

DEM HIST STRATEGIC PLAN 2024-2028

FINAL DRAFT VERSION (5 August 2024)

The International Council of Museums (ICOM) Committee for Historic House Museums (DEM HIST) plays a pivotal role in preserving, promoting, and advancing historic house museums worldwide. As we navigate through dynamic global challenges and opportunities, it's imperative to establish a robust strategic plan to guide our actions and initiatives.

Vision

To be the global leader in advocating for the preservation, interpretation, and sustainability of historic house museums, fostering international collaboration and innovation. To promote approaches to the terminology and methodology of historic house museums to better reflect the cultural diversity of different global regions.

Mission

ICOM DEM HIST is dedicated to supporting historic house museums in their preservation efforts, enhancing their educational impact, and facilitating dialogue and exchange among professionals in the field.

Strategic Goals

1. Advocacy and Awareness

1.1 Increase advocacy efforts to raise awareness of ICOM's wider mission and strategic plans while focusing on the importance of historic house museums in preserving cultural heritage.

- 1.2** Collaborate with ICOM International Committees, Regional Alliances and Affiliated Organisations to promote a decolonized approach to interpreting collections and working towards finding sustainable solutions to house museum management.
- 1.3** Collaborate with stakeholders to develop outreach campaigns and initiatives highlighting the significance of historic house museums in local communities and global contexts.
- 1.4** Increase DEMHIST's professional outreach activities while promoting the benefits of membership of ICOM and DEMHIST, thus growing our historic house museum family and increasing our diversity.
- 1.5** Establish partnerships with governmental bodies, NGOs, and cultural organizations to advocate for policies that support the preservation and sustainability of historic house museums.

2. Professional Development and Exchange

- 2.1** To represent DEMHIST members' interests to the ICOM Secretariat.
- 2.2** To increase DEMHIST membership on a global scale through outreach, networking, and programming with a focus on underrepresented regions.
- 2.3** Expand opportunities for professional development through workshops, conferences, and online resources.
- 2.4** Foster international exchange programs to facilitate knowledge sharing, best practices, and cross-cultural understanding among historic house museum professionals.
- 2.5** Develop mentorship programs to support emerging professionals and encourage diversity and inclusion within the field.

3. Research and Innovation

- 3.1** Promote research initiatives to advance scholarship and understanding of historic house museums, their narratives, their collections, and their communities.
- 3.2** Encourage innovation in interpretation, exhibition design, and visitor engagement to enhance the visitor experience and better relate the relevance of historic house museums in today's world.
- 3.3** Implement forward-thinking methodology when it comes to embracing of the next generation of digital technology.
- 3.4** Facilitate interdisciplinary collaborations between historians, preservationists, educators, and technologists to explore new approaches to conservation and interpretation.

4. Capacity Building and Sustainability

- 4.1** Provide access to resources and tools to assist historic house museums in enhancing their institutional capacity, including governance, fundraising, and audience development.
- 4.2** Support initiatives to improve the sustainability of historic house museums, including environmental stewardship, energy efficiency, and financial resilience.
- 4.3** Foster partnerships with academic institutions, heritage organizations, and funding agencies to leverage expertise and resources for capacity-building initiatives.

5. Community Engagement and Inclusivity

- 5.1** Strengthen connections between historic house museums and their surrounding communities through outreach programs, cultural events, and collaborative projects.
- 5.2** Promote inclusive practices and accessibility to ensure that historic house museums reflect the diversity of their communities and engage with diverse audiences.
- 5.3** Encourage participatory approaches to museum planning and interpretation, inviting community input and dialogue to shape museum narratives and programming.

Implementation Strategies

- a)** Develop a comprehensive communication strategy to disseminate information, engage stakeholders, and promote the mission and activities of ICOM DEMHIST through website, social media, in addition to online and on-site programming.
- b)** Establish task forces or working groups to address specific priorities identified within each strategic goal, comprising diverse expertise and geographical representation.
- c)** Cultivate partnerships with other ICOM committees, professional organizations, and cultural institutions to amplify the impact of our initiatives and reach broader audiences.
- d)** Regularly evaluate the progress and impact of our strategic plan through key performance indicators, feedback mechanisms, and stakeholder surveys, adjusting strategies and priorities as needed.

CONCLUSION

By pursuing these strategic goals with dedication and collaboration, ICOM DEMHIST will continue to serve as a dynamic catalyst for the preservation, interpretation, and sustainability of historic house museums worldwide, ensuring their enduring relevance for future generations.