



**Strategic
Plan
2023**



Canadian Pride
Historical Society

Société Historique
de la Fierté Canadienne

Contents

Executive Summary3
2022 Strategic Initiatives4
Accomplished4
How the Strategic Plan is Organized5
Vision and Mission6
Strategic Pillars7
Strategic Objectives8



Executive Summary

Strategic Plan Refresh Process

On October 17, 2022, the Canadian Pride Historical Society (CPHS) Board of Directors held a Strategic Planning Session to review the 2022 Strategic Plan and determine the course for the organization going into 2023. In this session the Board considered the following when determining the new strategic objectives and initiatives for 2023:

- Expectations: What are we expected to produce that our stakeholders would be upset if we do not deliver this?
- New Possibilities: What do we see that we can accomplish if we choose to take it on?
- Might Now Be Possible: What do we think might be possible (can't guarantee, but we can see that perhaps it could)?
- Dreams: What do we hope to accomplish?

Through breakout groups and brainstorming the Board came up with 36 new strategic initiatives. After reviewing each one, the Board decided to proceed with 9 new initiatives. Out of these nine new initiatives the Board determined to prioritize three:

- Have funding information kept up to date and ready for quick turnaround on grant applications and fundraising initiatives.
- Increase efforts on fundraising and diversify funding sources.
- Connect with other archives and historical societies.

The finalized plan was reviewed by the Advisory Committee on December 13, 2022, which recommended placing the objectives in Pillar 2 at a higher priority to better understand our users and determine if our resources are being utilized. Additionally, the Advisory Committee recommended developing a weight scorecard for the strategic initiatives to assist in monitoring progress and determining measures of success.

On December 19, 2022, the Board of Directors accepted the Advisory Committee's recommendations and approved the final plan which was published on December 27, 2022.



Jonathan Niemczak
Chair & President

2022 Strategic Initiatives Accomplished

We launched the Manitoba Research and Education Materials

We've developed our research protocol

We recruited an experienced Website Coordinator

We've started the research in Alberta

We launched our Instagram account

We developed lessons plans from K-12

We created the Pride Information Management System (PIMS)

We launched our French website

We've begun work on our Pride Historical Videos

We've started the development of our Pride Historical Wikipedia Site

We launched our Accessibility Policy and Plan

We've secured \$5,000 in revenue from our Lunch and Learn fundraiser

We've established new Diversity metrics and reporting

How the Strategic Plan is Organized



**Pillars
(Level 1)**



**Objectives
(Level 2)**



**Initiatives
(Level 3)**

Vision and Mission

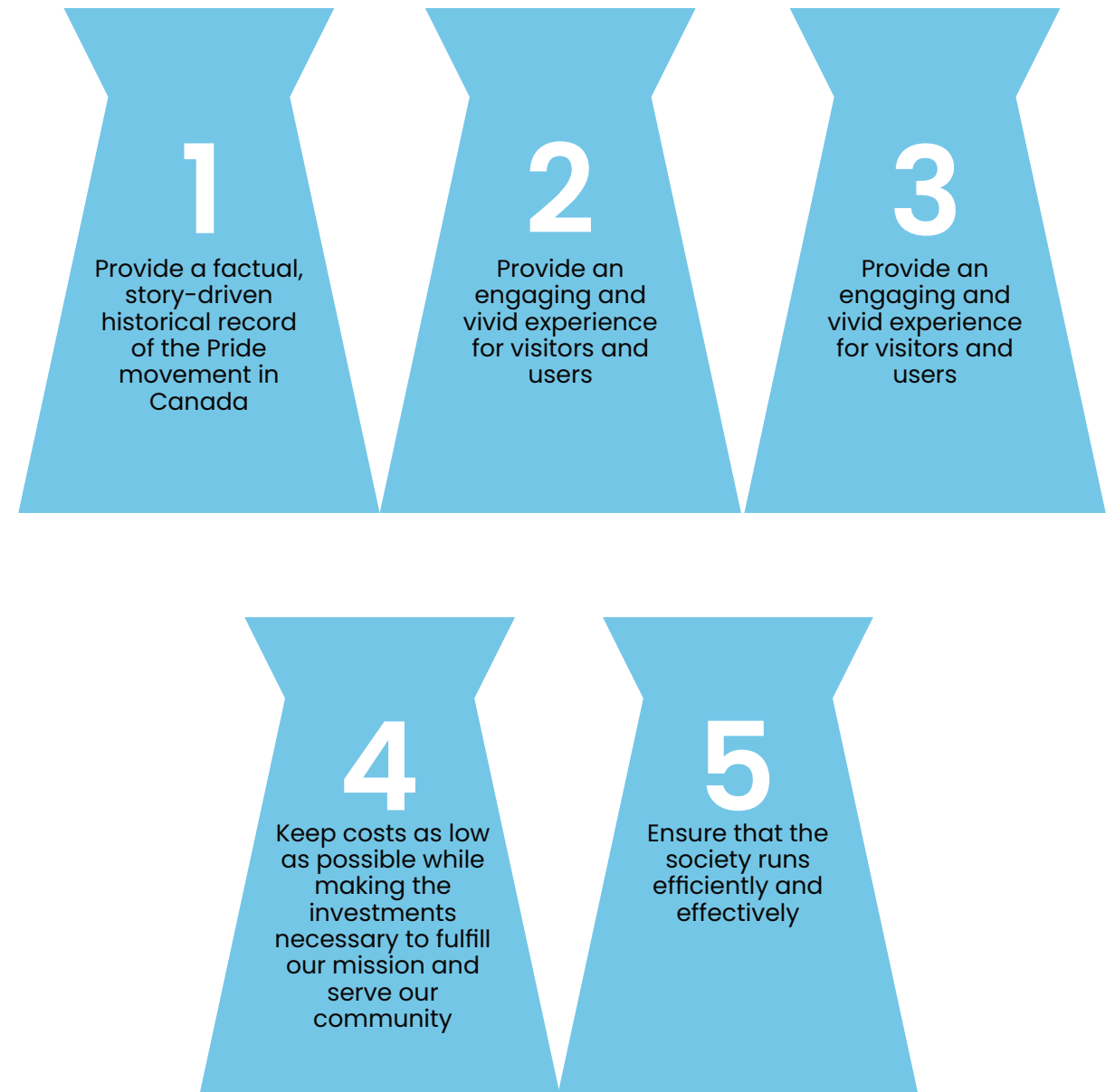
VISION

To inspire conversation about the future of the Pride Movement in Canada as we share the stories of our past.

MISSION

Connect people to the history of the Pride Movement in Canada through stories and promote an understanding of why we have Pride.

Strategic Pillars



Strategic Objectives

Provide a factual, story-driven historical record of the Pride movement in Canada

- 1.1 Carry out the Historical Research phase of the Research Project
- 1.2 Create strong relationships with stakeholder and community groups
- 1.3 Carry out the Oral History phase of the Research Project

Provide an engaging and vivid experience for visitors and users

- 2.1 Responsibly manage all expenses.
- 2.2 Where beneficial to serving the community, leverage opportunities to finance new investments.

Educate the public on the Pride movement in Canada

- 3.1 Foster an inclusive and healthy work environment for all personnel.
- 3.2 Utilize technology to meet the needs of the society.
- 3.3 Be increasingly focused and intentional, ensuring all activities clearly align with our mission

Keep costs as low as possible while making the investments necessary to fulfill our mission and serve our community

- 4.1 Develop content that is accessible, interesting and useful to audiences
- 4.2 Monitor and respond to visitors/users current and evolving expectations
- 4.3 Ensure that content provides value to our visitors/ users

Ensure that the society is running efficiency and effectively

- 5.1 Support and encourage governments and governing bodies to add the history of the Pride movement in Canada to school curriculums
- 5.2 Develop education resources that are free, accessible, and engaging
- 5.3 Become known as the go-to organization for Pride History

Pillar 1 - Strategic Initiatives

#	Initiative	Priority
1.1	Carry out the Historical Research phase of the Research Project	
1.1.1	Complete the historical research for all Prides in Alberta and BC	High
1.1.2	Categorize and input all historical research data from Alberta and BC into PIMS	High
1.1.3	Create Wikipedia pages for all Prides in Manitoba, Alberta, and BC	High
1.2	Create strong relationships with stakeholder and community groups	
1.2.1	Connect with other archives and historical societies in order to leverage work that has already been done	Highest
1.2.2	Get known in our communities as a resource	High
1.2.3	Establish connections with libraries, museums, etc.	High
1.3	Carry out the Oral History phase of the Research Project	
1.3.1	Attending and providing training on how to conduct oral history	Low

Pillar 2 – Strategic Initiatives

#	Initiative	Priority
2.1	Develop content that is accessible, interesting, and useful to audiences	
2.1.1	Develop Content Guidelines	Medium
2.2	Monitor and respond to visitors/users current and evolving expectations	
2.2.1	Continuously improve visitor/user responsiveness and satisfaction metrics	High
2.2.2	Create and execute a survey to our stakeholders on their "wants/ needs" from us	High
2.3	Connect with other archives and historical societies in order to leverage work that has already been done	
2.3.1	Develop forms and metrics to gather and measure visitor/user feedback	High

Pillar 3 – Strategic Initiatives

#	Initiative	Priority
3.1	Support and encourage governments and governing bodies to add the history of the Pride movement in Canada to school curriculums	
3.1.1	Understand what current GSRD topics are in school curriculums across Canada	High
3.1.2	Become a trusted advisor, helping governments and governing bodies understand the importance of having these topics in school curriculums	Medium
3.1.3	Integrate the History of the Pride Movement in Canada into the Manitoba and Alberta school curriculum	Medium
3.2	Develop education resources that are free, accessible, and engaging	
3.2.1	Develop short videos on different Pride history topics	Low
3.2.2	Provide education materials and resources for the broader public	High
3.3	Become known as the go-to organization for Pride History Education	
3.3.1	Begin to establish contacts in education across the various provinces	Low

Pillar 4 – Strategic Initiatives

#	Initiative	Priority
4.1	Responsibly manage all expenses	
4.1.1	Ensure that there is always 2 years' worth of operating expenses in the bank account	High
4.2	Where beneficial to serving the community, leverage opportunities to finance new investments	
4.2.1	Increase efforts on fundraising and diversify funding sources	Highest
4.2.2	Have our KPIs & Metrics ready for grantors	Highest

Pillar 5 – Strategic Initiatives

#	Initiative	Priority
5.1	Foster an inclusive and healthy work environment for all personnel	
5.1.2	Ensure that the society is made up of a diverse group of volunteers	High
5.1.3	Ensure that all personnel have the required equipment and training to perform their duties	High
5.2	Utilize technology to meet the needs of the society	
5.2.1	Incorporate automation where possible	Low
5.3.	Be increasingly focused and intentional, ensuring all activities clearly align with our mission	
5.3.1	Achieve meaningful progress on our education and research projects	High



**Canadian Pride
Historical Society**

**Société Historique
de la Fierté Canadienne**