DEPARTMENT OF ARKANSAS HERITAGE
FY 2018 – FY 2019 STRATEGIC PLAN

MISSION: To Discover, Preserve and Present Arkansas’s cultural, historic and natural resources

VISION: Strengthening the social, cultural, educational and economic future of Arkansas through the state’s historic, cultural, and natural resources

CORE VALUES:
- We practice responsible STEWARDSHIP.
- We invite COLLABORATION and TEAMWORK.
- We value INNOVATION.
- We rely on RESEARCH and DATA.
- We promote EDUCATION.
- We have INTEGRITY.
- We advocate for CONSERVATION and PRESERVATION.
- We treat others with RESPECT.

GOAL 1 EDUCATE ARKANSANS ABOUT ARKANSAS’S CULTURAL, HISTORIC and NATURAL HERITAGE

DAH Goal 1 aligns with the following State of Arkansas Goals: Educate and Quality of Life

Measurable Objective 1: Enhance on-site and outreach programming to encourage more participation in educational opportunities/attract new audiences.

- **Strategy 1:** Cross-train staff to encourage collaboration and infuse new ideas into established programming.
- **Strategy 2:** Conduct market research and surveys to gather public input on best strategies for engaging new audiences.

Measurable Objective 2: Connect Arkansans with the cultural affairs and heritage resources of the state at their convenience and through easily accessible formats.

- **Strategy 1:** Increase information-sharing about events and tour sites throughout Arkansas with blog posts and social media.
- **Strategy 2:** Promote the cultural affairs and heritage resources of the state online, in local communities, and at established state-owned sites.
GOAL 2 INCREASE ACCESS TO CULTURAL, HISTORIC and NATURAL HERITAGE RESOURCES

DAH Goal 2 aligns with the following State of Arkansas Goals: Educate, Healthy, Efficient and Responsive, and Quality of Life

Measurable Objective 1: Improve access to online databases and online collections.

   Strategy 1: Make DAH websites easier to navigate/customer-friendly.

   Strategy 2: Drive more traffic to DAH websites.

   Strategy 3: Increase digitization efforts to improve availability of archival and other records.

Measurable Objective 2: Enhance access to physical locations (museums, archives and regionally-located archives, historic sites, and natural areas).

   Strategy 1: Create printable tours with directions.

   Strategy 2: Improve trails, signage and interpretation.

   Strategy 3: Host themed special events to attract new audiences.

Measurable Objective 3: Make museums and other public venues more welcoming to all visitors (#inclusivearkansas).

   Strategy 1: Develop programming/accommodations for specific/previously un-engaged groups.

   Strategy 2: Invite specific/previously un-engaged groups to attend events.

GOAL 3 IDENTIFY WAYS IN WHICH OUR WORK CONTRIBUTES TO ECONOMIC DEVELOPMENT AND JOB CREATION IN ARKANSAS, FOCUS RESOURCES ON THESE ITEMS, AND EDUCATE ARKANSANS ABOUT THESE BENEFITS

DAH Goal 3 aligns with the following State of Arkansas Goals: Grow, Educate, Efficient and Responsive, and Quality of Life

Measurable Objective 1: Demonstrate to holders of heritage resources how to preserve and protect those resources, enhance those resources through interpretation and collaborate with other tourism resources to maximize return on investment.

   Strategy 1: Create “how-to” manual for communities or individuals with an interest in developing heritage resources.

   Strategy 2: Work with partners to create a training/apprenticeship program for skilled craftsman in historic preservation techniques.
Strategy 3: Demonstrate through survey and data collection in Arkansas and through general research the impact our work has on quality of life.

Strategy 4: Further develop new programs like Food Hall of Fame and Historic Marker programs to encourage tourist activity.

Measurable Objective 2: Promote Arkansas’s heritage resources through “Heritage Tours.”

Strategy 1: Work with partners to create maps (driving, motorcycle, walking, etc.) with themed narratives directing tourists interested in particular subjects (birding, battlefields, blues music, etc.).

Strategy 2: Measure #AuthenticArkansas Heritage Tourism efforts through online data collection and surveys.

Measurable Objective 3: Collect and share information about the value of historic preservation and cultural and natural resources as tools for economic development.

Strategy 1: Compile economic impact data/studies and disseminate information to key community leaders.

Strategy 2: Measure the impact of our work on community revitalization and job creation.

GOAL 4 IMPLEMENT EFFICIENCY MEASURES TO ACHIEVE COST-CONTAINMENT

DAH Goal 4 aligns with the following State of Arkansas Goal: Efficient and Responsive

Measurable Objective 1: Streamline internal operations within DAH.

Strategy 1: Reduce duplication of staff responsibilities to ensure proper staffing levels and duplication of division responsibilities to avoid “mission creep.”

Strategy 2: Identify potential paperless processes.

Strategy 3: Document processes and compliance efforts to ease the burden of staff transition due to retirements, turnover, etc.

Measurable Objective 2: Manage shared vehicle pool (20 vehicles) to right-size the fleet across the department.

Strategy 1: Adopt shared online administration process for vehicle reservation and for managing vehicle maintenance.

Strategy 2: Monitor fleet usage to reduce under-used vehicles.
Department of Arkansas Heritage

DAH Director

DAH Deputy Director & General Counsel

- Arkansas Arts Council
- Arkansas State Archives
- Arkansas Historic Preservation Program
- Arkansas Natural Heritage Commission
- Delta Cultural Center
- Historic Arkansas Museum
- Mosaic Templars Cultural Center
- Old State House Museum

- Finance & Administration
- Communications
- Human Resources
- Grants
- Administrative Support