

USING THE 2020-2025 OREGON HERITAGE PLAN AS A FRAMEWORK FOR RECOVERY

As Oregon communities begin to reopen and organizations begin to recover from the impacts of COVID-19, planning is needed now more than ever.

Here's how the Heritage Plan can help you in recovery.

GOAL 1: Include more voices

WHY WORK TOWARDS THIS GOAL?

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

DURING RECOVERY

People isolated in their homes, some homeschooling children, and some feeling marginalized and excluded more than ever, will look for authentic and meaningful experiences when they venture out again. Heritage organizations can fill this gap by telling local stories to engage and ground community members during uncertain times. Sharing multiple viewpoints and including historically marginalized voices can help connect to a broader audience and make your organization more relevant.

QUESTIONS TO ASK

Are diverse perspectives represented in the stories you are telling? Are there stories you've wanted to research? Can you provide stories and collections that help people process their experience?



GOAL 2: Increase access to heritage

WHY WORK TOWARDS THIS GOAL?

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

DURING RECOVERY

How we think about "access" during physical closures and social distancing measures is a change from more traditional times, but one that can provide unique opportunities. Look at the recovery phase of COVID as a chance to engage more of your community. Consider what kind of asset your organization is: tourism, education, or research, and focus on how you can remain an asset now.

QUESTIONS TO ASK

Who traditionally comes to your organization? Is that a reflection of the demographics of your community? Is there an audience you've been wanting to reach and haven't yet found a way? Are there opportunities to promote your resource to a new audience?



GOAL 3: Promote the value of heritage

WHY WORK TOWARDS THIS GOAL?

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

DURING RECOVERY

Heritage matters! Even at a time there are essential social and economic needs, we must remind the public and decision makers about the value and impact of heritage so funding and long-term support for preserving heritage remains top of mind. When used responsibly, heritage can provide perspective about a situation, tell untold stories, support parents and teachers, reflect, honor, develop a sense of place, and anchor and connect a community.

QUESTIONS TO ASK

Are you talking publicly about the impact of your work? Are you communicating why your programs matter? Can you share anecdotes and data with decision makers?



GOAL 4 RECOVERY STRATEGIES



GOAL 4: Pursue best practices

WHY WORK TOWARDS THIS GOAL?

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

DURING RECOVERY

One potential silver lining of required closures is that there's an opportunity to re-set, re-focus, and plan in a way we sometimes can't find time to do when regular operations are humming along. With inevitable adjustments to hours open, social distancing, cleaning schedules, and staffing, now is a great time to return to the basics and make sure new policies are presented to, discussed, and approved by the board.

QUESTIONS TO ASK

Can you focus on best practices during recovery? Are you reflecting on your mission as decisions are made? Is this an opportunity to review your governing documents?

For more resources on how to align your activities with the 2020-2025 Oregon Heritage Plan visit www.oregonheritage.org.