



Revised Proposed 2018-2022 Major Objectives (10-4-2017)

Colorado Humanities will have an impact

Building citizenship and fostering community engagement

Our objective is to deliver programs and events¹ that recognize that humanities scholarship and practice has the power to engage Colorado communities in important conversations and promote the challenges and responsibilities of citizenship. As part of this objective, we are committed to educating and learning from people about contemporary issues; promoting, illuminating, and empowering conversations relevant to Coloradans' lives; and ensuring that our programs reflect the diverse and often competing narratives that Coloradan's may have based on differences of experience and identities.

This objective shall be implemented by (a) incorporating a specific, intentional, and articulated connection to one or more contemporary or relevant issues or themes in as many programs and events as appropriate; (b) including, where appropriate, an intentional dialog in our events between people with different perspectives or backgrounds with a specific focus on comparing and contrasting those differences and exploring cultural or values conflicts that can arise from such differences; and (c) including an audience or group conversation as part of each program and event wherever appropriate. The different perspectives or backgrounds contemplated in this objective include, without limitation, differences in race, ethnicity, geography, age, gender, sexual orientation, educational level, and economic status.

Promoting scholarship and life-long learning

Our objective is to deliver programs and events that enhance and inspire learning through the humanities, improve academic achievement, and encourage all Coloradans to be lifelong students.

¹ For purposes of these major objectives an event is defined as a single instance of engaging with the public on one or more humanities topics or themes. A program is defined as an engagement with the public on one or more humanities topics or themes over time. A program is typically comprised of a series of events.

This objective shall be implemented by (a) delivering events with a specific intention to enhance and inspire learning by pre-K-12th grade age children in an area of the humanities with particular emphasis on at risk youth; (b) delivering events each year with a specific intention to enhance and inspire learning by college age and young adults in an area of the humanities; (c) delivering events with a specific intention to enhance and inspire learning by adults in an area of the humanities; and (d) in each of the above and wherever appropriate, provide opportunities for the students themselves to engage actively in the delivery of the educational content both to their peers and across generations.

Colorado Humanities will be inclusive and expansive

Recognizing racial, ethnic and cultural diversity

Our objective is to develop and deliver programs and events that reflect the breadth and value of humanities practices to all those who reside in Colorado, with special attention to key groups in particular Latina/o's, African American, Asian American, and Native Americans.

This objective shall be implemented by (a) developing a comprehensive marketing plan for the organization and the various programs and events that, among other things, specifically targets different ethnic communities; (b) if multiple sites are appropriate for a particular program, delivering at least a portion of that program (one or more events) at sites where members of different ethnic communities are more likely to attend; (c) focusing on the Latina/o, African American, Asian American, and Native American communities by delivering events that speak to issues of particular interest to the Latina/o, African American, Asian American, and Native American communities, (d) delivering events each year that are specifically targeted at facilitating a conversation between people with different ethnic backgrounds and is focused on raising awareness of the perspectives and challenges associated with different ethnicities, and (e) tracking and reporting to the best of our ability on the race of all persons who attend or participate in our programs and events.

Recognizing geographic diversity

Our objective is to develop and deliver humanities programs and events statewide that focus on issues of particular interest and import to rural Coloradans and raise awareness in Colorado's urban communities of rural Coloradans' perspectives and challenges.

This objective shall be implemented by (a) delivering or co-sponsoring events throughout the state and (b) delivering events specifically targeted at facilitating a conversation between rural and urban Coloradans and focused on raising awareness in urban Coloradans regarding rural Coloradans' perspectives and challenges.

Expanding our scope

Our objective is to deliver programs and events that focus on a broad array of the humanities disciplines and promote a holistic examination of what it means to be human and what it means to be in a community with others.

“The term ‘humanities’ includes, but is not limited to, the study and interpretation of the following: language, both modern and classical; linguistics; literature; history; jurisprudence; philosophy; archaeology; comparative religion; ethics; the history, criticism and theory of the arts; those aspects of social sciences which have humanistic content and employ humanistic methods; and the study and application of the humanities to the human environment with particular attention to reflecting our diverse heritage, traditions, and history and to the relevance of the humanities to the current conditions of national life.” --National Foundation on the Arts and the Humanities Act, 1965, as amended.

This objective shall be implemented by delivering programs and events that are specifically focused on the areas of the humanities not often explored by Colorado Humanities. Specifically, we will strive to have event focused on issues in one of the following areas of the humanities or uses one of these areas of the humanities as a lens through which a particular contemporary issue may be viewed: linguistics; jurisprudence; philosophy; archaeology; comparative religion; ethics; and history, criticism, and theory of the arts.

Colorado Humanities will be both a leader and team-player

Building partnerships

Our objective is to maximize our impact on Colorado by collaborating with existing and prospective program and event partners to the greatest extent possible to grow and develop humanities programs throughout the state.

This objective shall be implemented by (a) developing and maintaining a partner database that identifies organizations that represent the Latina/o's, African American, Asian American, and Native Americans communities who are willing to actively collaborate with Colorado Humanities to advertise and deliver programs or events to their respective communities; (b) developing and maintaining a partner database that identifies organizations throughout the state that are willing to actively collaborate with Colorado Humanities to advertise and deliver programing in their local areas; (c) ensuring that, where feasible, events are sponsored or promoted by the organizations included in our partner database; (d) ensuring that we provide some form of support or assistance to help make events put on by our partners more successful; (e) ensuring opportunities for all corporate sponsors and their employees to actively participate in programs that they sponsor; and (f) ensuring the continued visibility and success of the Center for the Book.

Develop our financial capacity and resources

Our objective is to continuously increase Colorado Humanities' organization financial capacity and resources to make achieving our other objectives possible.

This objective will be implemented by meeting or exceeding the organizational fundraising and financial resource goals as set forth by the Board of Directors and the Finance Committee.

Embrace new technologies

Our objective is to embrace technology as a means to enhance our ability to inform people about Colorado Humanities, deliver programs and events to a wide audience, and improve the quality and effectiveness of our programs and events. We want to share our stories with the world and we want the world to share its stories with us.

This objective shall be implemented by wherever appropriate and consistent with the organization's resource constraints, (a) augment programs and events with a web-based application including, ideally, a real-time web-based interface for remote participants or, if real-time is not feasible, making recorded elements of the program or event available online afterwards; (b) monitoring traffic on the Colorado Humanities website with the goal of increasing traffic on the website a minimum of 5-10% per year; (c) incorporating a supervised blog or discussion board that is available through the Colorado Humanities website following events or programs that is advertised to the participants to continue the conversation; and (d) including in the organization's comprehensive marketing plan the promotion of the organization as well as our programs and events through social media sites. This objective shall be implemented, where appropriate and consistent with the organization's resource constraints, holistically for the organization rather than piecemeal for each program or event to ensure internal consistency and coordination.

Live into our ideals

Our objective is to make all of the Colorado Humanities board and staff members ambassadors to the wider community for humanities in general and Colorado Humanities in particular; facilitate opportunities for the board and staff members to learn from others in the state; and to cultivate and promote a spirit of inclusiveness and true creative partnership for the common good among Colorado Humanities board and staff members.

This objective shall be implemented by (a) making it an on-going expectation of board membership to attend Colorado Humanities events; (b) encouraging staff (both full and part time) to attend Colorado Humanities events; (c) holding a retreat with the full board and staff as part of the mid-term review of this 5-year plan; and (d) continually holding each other accountable to fully live in a manner consistent with the best ideals of the humanities.

Postscript

These objectives are specifically designed such that any one program or event may satisfy one or more of the objectives. Indeed, we encourage programs and events to be designed to accomplish multiple objectives simultaneously.

These objectives and implementation goals may evolve over time as Colorado Humanities gains additional information about our capabilities and the needs of our community. As such, the Board of Directors may, from time to time, modify the objectives or the implementation goals consistent with the mission of Colorado Humanities.