

2023-2026

STRATEGIC PLAN



MISSION

The mission of Victoria Mansion is to conserve, maintain, and restore the Victoria Mansion property and collections to the highest standards and to interpret them in their social and historical context to a broad local, state, and national audience.

OUR PROMISE

History. Exploration. Wonder

To people who are curious about art and history, Victoria Mansion is a triumph of 19th-century architecture and design with a wealth of stories to tell. Surviving intact with over 90% of its original interiors more than 160 years after its construction, Victoria Mansion is an historic house museum welcoming guests of all ages and backgrounds for a unique opportunity to explore and connect with the past.

VALUE STATEMENT

Victoria Mansion strives to research, interpret, and share the full scope of human history within the context of its collections, grounds, and community. We endeavor to be a welcoming place for all to learn about and connect with 19th and early 20th century history. We believe that multiple histories should be accessible to all, and that we can utilize the Mansion, its archives, and collections to facilitate conversations around those histories both onsite and further afield.



FOUR STRATEGIC PRIORITIES

OBJECTIVES

Expanding Our Visibility and Reach

- Proactively promote the mission of the Mansion locally, statewide, nationally, and internationally.
- Augment our interpretation of the house to include the broader social historical context of the time through efforts to research, interpret, and integrate the untold stories of all who have contributed to Victoria Mansion.

Strengthening Our Community Ties

- Broaden our audience by proactively connecting with new segments of the local community and by widening our interpretive lens to encompass the whole human history of the house.
- Enhance connections with the academic community by creating additional avenues for scholarly research, publication and presentations.

Enhancing Our Leadership in Conservation and Historic Preservation

Restoration:

- Addressing capital restoration projects to return the building to its 1860 appearance.
- Provide leadership in the preservation community by helping to sustain the future of the historic preservation profession while filling a vacuum in northern New England.

Conservation:

- Carefully curate the museum's collections and interiors through efforts to exhibit, preserve, conserve, document, and share these remarkable survivors of 19th-century art and design.
- Provide greater access to and knowledge of the entirety of the permanent collection, including items such as textiles not currently on display.

Sustainability

- Increase staff capacity to support all aspects of the mission.
- Address space constraints to provide for expanded exhibit and museum functions.
- Continue to increase the transparency of financial reporting while also strengthening policies that guide our investments in the future.

INITIATIVES

- Engage and retain our exemplary volunteer docent corps by providing enrichment opportunities that make volunteering a rewarding experience.
- Broaden our outreach to recruit docents and paid guides to reflect the increasing diversity of our community.
- Expand efforts to research, interpret, and integrate the untold stories of the enslaved individuals who made Victoria Mansion possible, as well as those of the immigrant domestic servants who worked here.

- Offer opportunities for faculty, fellow museum professionals, and emerging scholars.
- Promote collaboration with other museums, historic sites, arts organizations, and educational institutions to better meet evolving community needs.
- Accelerate our leadership in local school programming.

Restoration:

- Refresh Victoria Mansion's Historic Structures Report to prioritize existing projects while identifying emerging problems requiring future attention.
- Develop training opportunities to broaden the pool of skilled tradespeople qualified to care for historic properties.

Conservation:

- Prioritize and actively pursue funding for conservation and treatment of decorative wall paintings.
- Continue to catalogue and digitize the Mansion's collections.

- Engage in professional development and retention initiatives to attract candidates with the necessary specialized expertise and skills.
- Develop a roadmap for making Victoria Mansion an employer of choice.
- Complete a comprehensive assessment of existing and future space needs and if appropriate explore the feasibility of acquiring additional properties for administrative needs, expanded exhibit and meeting space, and parking.
- Achieve sustainable growth in fundraising revenue across all channels.
- Plan and execute a capital campaign to support the organization's future vision.