

# HUNA HERITAGE FOUNDATION

## 2020 Strategic Action Plan

### MISSION

Enrich Our Way of Life in perpetuity.

### VISION

HHF is a sustainable organization perpetuating our Way of Life for all generations.

### OBJECTIVES

- Obtain \$6,000 in additional earned revenue.
- Distribute Our Way of Life calendar to 1,400 shareholders.
- Conduct one class per quarter plus one class outside Hoonah.
- Win a \$150,000 grant to support archive development and to obtain 10 at.oow recordings.
- Develop two policies supporting administrative operations (e.g. endowment fund and archive access & use).
- Increase number of scholarship applicants by 20%.
- Create two new information distribution outlets/channels.
- Facilitate two Clan leadership gatherings.
- Fund two professional development opportunities for HHF staff.
- Identify up to three office facility options – youth center/trailer, etc. interim and permanent occupancy.

### STRATEGIES

- Acquire funding to grow HHF programs.
- Preserve, Enrich, and perpetuate the Huna Tlingit culture and heritage.
- Strengthen HHF's Scholarship Program.
- Implement a public relations plan.
- Implement Effective and Efficient Administrative Operating Systems and Procedures.
- Acquire Interim and Permanent Office Facilities.

### NOW ACTION PLAN (August 2020)

- Develop an organization structure supportive of HHF's vision, mission, strategies, and objectives
- Create "Our Way of Life" 2021 Program Calendar

### SHORT-TERM ACTION PLAN (December 2020)

- Create an Endowment fund
- Acquire funds from third parties to construct a multi-purpose building
- Acquire additional financial support for HHF programs
- Continue to gather and catalog our history
- Increase awareness of and provide greater accessibility to our resources
- Conduct a needs assessment for additional scholarships
- Create a Public Relations Plan

### MID-TERM ACTION PLAN (December 2021)

- Identify and occupy interim facilities by 04/01/2021
- Establish policies for endowment, promote the endowment and educate shareholders and public
- Develop policies and procedures for earned revenue and investigate successful models
- Foster Youth Intern Opportunities & Youth Leadership development

### LONG-TERM ACTION PLAN (December 2023)

- Develop written operating policies, program management policies, HR policies, Board policies, etc.
- Establish a permanent multi-purpose building