

The Southern Historical Collection

Strategic Plan 2015 - 2020

Collection Development

- Mindfully thicken the collection in new and expanding subject areas
- Use a migrations-based framework of understanding Southern history
- Develop and deploy a community-driven collections model

Technology

- Revise policies and procedures for handling born-digital materials
- Renovate and redesign all of our digital platforms
- Develop more public-facing digital projects and exhibits

Fundraising

- Articulate specific fundraising targets
- Streamline a system for prompt and robust donor communications
- Engage our campus partners in mutually beneficial fundraising efforts

Service and Outreach

- Develop robust educational materials for the public
- Create an “off the shelf” model for community-driven projects
- Create more opportunities for volunteers and students to support the collection

Southern Studies

- Strengthen partnerships with sister organizations on campus
- Celebrate and support more of the work our scholars and patrons do
- Develop and share collecting priorities with our partners

Operations

- Review, improve, and streamline our current donations paperwork
- Communicate effectively with other Special Collections units to improve workflows
- Improve and expand our donor education materials