



SCHENECTADY COUNTY
HISTORICAL SOCIETY

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2025-2029 Strategic Plan

Overview

The Schenectady County Historical Society embarked on a strategic planning process during the summer and fall of 2024 with a grant from the Documentary Heritage and Preservation Services of New York and consulting support from the New York Council of Nonprofits.

The planning process was championed by a Strategic Planning committee and included a survey of board and staff members as well as a second survey for members, donors, and the general public that was completed by 268 people. The full board and staff met for a planning retreat on October 24, 2024 to review the data and come to consensus on the organization's strategic priorities. The draft strategic plan was reviewed and revised by the Strategic Planning Committee and presented to the board for approval on March 13, 2025.

Introduction

Since the prior strategic plan in 2017, the Schenectady County Historical Society has expanded and diversified its programming, increased its membership, and fostered partnerships with other organizations throughout the county. As SCHS looks to continue these trends, the organization must expand staffing, consider funding sources and fiscal management, and set new policies.

The 2025-2029 strategic plan lays out a path for SCHS to grow organizational capacity and develop new programs and partnerships to engage new audiences in all aspects of the organization: as program participants, partners, and board members. This will enable SCHS to engage with the community in ways that provide meaning and value to their lives.

Mission

We share stories, inspire dialogue, and encourage understanding of the history, people, and cultures of our region.

Values

1. Curiosity
2. Professionalism
3. Community engagement
4. Inclusivity

Strategic Vision

Vision 2015

The Schenectady County Historical Society strengthens our community as an increasingly vital destination and resource for exploring history.

Vision 2029

The Schenectady County Historical Society fosters pride of place, appreciation for history, and commitment to building a stronger community.

Strategic Issues & Goals

Programs, Partnerships, and Events

Goal: SCHS will engage diverse audiences through innovative and relevant programming.

1. Define, monitor, and communicate our impact.
2. Diversify audiences and leverage shared capacity through program partnerships.

Facilities & Collections

Goal: SCHS will be strategic and responsible stewards of its historic buildings and collections.

3. Develop a pro-active and long-term plan for facilities improvements.
4. Review, revise, and implement the preservation plans.

Organizational Capacity

Goal: SCHS will invest in the people and practices needed to sustain a growing, high-impact organization.

5. Sustain and grow a high performing staff team.
6. Strengthen board engagement and impact.
7. Develop a more pro-active and strategic approach to fiscal and asset management.
8. Enhance relationships with members, donors, and the general public.
9. Increase brand awareness and name recognition.