

Vision

TO PROTECT AND SHARE MARYLAND'S DIVERSE CULTURAL HERITAGE, FOSTERING A SENSE OF PRIDE, AWARENESS, BELONGING, AND STEWARDSHIP AMONG OUR COMMUNITIES, WHILE PROMOTING:

- ECONOMIC VITALITY,
- EQUITY AND ACCESSIBILITY,
- SUSTAINABILITY,
- EDUCATIONAL ENRICHMENT, AND
- CLIMATE RESILIENCE.

To achieve this vision, in 2031....

- Communities and places underrepresented in the historical record are prioritized in documentation, protection, and interpretation. (Goal 1)
- Professionals and the public involved in historic preservation, archaeology, and cultural heritage efforts have the training, education, and support they need. (Goal 2)
- Climate adaptation, local planning, and economic development efforts use cultural heritage to maximize effectiveness and benefits. (Goal 3)
- Data and financial programs related to cultural heritage are efficient, easy to use, and easy to access. (Goal 4)
- Decision-makers, property owners, and the general public understand the value of historic preservation, archaeology, and cultural heritage protection. (Goal 5)





**Goal 1: Prioritize
community histories
and places
underrepresented in the
historical record**

Goal 1: Prioritize Underrepresented Communities

Objective 1: Document, protect, and share the histories and existing culture of Native American peoples in Maryland, in partnership with tribal communities.

STRATEGIES

- Continue offering archival consultation and/or training for tribal communities' preservation needs. – MSA and tribal communities.
- Provide links to publicly-available tribal resources on the [Mayis: Indigenous Records](#) webpage. – MSA
- Develop Paleoindian fluted point sequence for archaeological surveys to better place finds in context relative to other regions. – MHT, ASM
- Ensure that Piscataway history and culture is central to the management and interpretation plans for the Southern Maryland National Heritage Area. – Southern Maryland National Heritage Area, NPS, Piscataway Conoy Tribe and Tribal Council, Piscataway Indian Nation
- Lead the preparation of National Register documentation on American Indian heritage in Baltimore City. – MHT
- Develop a historic context study or report showing the relationship between Maryland road development and Native American paths. – MDOT SHA
- Partner with Piscataway Indian Nation and Piscataway Conoy Tribe for programming that focuses on recreated Woodland Indian Village and Piscataway culture. – JPPM
- Partner with the Maryland Commission on Indian Affairs and tribal leaders and communities to share stories, historic sites, and events on the [MD TWOFIFTY website](#) and social media. - Maryland 250 Commission
- Include Native American communities and perspectives in developing programming for the 250th. - Maryland 250 Commission, state agencies, tribal communities

LAND AND RIVER SERIES

The [Land and River](#) series, a conversation hosted by the Accokeek Foundation [link], offers an example of a program focused on exploring race and culture, in this case through relationships with the natural world. This included discussions on the connectedness of Native Americans and African Americans to Southern Maryland's landscapes, in addition to non-traditional perspectives on landscape conservation, culture, and history. Panelists and presenters, who shared a diverse range of experiences and expertise, included: Dr. Wilton Corkern, Chris Newman, Dr. Julie King, Dr. Gabrielle Tayac, Cryz Proctor, Tara Morrison, and Shemika Berry.



Goal 1: Prioritize Underrepresented Communities

Objective 2: Explore and interpret post-Civil War African American stories in Maryland.

SITES OF CONSCIENCE

The [International Coalition of Sites of Conscience](#) is a global network of historic sites, museums, and memory initiatives connecting past struggles to today's movements for human rights and social justice. Sites of Conscience provide safe spaces to remember and preserve even the most traumatic memories, enabling their visitors to make connections between the past and present. The [Maryland Lynching Memorial Project](#), the [Harriet Tubman Underground Railroad State Park](#), and the [National Museum of Civil War Medicine](#) are all Maryland-based coalition members.

Text from the International Coalition of Sites of Conscience website.

HERITAGE2031

STRATEGIES

- Produce a statewide African American Civil Rights Multiple Property Documentation (MPD) form for inclusion in the National Register. – MCAAHC, MHT, nonprofits dedicated to Black history throughout Maryland
- Facilitate the development of National Register nomination forms for at least three Rosenwald schools. – MHT
- Update the Chestertown Historic District National Register nomination to document the city's diverse history. – MHT, Town of Chestertown
- Commemorate the 60th anniversary of the signing of the Civil Rights Act through the "Year of Civil Rights" (2024). – MCAAHC, Association of African American Museums, NPS African American Civil Rights Network
- Complete historical and archaeological study of the rural community of Wallville (Calvert County), in partnership with descendant communities. – JPPM, MHT
- Document segregation-era resort towns of Eagle Harbor, Cedar Haven, and Columbia Beach for inclusion in the MIHP and National Register. – MHT, local communities
- Establish the Freedman's State Historical Park, the former home of George Enoch Howard (Montgomery County), and develop a master plan for the site. – DNR, PM
- Develop a historic context study for African American archaeological sites. - MDOT SHA, MHT
- Identify, examine, preserve, and present an inclusive variety of documentation and commemoration of sites of racialized conflict, trauma, and survival, primarily, but not exclusively, those associated with racial terror lynchings. – Maryland Lynching Truth and Reconciliation Commission, local governments, community organizations
- Partner with the Maryland Commission on African American History and Culture and other partners to share stories, historic sites, and events on the MD TWOFIFTY website and social media. - Maryland 250 Commission
- Include African American communities and perspectives in developing programming for the 250th. - Maryland 250 Commission, state agencies, local communities

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Goal 1: Prioritize Underrepresented Communities

Objective 3: Increase the quality and quantity of data in the MIHP for places associated with underrepresented communities.

STRATEGIES

- Expand the documentation of Asian American heritage in Baltimore City and the DC Metro area. – MHT, Maryland-National Capital Park and Planning Commission
- Based on the existing statewide historic context study, continue to identify and document LGBTQ sites to the MIHP and National Register. – MHT, local governments, PM, nonprofit organizations
- Work with community partners to develop a course to identify, document, and designate places of significance to underrepresented communities for preservation and interpretation. – MAHDC, MHT
- Document cultural and designed landscapes in the MIHP (for example, industrial landscapes in Western Maryland). - MHT

INDIGENOUS CULTURAL LANDSCAPES

[Indigenous Cultural Landscapes](#) (ICLs) evoke the natural and cultural resources supporting Native American lifeways and settlement patterns in the early 17th century. Important to descendant communities today, and to conservation strategies in the Chesapeake, these landscapes comprise the flora, fauna, ecosystems, topography, waterways and other natural features that sustained an Indian group in its totality. The concept attempts to demonstrate that the Native American view of homeland is holistic, rather than compartmentalized into discrete site elements such as “hunting grounds,” “villages,” or “sacred sites.” Now part of the Captain John Smith Chesapeake National Historical Trail, ICL documentation was developed with participation from tribes in the Chesapeake Bay region and can be used for planning and interpretive efforts. To date, researchers have documented ICLs in Maryland on the Nanticoke River, the Lower Susquehanna River, and the Nanjemoy and Mattawoman watersheds.



LGBTQ+ CONTEXT STUDY

In partnership with MHT, PM helped develop an historic [context study](#) in 2020 on LGBTQ history in Maryland and, in 2022, produced a [pamphlet](#) about LGBTQ resources with the UMD, Baltimore City Commission for Historical and Architectural Preservation (CHAP), Montgomery County Planning, and Baltimore Heritage. Covering nearly 400 sites in each of Maryland’s counties, this work illuminates Maryland LGBTQ+ history in rural, suburban, and urban locations, including sites associated with non-binary historical figures, “out” elected officials, community groups, and advocacy for AIDS treatment and marriage equality.

Goal 1: Prioritize Underrepresented Communities

Objective 4: Secure support for and begin to implement the recommendations in the June 2022 [Historic African American Cemeteries report](#) to the Joint Chairmen of the Maryland General Assembly by MCAAHC and MHT.

AFRICAN AMERICAN BURIAL GROUNDS

In 2022, Congress passed the African American Burial Grounds Preservation Program, which authorizes NPS to create a grant program to research, identify, document, preserve, and interpret historic African American burial grounds. Provisions allow NPS to distribute this funding, estimated at \$3 million annually, to other federal agencies, state, local, and tribal governments, other public entities, educational institutions, historic preservation groups, and private nonprofits.



STRATEGIES

- Provide funding to support historic African American cemetery maintenance, rehabilitation, and restoration activities. – MCAAHC
- Explore creation of a historic African American cemetery collection to serve as the central repository for research. – MCAAHC
- Create and disseminate best practice guidance on how to use archaeological investigations, land survey techniques and archival research approaches for identifying historic African American burial sites. – MCAAHC, MHT, Coalition to Protect Maryland Burial Sites
- Support development of a publicly accessible, map-based data layer dedicated to historic cemeteries throughout Maryland. - MHT, Office of Cemetery Oversight (OCO), Banneker-Douglass Museum, MDOT SHA, DNR, local governments
- Create burial sites preservation boards responsible for maintaining inventories and information related to cemetery maintenance and preservation at the local level. – county governments, OCO, MCAAHC (consultation on issues African American cemeteries)

Goal 1: Prioritize Underrepresented Communities

Objective 5: Increase and stabilize funding for the research and documentation of historic and cultural properties, with a focus on underrepresented resources and communities.

STRATEGIES

- Pursue expanded Historic Preservation Non-Capital grant funding. – MHT, PM, local advocates
- Pursue federal funding to support research and documentation, particularly for the National Register. – MHT, CLGs, nonprofit organizations
- Expand MCAAHC funding to include research and documentation for African American heritage. – MCAAHC, Banneker-Douglass Museum, local advocates
- Collaborate annually to identify research topics and funding/partnership opportunities. – MHT, PM
- Increase support for the collection of oral histories at the local and state level, including training, resources, funding, and data collection programs. – MSA, MHAA, MSAC, MCHC, Maryland Humanities

MARYLAND 250 COMMISSION

The [Maryland 250 Commission](#) will develop, encourage, and execute an inclusive, statewide, yearlong observance of the 250th anniversary of our nation's founding, recognizing all Marylanders' struggle for life, liberty, and the pursuit of happiness, before, during, and after the Revolutionary War. Semiquincentennial events, programs, and opportunities are expected to begin in 2024 and last through 2027. The Maryland 250 Commission goals, which intersect with *Heritage2031*, are to:



- Acknowledge that the confiscation of Indigenous land and displacement of Indigenous people is central to the United States' origin story and recognize the persistence and contributions of these communities today.
- Honor the legacy of both free and enslaved African Americans in the making of Maryland and the nation, whose untold stories of heroism and perseverance are critical to the understanding of our shared past and present.
- Support the identification and enhancement of cultural assets that tell the story of who we are as Marylanders and promote place-based visitor experiences for residents and visitors alike.
- Engage youth, new Americans, and lifelong learners in programs designed to encourage the search for meaning behind America and deepen engagement in civic life.
- Celebrate service to country and community, and create opportunities that promote social responsibility, compassion and understanding that will unite and strengthen Maryland's diverse communities for the benefit of all.

On the [Maryland 250 Commission](#) website, you can sign up for the email list, share an idea, find resources to create your own event, and learn more about the Commission's initiatives.



Goal 2: Support professionals and the public in historic preservation, archaeology, and cultural heritage efforts

Goal 2: Support Professionals & the Public

Objective 1: Develop and communicate improved strategies for Native American participation in planning, development, research, and interpretive projects.

STRATEGIES

- Explore models for engagement in planning and interpretative projects at the state, local, and private/non-profit level – MCIA, MHT, tribal communities, state agencies, local governments, Heritage Areas, nonprofit organizations

MAYIS

Working in partnership with Indigenous communities, MSA is building on the success of its Indigenous records website called [Mayis](#), named for a Renape word for “a path; to go on.” Using an FY 2023 multi-heritage area grant from MHAA, the agency developed an Indigenous Archive Project for the Eastern Shore of Maryland, recording oral histories, increasing online access to archival materials, offering outreach to K-12 teachers, and hosting educational workshops. The project’s strategy is to amplify the voices of 21st-century Indigenous communities and to expand access to existing resources about those living in the region before European contact.



Goal 2: Support Professionals & the Public

Objective 2: Increase preservation and heritage-related technical assistance and support for individuals, community organizations, and nonprofits.

LOCAL NETWORKS FOR HISTORIC SITES AND MUSEUMS

There are several museum consortia in Maryland, which share resources and provide professional development opportunities. Some examples are:

- The [Greater Baltimore History Alliance](#) that encourages the interpretation of Baltimore's multi-cultural heritage,
- The Frederick Historic Sites Consortium that, in addition to their public programming, runs the [Master Docent Series](#),
- The [Historic Sites Consortium of Queen Anne's County](#) that supports the preservation and stewardship of the region's cultural heritage, and
- The [Historic House Museum Consortium](#) that has a diverse collection of sites in Maryland.



STRATEGIES

- Create regional networks of support for organizations and individuals with marginalized access to resources. - MCAAHC, PM, Heritage Areas
- Facilitate peer-to-peer networking opportunities and information exchange for museums and cultural sites. – MMA, MCHC, Heritage Areas, local museums and institutions
- Increase access to qualified historic preservation contractors and tradespeople by updating and enhancing existing databases. – PM, MAHDC
- Collaborate with Maryland universities to increase capacity for historic preservation planning and cultural heritage research, documentation, and protection. – PM, nonprofit organizations, community organizations

Goal 2: Support Professionals & the Public

Objective 3: Produce new and improved opportunities for professional training and support in historic preservation, archaeology, and cultural heritage protection.

STRATEGIES

- Facilitate a roundtable discussion and networking opportunity for preservation planners twice a year. – MHT, MDP, MAHDC
- Continue review of cultural resource documentation challenges and potential updates to recordation strategies. – MHT
- Build collaborative relationships with and conduct outreach to state and federal agencies involved in Section 106 review. – MHT, state and federal agencies
- Explore statewide education and training opportunities every other year. - PM
- Continue to expand access to training opportunities in historic preservation trades and building arts. – PM
- Collaborate with Maryland's Historically Black Colleges and Universities to develop programs focused on creating a pipeline of new Maryland Park Service rangers and other full-time staff from among volunteers, the state foster youth system, and historically underserved communities. – DNR, PM
- Continue hosting annual Architectural Fieldwork Symposium focusing on updated policies, new and inventive technologies, current interest topics, and relevant projects. - MHT

MARYLAND APPRENTICESHIP PROGRAM

The Maryland Department of Labor recently approved an [apprenticeship program](#) sponsored by the Campaign for Historic Trades, a national workforce development program administered by PM. The first-of-its-kind apprenticeship program focuses on expanding and strengthening careers in the historic trades and sets standards – including on-the-job learning, related instruction, and core competencies – that provide a clear process for entering the workforce in roles like deconstruction technician, historic window technician, and preservation carpenter. If you are an employer who wants to hire apprentices or an individual who wants to become an apprentice, visit www.historictrades.org or email info@historictrades.org.



Goal 2: Support Professionals & the Public

Objective 4: Enhance educational opportunities for the public, particularly youth, to learn about the practice of historic preservation, archaeology, and cultural heritage protection, as well as existing programs and resources.

STRATEGIES

- Continue Scouts BSA merit badge training in archaeology. – MHT
- Establish programs and training to encourage K-12 teachers to develop STEM curriculum that includes archaeology. – MHT, ASM, local teachers
- Continue to build on public programs that focus on archaeology and cultural heritage protection. – JPPM
- Host the MHT Roadshow four times a year. – MHT
- Produce approximately one training or educational program per quarter. – PM





Goal 3: Use cultural heritage to enhance climate adaptation, local planning, and economic development activities

Goal 3: Enhance Climate Adaptation, Local Planning, and Economic Development

Objective 1: Invest in and provide technical support for climate resilience and adaptation efforts in historic communities.

STRATEGIES

- Secure funding and staffing necessary to relaunch Weather It Together Program. – MHT
- Create an educational program for preservation planners about projected climate impacts in Maryland. - MHT, MDP, Maryland Resiliency Partnership
- Collaborate as invited with frontline communities to provide assistance for cultural heritage documentation, mitigation, and adaptation. – MHT, DNR, Maryland Resiliency Partnership, local governments, nonprofit organizations, community organizations
- Support the inclusion of historic and cultural resources in the development of local hazard mitigation plans. – Maryland Department of Emergency Management, MHT, local governments
- Strengthen existing ties to Sustainable Maryland Program at UMD to ensure cross-collaboration and knowledge exchange. – MAHDC
- Integrate current climate resilience and adaptation practices into Sustainability and Modernism courses for HPCs. – MAHDC, MHT
- Develop case studies to demonstrate adaptation strategies of historic buildings and communities. – MAHDC, MHT
- Analyze and communicate climate impacts predicted for Maryland, as they relate to historic and cultural properties. - MHT, MDP, Maryland Department of the Environment



EASTERN SHORE CLIMATE ADAPTATION PARTNERSHIP

The Eastern Shore Climate Adaptation Partnership (ESCAP) was established in 2016 to help vulnerable communities prepare for climate change impacts. The partnership – an informal regional collaboration of staff from local governments, state agencies, academic institutions, and nonprofit organizations – promotes learning and collaboration among mid and upper Eastern Shore communities to prepare for changes in weather patterns, flooding, and other environmental conditions. ESCAP is a venue for partners, including MHT, to provide support, education, technical assistance, and resources to help member communities build resilience. For more information or to join the partnership, contact Eric Buehl (ebuehl@umd.edu) or Kayle Krieg (kayle@umd.edu).

Goal 3: Enhance Climate Adaptation, Local Planning, and Economic Development

Objective 2: Improve the capacity of local governments to engage in planning for cultural resources.



STRATEGIES

- Increase participation in the Certified Local Government (CLG) Program. - MHT, local governments
- Develop new course for HPCs about preservation economics to provide up-to-date information on funding access and applicable standards. - MAHDC
- Proactively document Mid-Century resources to support local planning efforts, redevelopment, and compliance review, especially in western Maryland and the DC metro area. - MHT, local governments
- Distribute guidance on archaeology review for local governments. - MHT
- Develop and share guidance to help meet energy efficiency and preservation goals at the state and local level. - MHT, MAHDC

Goal 3: Enhance Climate Adaptation, Local Planning, and Economic Development

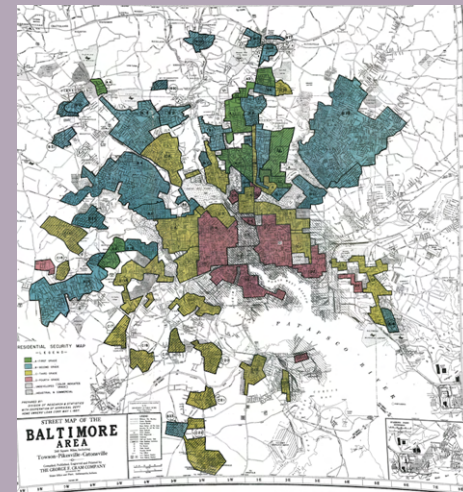
Objective 3: Enhance the ability of historic preservation to support housing redevelopment and affordable housing needs.

STRATEGIES

- Advocate for preservation through new and existing affordable housing programs while balancing the need to keep construction costs low. – DHCD, PM
- Seek opportunities to collaborate with other state agencies when funding sources are layered and streamline applications and reviews if possible. - DHCD

UPLIFT

Maryland's [UPLIFT](#) (Utilizing Progressive Lending Investments to Finance Transformation) program was recently created to increase homeownership opportunities, one of the most powerful drivers of the racial wealth gap, in chronically underinvested communities impacted by legacies of discrimination and redlining. Many of these communities are historic or contain historic properties. Administered through DHCD, the program will address homes impacted by appraisal gaps by accelerating the pace of new construction and rehabilitation of quality affordable housing. In its first phase, UPLIFT, which builds on the department's Homeownership Works pilot program, will invest \$10 million into new construction and rehabilitation projects in two neighborhoods, Johnston Square in Baltimore and Pine Street in Cambridge.



Goal 3: Enhance Climate Adaptation, Local Planning, and Economic Development

Objective 4: Increase investment in place-based projects prioritized by local historic communities that have been chronically marginalized or underserved.

BALTIMORE HERITAGE MICRO-GRANT PROGRAM

Baltimore's local preservation advocacy group, Baltimore Heritage, Inc. offers micro-grants (\$500-\$1000) annually to help fund preservation work in the city. The kinds of projects funded reach far beyond traditional preservation work – all types of projects are eligible, as long as they relate to Baltimore's history, heritage, historic buildings or historic neighborhoods. The goal is to help spark new and support existing neighborhood-level preservation work, and individuals and all kinds of groups – not just formal nonprofits – are eligible to apply. To learn more, visit Baltimore Heritage's [website](#).



STRATEGIES

- Reduce barriers for redevelopment of historically disinvested communities and encourage adaptive reuse, infill development, and density in historic districts. – DHCD
- Use capital, non-capital, and local mini grants to support enhancements that may not qualify as traditional “historic preservation” projects but still contribute to vitality, quality of life, and economic potential. – Heritage Areas, local nonprofits
- Connect Marylanders to historically and culturally significant waterways for educational and recreational opportunities. – DNR, PM, Heritage Areas, local nonprofits, local governments


Goal 3: Enhance Climate Adaptation, Local Planning, and Economic Development

Objective 5: Foster the appropriate treatment (documentation, preservation, rehabilitation, redevelopment, and interpretation) of state-owned historic properties and cultural resources.

STRATEGIES

- Conduct a systemwide survey of historic and cultural resources under the jurisdiction of the Maryland Park Service, including estimated restoration and maintenance costs. – DNR, PM
- Enhance tools to support redevelopment of historic state-owned properties including local density bonuses and access to New Markets Tax Credits. - DHCD





**Goal 4: Improve
efficiency and
accessibility of cultural
heritage data and
financial programs**

Goal 4: Improve Efficiency & Accessibility

Objective 1: Continue to analyze the impacts of state programs and make improvements to maximize equitable benefits.

STRATEGIES

- Formalize MHT Justice/Equity/Diversity/Inclusion Working Group and workplan. – MHT, MHT Board of Trustees
- Analyze gaps in capital investments by overlaying Census tracts and project locations. – MHT
- Update the Maryland Heritage Areas Program Strategic Plan, including additional evaluation of the program structures and processes to ensure equitable grantmaking. – MHAA



Goal 4: Improve Efficiency & Accessibility

Objective 2: Maximize the ability of the Historic Revitalization Tax Credit Program to leverage investment and redevelopment in communities.

STRATEGIES

- Advocate for the increased annual appropriation for large commercial and small commercial tax credit projects. - PM
- Identify existing communities that could benefit from tax credits – but have not done so in the past - and work proactively with partners to improve access to funding and other resources. – MHT, PM
- Launch pilot project to compare the use of Baltimore City historic preservation tax credits and state historic preservation tax credits to create better coordination and a more significant impact on revitalizing communities. - MHT, CHAP



Goal 4: Improve Efficiency & Accessibility

Objective 3: Provide new financial and technical support for museums and cultural sites.

STRATEGIES

- Advocate for the reinstatement of the Historical and Cultural Museum Assistance Program. – MMA, MCHC, PM, Maryland Humanities, historical and cultural museums
- Explore opportunities to develop capacity-building assistance for museums and cultural sites dedicated to African American heritage. – MCAAHC



Goal 4: Improve Efficiency & Accessibility

Objective 4: Improve user experience through online portals offered by the state.

MDFIND

Isolated archaeological finds, like arrowheads or pottery sherds, are often the first clues that lead to the discovery of new sites. MHT's [mdFIND](#) app is a tool for hobbyists, "citizen scientists," beachcombers, hikers, and other members of the public to report artifacts found in Maryland's fields, forests, and coastal areas, making them a part of archaeological discovery and documentation. This crowdsourcing app records unanticipated artifact discoveries in the field, and reports those findings to MHT archaeologists. The app allows you to upload or capture up to five images of the object(s), report the location using your phone's GPS, specify the broad artifact type or the diagnostic artifact name (if you know it), and (optionally) report your name and contact info for any follow-up. Easy-to-use drop-down menus and links to external webpages (such as JPPM's [Diagnostic Artifacts Page](#)) make filling out the form simple.



STRATEGIES

- Develop a system for the electronic submission of MIHP forms and Determination of Eligibility forms. – MHT
- Evaluate current grants software and options for improvement, including exploring the possible use of phone apps. – MHT, MHAA

Goal 4: Improve Efficiency & Accessibility

Objective 5: Improve data sharing among state agencies and with local planners.

STRATEGIES

- Launch a survey to understand the gaps in cultural heritage data collection at the state and local levels. – MHT, MAHDC
- Complete evaluation of National Register eligibility of locally designated historic districts, allowing for more transparent assessment of properties for financial incentives as well as planning efforts. – MHT
- Continue to identify data gaps in the MIHP and develop a plan to address them in the long-term. – MHT
- Produce regular trainings for users of Medusa, the state's cultural resources information system. – MHT



Goal 4: Improve Efficiency & Accessibility

Objective 6: Increase access to documentation and archives held by the state.

DID YOU KNOW?

MSAC's Maryland Traditions program hosts a resource of documentary short films on its [YouTube channel](#). Program staff also provide oversight of the [Maryland Traditions Archives](#), housed at Special Collections at UMBC. The Maryland Traditions Archives contain institutional records, folklorist papers, and materials documenting and/or donated by practitioners of living cultural traditions, including copious fieldwork materials. [Finding aids](#) are available online for the processed collections, which were once scattered throughout the state. MSAC will host programming in 2024 to mark the 10th anniversary of the archives and to help highlight this invaluable resource.



STRATEGIES

- Continue to develop finding aids for collections held in the MHT Library and create new trainings for users. – MHT
- Continue to identify and to expand access to colonial government records relating to Indigenous communities on the [Mayis: Indigenous Records](#) webpage. – MSA
- Provide educators with resources and trainings relating to local Indigenous communities in partnership with other state agencies and tribal communities – MSA with state agencies, nonprofit organizations, tribal communities



Goal 5: Make the case for preservation

Goal 5: Make the Case for Preservation

Objective 1: Continue to expand social media outreach and other communications.

STRATEGIES

- Increase audience for social media platforms and email distribution by one third. – MHT, MHAA
- Update course on communication for HPCs to provide information on the use of social media. – MAHDC
- Add capacity for social media, highlight preservation successes. – Local governments, Heritage Areas, nonprofit organizations



Goal 5: Make the Case for Preservation

Objective 2: Develop case studies for use by local advocates, developers, governments, and decision-makers.



STRATEGIES

- Produce case studies for historic tax credits and grant projects – MHT, MHAA
- Create a communications toolkit available online and in print that includes case studies. – PM
- Produce short videos highlighting successful grant projects. – MHT, MHAA
- Use Story Map software to share news and case studies from HPCs across the state. – MAHDC
- Explore opportunities to create economic impact studies that demonstrate the value of historic preservation and cultural heritage. – MHT, PM, MHAA

Goal 5: Make the Case for Preservation

Objective 3: Increase the capacity of local organizations to protect & advocate for historic properties.

STRATEGIES

- Engage people across the state through awareness, events, education and technical assistance programs. – PM
- Create workshops for advocates to provide up-do-date information on local historic preservation programs across the state. – MAHDC

