

ALASKA NATIVE HERITAGE CENTER FY22 STRATEGIC PLAN



VISION

Thriving Alaska Native peoples and cultures are respected and valued.

MISSION

ANHC preserves and strengthens the traditions, languages and art of Alaska's Native peoples through statewide collaborations, celebration and education.

STRATEGY

- Lay a strong internal foundation to ensure organizational sustainability and community impact.
- Fulfill obligations with funders and partners.
- Connect and reconnect Alaska Natives to who they are through education, art and healing.
- Strengthen internal and external communications.
- Diversify and grow restricted and unrestricted funding.



TOPIC AREAS

1. Alaska Native Community Development
 - a. Youth, Elders, professionals, artists, homeless, foster care, etc.
2. Indigenous Education
 - a. Protocols, ceremonies, values, traditions, history, best practices
3. Museum Sovereignty
 - a. In-person and virtual exhibits
4. Cultural Tourism
 - a. Advocacy and capacity building
5. Social Enterprise
 - a. Gift shop, culture boxes, commercial space, facility rentals, CAWs, etc.

GOALS & OBJECTIVES

OPERATIONS

- Update, advance and wrap-up current strategic plan and lay foundation for next three-year plan.
- Continue organization-wide infrastructure redesign, including the improvement of information systems, workflow automation, board and employee on-boarding and training, and documenting processes and procedures.

DEVELOPMENT

- Unrestricted and restricted revenue generation, such as board and staff giving, social enterprise, consolidated asks, fundraising, business development, gaming permit and contracts.
- Re-establish and nurture relationships to support endowment efforts.
- Organization-wide grants strategy and implementation.

MARKETING & COMMUNICATIONS

- Strong and cohesive multi-platform marketing and communications strategy grounded in relationship building, fundraising and program awareness.

PROGRAMMING

- Fulfill current funding obligations, execute new grants and close out past grants.
- Fully fund Hall of Cultures planning and redesign and Internship Program.
- Create strategy to transition programming into social enterprise.

FY22

ALASKA NATIVE HERITAGE CENTER

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BY 2022, ANHC WILL ADVANCE THE FOLLOWING 14 OBJECTIVES:

1. To be a living cultural center focused on cultural health, wholeness and balance, redefining the concepts of “success” and “thrive.”
2. To become a resource for the entire community, from pre-K to Elder.
3. To be the premiere resource for cultural preservation, celebration, education and acceleration – from traditional to next generation.
4. To be a working laboratory for artists, members and residents: a *useful* space.
5. To become a social enterprise, including becoming Anchorage’s premier provider of cultural awareness training, advocacy and experiences.
6. To be a statewide resource for cultural centers, libraries, schools and other centers of Native life.
7. ANHC will build understanding and reputation of its services, locally and nationally.
8. ANHC will build paid and unpaid traffic.
9. ANHC will build audiences for new social enterprise and rental services.
10. ANHC will maximize the productivity of its family.
11. ANHC will expand the size and fundraising capacity of its board, increasing board-directed resources to support the annual budget.
12. ANHC will maximize the fundraising program with a focus on individuals, private foundations, corporations and government.
13. ANHC will improve essential systems and infrastructure.
14. ANHC will regularly update and re-calibrate this plan.



ANHC ELLANGUAQ MODEL

As an Alaska Native organization, our work is grounded in an Indigenous worldview called "Ellanguaq," or "eye of awareness," which is Yup'ik and represents the development of human awareness. The symbol at the center represents our Cultural Heritage & Education, which is grounded in Alaska Native traditions and values, and is the core of who we are as Indigenous Peoples. The symbol with the second ring represents ANHC's social enterprises, or the sustainability, perpetuation and generation of our work, which heavily focuses on building and creating community. The additional rings represent ANHC's support services, which provide the strong foundation for the organization. It is through this worldview that ANHC views our work at all levels.

