ENSURING THAT THE PROMISE OF THE AMERICAN REVOLUTION ENDURES

STRATEGIC PLAN
2019 - 2026
When the Museum of the American Revolution opened its doors on April 19, 2017, it fulfilled a promise – made more than a century ago – to create a museum dedicated to telling the rich and complex story of our nation’s founding. Since then, we have delivered an exceptional experience to nearly one million visitors and established ourselves as a destination that brings history to life in a unique and powerful way.

With several years of knowledge and experience under our belts, it is an ideal time to chart a path forward and fully live into the promise that our early supporters saw in us. With the success of our inaugural years, we are in a position of strength and are poised to build on that momentum.

In this, our first strategic plan as an operating museum, we are laying a foundation that will guide our growth as we strive to dramatically extend our reach and broaden our impact by 2026, the 250th celebration of our nation’s founding, and our 10th anniversary year in 2027.

Finally, in a rapidly changing world, this plan is intended to be a living document that will be continually evaluated and will adapt and evolve over time.

Join us in ensuring that the promise of the American Revolution endures!
MISSION

The Museum uncovers and shares compelling stories about the diverse people and complex events that sparked America’s ongoing experiment in liberty, equality, and self-government.

VISION

To ensure that the promise of the American Revolution endures.
VALUES

Below are the core beliefs that define our organization’s character and guide our conduct, both internally and externally. They are critical to the organization’s success.

INTEGRITY We commit to being truthful, ethical, accountable, and transparent in all we do. When we make mistakes, we will acknowledge and learn from them.

INCLUSIVITY We promise to face hard truths, have open dialogue about the complexities of our nation’s history, and lift up stories that have often gone untold. We want all people to know that they belong here and that we are dedicated to meeting their unique needs.

COLLABORATION We believe that we are stronger together and strive to develop meaningful relationships and partnerships. We will empower each other and communicate openly to build trust.

DISCOVERY We embrace creativity, bold innovation, and a spirit of discovery. We will cultivate an environment that supports passion, curiosity, and risk-taking, and is nimble to adapt as the world changes.

EMPATHY We believe in embracing the voices, viewpoints, and experiences of others and creating thoughtful, personal connections. We will foster a culture of trust, kindness, and respect.

STEWARDSHIP AND SUSTAINABILITY We believe that history matters; a strong sense of our place in time informs everything we do. We are committed to preserving both our cultural and environmental resources for present and future generations.
In order to fulfill our mission and move toward the realization of our vision, we have identified the following goals as our strategic priorities.

**GOAL 1: EXCELLENCE** Distinguish ourselves through rigorous scholarship, thought leadership, and programmatic excellence.

**GOAL 2: EDUCATION** Deliver well-researched, high-quality programs and learning resources that draw on the Museum’s collection and exhibits to present multiple historical perspectives, encourage dialogue, and promote empathy.

**GOAL 3: ENGAGEMENT** Identify and engage key audiences to increase Museum visitation, awareness, and engagement.

**GOAL 4: COLLECTION** Enrich the Museum’s collection of mission-related objects and archives, provide superior stewardship of the collection, and increase access for our audiences.

**GOAL 5: DIGITAL** Embrace a Museum-wide, integrated digital strategy to advance the Museum’s mission with new and existing audiences, on site and online.

**GOAL 6: SUSTAINABILITY** Operate under a sound business model that preserves the Museum’s strong financial viability and allows for new opportunities and growth.

**GOAL 7: COMMEMORATION** Actively seek opportunities to influence and shape the 250th commemoration of our nation’s founding.
GOAL 1: EXCELLENCE

Distinguish ourselves through rigorous scholarship, thought leadership, and programmatic excellence.

From the “fresh interpretation of the American Revolution” (New York Review of Books) in the Museum’s core exhibition to new discoveries explored through our special exhibits and publications, the Museum has already begun to distinguish itself as a leader in the museum field. We strive to generate new knowledge, contribute meaningfully to conversations about the American Revolution, and become a trusted historical source.

In the coming years, we are committed to elevating the Museum’s position in the field by focusing on the following objectives:

- Deliver exhibitions and programs that reflect our rich scholarship and our proactive, expansive pursuit of a wide range of perspectives
- Explore bold new ways to deliver our mission that will lead to uncovering surprising stories and making new connections
- Actively contribute to the academic and public history fields by providing mentorship and training to educators and public history professionals, offering meaningful representation at professional conferences and events, and producing exhibition catalogues and other publications
GOAL 2: EDUCATION

Deliver well-researched, high-quality programs and learning resources that draw on the Museum’s collection and exhibits to present multiple historical perspectives, encourage dialogue, and promote empathy.

We are driven by our desire to make history meaningful and relevant, to help visitors make personal connections to our content, and to provide a space for thoughtful conversations. One of the ways we do this is through robust educational programming for audiences of all ages. We are committed to enhancing learning opportunities for all ages and ensuring that education is at the core of all we do.

- Embed educational thinking and practices across Museum operations
- Learn from and build upon existing K-12 programming to meet the needs of administrators, educators, and students regionally and nationally, both digitally and onsite
- Support and encourage intergenerational learning and sustained family engagement through experiential educational offerings and meaningful partnerships
- Ensure that we are meeting the needs and expectations of our diverse audiences through talks and lectures, in-gallery interpretation and tours, evening events, academic conferences, and other programs and initiatives
GOAL 3: ENGAGEMENT

Identify and engage key audiences to increase Museum visitation, awareness, and engagement.

Creating meaningful, personal experiences is key to attracting and connecting with a broad range of visitors and cultivating the next generation of museum-goers. We will work to deepen the experiences of each visitor, be they schoolchildren, tourists, regional audiences, or diverse communities.

- Collect and analyze data about new and existing audiences in order to make informed decisions
- Engage and serve national and international audiences by developing programs, partnerships, and digital assets that deepen participation before, during, and after their visit
- Enhance our programming to broaden and better serve regional audiences to encourage new and repeat visitation, motivating lifelong connections with the Museum
- Reach and engage diverse communities by cultivating relationships and partnerships with civic, cultural, and educational organizations and developing inclusive practices, programs, and special exhibitions that reaffirm that the Revolutionary story is for everyone
- Build meaningful partnerships with neighborhood historic sites, community organizations, and cultural institutions that foster active outreach, collaboration, and participation
GOAL 4: COLLECTION

Enrich the Museum’s collection of mission-related objects and archives, provide superior stewardship of the collection, and increase access for our audiences.

At the heart of the Museum experience is our collection of more than 3,000 artifacts, documents, and works of art, as well as those that are generously loaned to us. We provide best-in-class care for this resource and are committed to continually improving our procedures and practices in order to pass on this extraordinary cultural legacy to future generations in the best possible condition.

In the years ahead, we plan to enhance our own collection through conservation and acquisition. We also will continue to invest in relationships with lenders that allow us to refresh the core exhibition gallery and enhance special exhibitions.

- Create a Collection Development Strategy to guide focused and ethical acquisitions
- Create, adopt, and implement policies that promote the highest professional standards of stewardship and ethical best practices for the objects in our possession
- Increase awareness of and access to the collection through object-based programs, publications, exhibits, and digital resources that connect audiences to history through storytelling
- Cultivate and strengthen relationships with public and private lenders to sustain a high-quality exhibition program
GOAL 5: DIGITAL

Use digital technology throughout the organization to advance the Museum’s mission with new and existing audiences, on-site and online.

To make the Museum’s greatest assets – its collection, surprising stories, and expert voices – available to the broadest possible audience, we will use digital technology to connect with new and existing audiences.

We will work to make digital engagement top-of-mind and will collaborate across departments to create, produce, and disseminate high-quality content for online audiences, and encourage and train staff members to be responsible digital ambassadors for the Museum.

- Use digital technology to amplify how the Museum’s content is shared and accessed, bringing our powerful storytelling and original content to a global audience
- Build and maintain an engaged digital community by identifying audience segments and developing appropriate strategies to engage them before, during, and after their visit
- Reimagine our website to reflect new strategic priorities and initiatives and develop a process for reviewing new digital opportunities
GOAL 6: SUSTAINABILITY

Operate under a sound business model that preserves the Museum’s strong financial viability and allows for new opportunities and growth.

We are in the enviable position, particularly as a new institution, of having an operating reserve, a growing endowment, and no debt. To maintain this position of strength, we are committed to ending each fiscal year with a balanced operating budget and ensuring adequate funds to maintain organizational stability.

- Maintain an organizational structure that reflects the Museum’s strategic goals and core values, build our board with active, engaged members, and invest in our talented and dedicated staff.
- End each fiscal year with a balanced operating budget.
- Ensure adequate funds to maintain organizational stability.
GOAL 7: COMMEMORATION

Actively seek opportunities to influence and shape the 250th commemoration of our nation’s founding.

The 2026 anniversary of our nation’s founding provides a tremendous opportunity for our organization, and we intend to play a pivotal role in the planning for and implementation of this historic event. Our location in Philadelphia – the “Headquarters of the American Revolution” – provides a unique opportunity to leverage this power of place on a national stage as part of this anniversary.

- Develop internal vision/implementation plan for 2026
- Play a pivotal role in theme/messaging for the commemoration
- Participate in planning sessions, meetings, etc.
In our rapidly changing world, this plan will be reviewed and refined as we move toward 2026. Thank you for joining with us as, together, we work to ensure the promise of the American Revolution endures.
“Truly eye-opening. The exhibits’ narrative was unabashedly truthful about our nation’s beginnings. The war has ended but the Revolution endures!”

– Visitor J.M.

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The strategic planning process engaged staff at all levels as well as members of the community.