read and talk.



# OUR VALUES

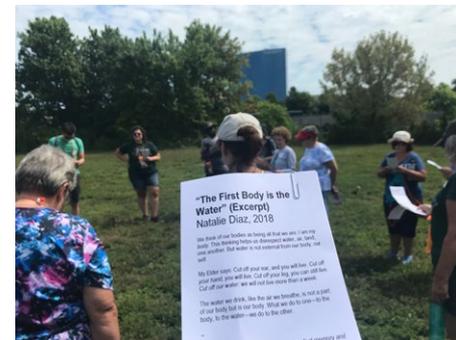
We are inclusive.

We are learners.

We take risks.

We get stuff done, and done well.

We are the best partners you'll work with.



# OUR VISION

An Indiana where the humanities belong to everyone, where action is rooted in insight and where community grows from conversation.

# OUR CORE BELIEFS

**We believe the humanities can transform lives and communities. We believe a strong humanities community can be a force for strengthening the civic fabric of our state. We believe our work sparks enjoyment, illuminates ideas and builds resilient and inclusive communities. We believe anyone can participate in the humanities and that they help us lead fulfilling lives. We believe that small amounts of money can catalyze transformative work. We believe being in the room at the right moment is crucial, as is using our spot at the table to amplify other voices.**





# IF WE FULFILL OUR VISION, WE KNOW THE RESULTING IMPACT WILL BE TRANSFORMATIVE.

Hoosiers will be changed by practicing the humanities as a part of their daily lives, and collectively our communities will be stronger and more collaborative. If we do our job better, more Hoosiers will agree with the following statements:

- I read novels and learn about the past to better understand others and the world around me.
- I value ethics and philosophy so I can make and help guide good decisions.
- I seek out complexity in order to gain a fuller understanding of an issue.
- I am an active citizen, participating in civic activities such as voting and attending public meetings.
- I am willing to take intellectual risks, and I value knowledge.
- I am a passionate champion for the humanities, and I am eager to support them and share them with others.



# STRATEGIC PILLARS

We have arranged the strategies that drive our work into two categories: **Engage** (how we draw in our audiences and engage more deeply with them over time) and **Sustain** (how we ensure our future growth through development and partnerships). Under each strategy we have identified a few tactics that will help us be successful. The list on the following pages is representative of our work but not exhaustive.



# ENGAGE

## 1. Create a pathway for existing and new audiences and partners to engage more deeply over time with innovative and inspiring programs.

>> Tactics include designing a mix of programs and grants with both breadth and depth; adapting current models to be more scalable; growing the capacity of our partners; and delivering deliberate, high-quality multimedia communications.

## 2. Better understand, integrate and implement pro-equity practices.

>> Here, we will identify underserved audiences, understand current barriers to participation and determine how to gather data. We will also create a task force to evaluate and enhance our processes to ensure we are equitable and inclusive in our practices.

## 3. Raise awareness and communicate the impact of the humanities on individuals and communities.

>> This strategy will include designing and implementing a volunteer program and building an engaged group of humanities ambassadors and advocates.

## 4. Engage in a targeted communications strategy to show the impact and value of Indiana Humanities programming.

>> This strategy includes reaching out to federal and state lawmakers to highlight the value of our work and how we are reaching constituents, as well as current and potential funders and donors.

# SUSTAIN

## 1. Catalyze public humanities work through statewide grants, partnerships and convening events.

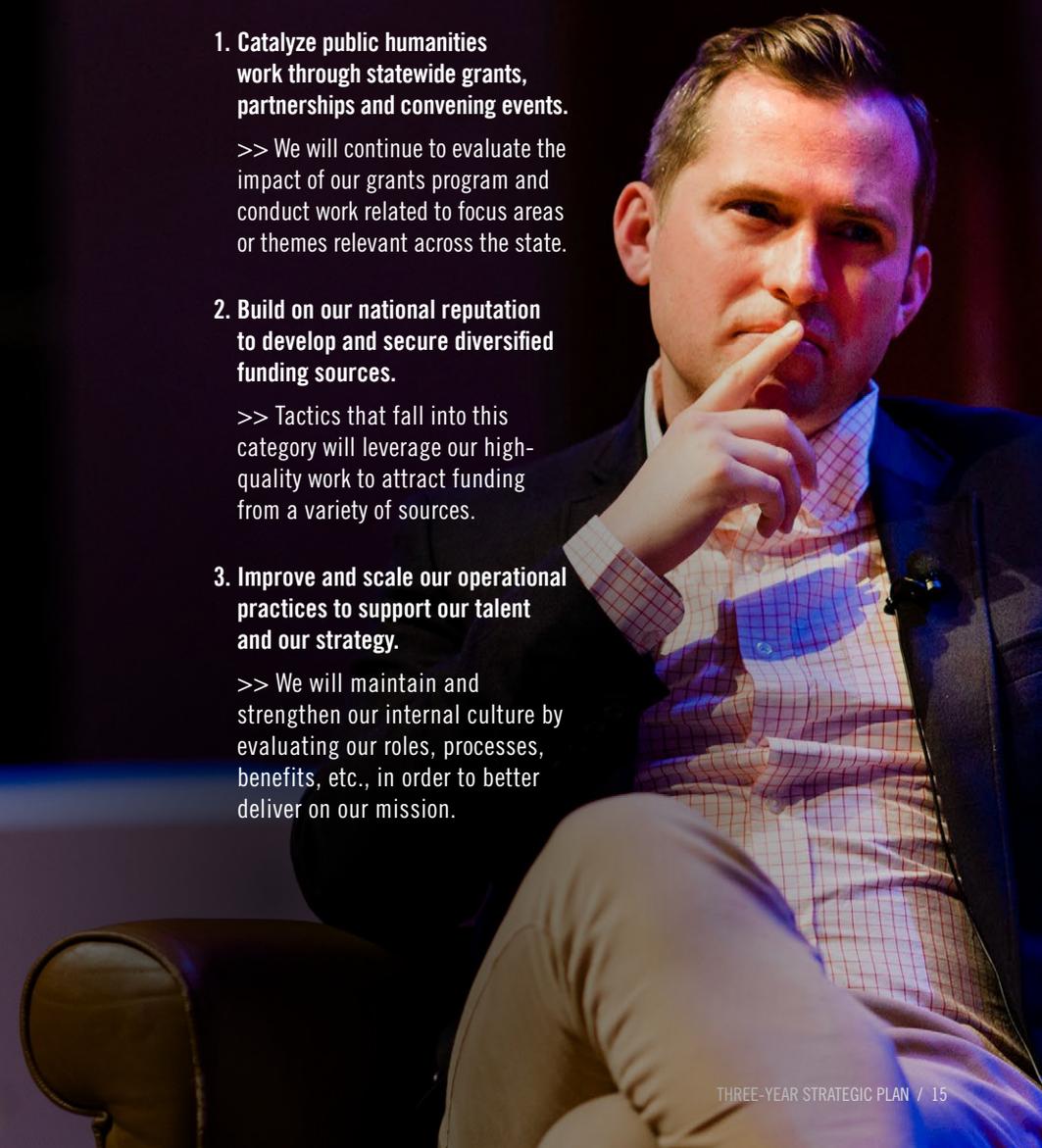
>> We will continue to evaluate the impact of our grants program and conduct work related to focus areas or themes relevant across the state.

## 2. Build on our national reputation to develop and secure diversified funding sources.

>> Tactics that fall into this category will leverage our high-quality work to attract funding from a variety of sources.

## 3. Improve and scale our operational practices to support our talent and our strategy.

>> We will maintain and strengthen our internal culture by evaluating our roles, processes, benefits, etc., in order to better deliver on our mission.





Think. Read. Talk.