

## STRATEGIC PLAN 2019-2021

### VISION

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We believe the humanities inspire people to grow their potential and shape an equitable society.

### MISSION

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We put the humanities in action to create positive change in our lives and communities.

### OUR WORK

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**Our work is grounded in people** and champions their creativity and big ideas.

We bring Pennsylvanians together to shape the future through the power of stories, reflection, and relationships. **Our programs and grants generate avenues for civic involvement and community development**, and for youth and adult learners to strengthen skills for school, work, and personal improvement.

We amplify the voices of talented partners and individuals, and **we lead a movement to champion and redefine the role the humanities play in our lives.**

### WHY WE DO WHAT WE DO

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We strategically focus our resources in two areas -- **civic engagement** and **education** -- where the need is great and where the humanities can have the deepest impact.

We believe people have the know-how and talent to make a difference in our communities. We advocate for funding, resources, and visibility that show the collective power of the humanities across the Commonwealth.

**Civic Engagement:** We move people to collaboration and action with programs like Community Heart & Soul and Chester Made. We now see communities coming together to save historic sites and bringing new economic opportunities to their downtowns.

**Education:** Because quality after-school programs for grades 6 through 12 are scarce, we partner with public libraries and other centers to offer Teen Reading Lounges where diverse young people design programs using books as a springboard for civic engagement. We now see teens identifying local issues like hunger, bullying and blight, and crafting creative responses that support neighbors in need.

Our portfolio of programs and partnerships demonstrates that the humanities are essential to foster a society that is connected, innovative, competitive, and strong.

## WHO WE ENGAGE AND WHO WE REACH

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We engage with people throughout Pennsylvania. **We partner across sectors with nonprofits, educators, philanthropy, government, fellow advocates, business, and media.** Every day we work with Pennsylvanians who are seeking positive change in their lives and communities.

## OUR VALUES

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**People First:** Change starts with relationships. We trust in the power of people from different walks of life to come together to make a difference.

**Learning:** Curiosity, imagination, critical thinking, and collaboration are the pathways to understanding, empathy, character, and engagement.

**Innovation:** Change can be risky, but complacency is riskier. We approach changing needs with openness and creativity.

**Strategic Focus:** We recognize that we can have the greatest impact if we are deliberate and disciplined.

**Collaboration:** Complicated issues can't be solved in isolation. We bring people together as partners to achieve greater impact.

**Leadership:** We lead alongside others and raise a strong voice to advocate for the humanities in Pennsylvania.

## OUR STRATEGIC GOALS

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**Advocacy and Leadership:** Demonstrate why the humanities are a relevant tool for social change and personal growth.

**Civic Engagement:** Demonstrate how the humanities build stronger relationships, identify shared values, and drive civic action in Pennsylvania communities.

**Education:** Demonstrate the role the humanities play in the learning and growth of people in Pennsylvania communities.

**Fundraising:** Build a sustainable fundraising program to ensure that PHC has the diverse financial resources necessary to advance its mission.

**Financial Sustainability:** Position PHC as a well-capitalized organization with the appropriate mix of resources to support its short- and long-term financial needs, to mitigate risk, and take advantage of opportunities.

**Branding & Communications:** Position PHC as a distinctive leader and as a pre-eminent resource in leveraging the humanities to create positive change in communities.

**Governance:** Build a diverse board that is overseeing its growth and actively engaged in advancing the organization externally.

**Building Collaboration & Infrastructure:** Nurture a collaborative culture and strengthen the organization around our shared purpose.