

We are reaching out to organizations to participate in conversations about the draft of the 2020 Heritage Plan put forth by the Oregon Heritage Commission every five years.

What is Oregon's heritage and why does it matter?

Oregon's heritage is the evidence of our past found in the ideas and things we have created, the traditions we keep, and the environment we have inherited.

Oregon's heritage holds great value:

- Sharing stories of the those that have come before helps us to discover our place in time.
- Exhibits and programs that examine achievement & injustice help provide critical awareness of where we came from and where we want to go.
- Preserving the character of historic buildings and downtowns creates vital places to live and work and acts as a catalyst for economic development.
- Participating in traditions and commemorations inspires engaged citizens.
- Oregon's heritage links us to the past, while it influences how we think about the future.

What is the 2020 Heritage Plan?

The 2020 Heritage Plan is a call to action for heritage efforts to unite around common goals. The Oregon Heritage Commission invites individuals and organizations to discuss these goals, consider how they align with institutional and regional opportunities, and join the Commission in this work. Together, individual steps will add up to important outcomes for the state resulting in more stories told, more people served, and more sustainable heritage organizations.

Why does it matter to you?

By answering this proposed call to action, some of the benefits to your community will include:

- Access to grants, technical assistance, and recognition to support your efforts
- Engaging more audiences in your community
- Grow your organization's relevance to your community
- Build interest and support for your organization
- Increase local awareness in the value of preserving heritage

We need your feedback!

We are requesting feedback on the proposed goals so we can identify how your organization can answer the call to action, develop tools to help address barriers to achieving these goals, and support the efforts through relevant workshops, reports, and communications.

Provide feedback in the following ways:

- Respond to the online survey. Details on back.
- Provide comment at the Oregon Heritage Commission meeting on October 18, 2019 in Salem. See agenda for details.

Proposed Goals for the 2020 Oregon Heritage Plan

Draft Goals & Desired Outcomes

- 1) **Include more voices.** Expand the narrative of history told and preserved in the state to capture previously excluded or marginalized voices for a more complex and accurate depiction of Oregon's historical events.

Desired Outcome: More stories from previously excluded or marginalized voices are developed and shared.

- 2) **Increase access to heritage.** Strive to engage more community members and visitors in local heritage by increasing awareness of resources and making them available to diverse audiences and potential stakeholders.

Desired Outcome: Heritage organizations evaluate who's in their community and take intentional steps to decrease barriers and increase access.

- 3) **Promote the value of heritage.** Share the economic, cultural and educational value of heritage with the public and decision makers to inspire awareness, funding, and respect for long-term preservation of Oregon's heritage.

Desired Outcome: Heritage organizations recognize and communicate the value of their work.

- 4) **Pursue best practices.** Pursue professional standards and best practices related to heritage processes, standards, and organizational management to ensure healthy, sustainable heritage organizations.

Desired Outcome: Heritage organizations increase organizational capacity.

Why Work Towards This Goal?

- Welcome more people by telling their stories
- Engage the community in thinking critically about history

- Expand your mission's reach
- Position your organization as a community & tourism asset

- Build greater interest and support for your organization
- Change the perception about the value of heritage in your community

- Create a framework for long-term, mission-driven success
- Be a trusted source in your community

Don't forget to provide feedback on the goals and propose tools to help your organization join the Call to Action!

- Fill out the online survey here:
<https://www.surveymonkey.com/r/2020HeritagePlan>
- Take the survey using this QR Code:

