

NATIONAL RANCHING HERITAGE CENTER STRATEGIC PLAN

MISSION STATEMENT

The National Ranching Heritage Center interprets the cultural, economic, and architectural history of the livestock industry in North America through preservation, research, and education utilizing resources at Texas Tech University.

VISION STATEMENT

The National Ranching Heritage Center will obtain national prominence by achieving high standards in its unique position as a university-based museum and historical park interpreting ranching, pioneer life, and the development of the livestock industry in North America. The NRHC, through its historic structures, will demonstrate the application of appropriate historical preservation techniques to students, faculty, and the public. Through acquisition, preservation, research, interpretation, and exhibition, the NRHC will provide excellent educational and research opportunities for students, faculty, and the public.

National Ranching Heritage Center is committed to the values of

- mutual respect;
- cooperation and communication;
- creativity and innovation;
- community service and leadership;
- academic and intellectual freedom;
- pursuit of excellence;
- public accountability; and
- diversity.

GOALS, BENCHMARKS, and OBJECTIVES

Goal 1. Access and Diversity: Assist Texas Tech University in recruiting future students.

Benchmarks:

- Provide six annual educational events/activities for K-12 students that create a positive image of Texas Tech.
- Create access to potential Texas Tech University students through use of NRHC facilities by faculty and administration.

Objectives:

Objective 1.1: Promote Texas Tech as the university of choice by creating for K-12 students stimulating environment associated with Texas Tech.

Objective 1.2: Provide facilities to faculty, administration, and students to meet academic goals.

Goal 2. Human Resources and Infrastructure: Increase and maintain a qualified work force and upgrade facilities to support an optimal work environment.

Benchmarks:

- Continue fundraising to increase endowment assets by \$300,000 by 2011.
- Obtain by November 2009 funds for \$2 million goal for new museum main entrance and expanded exhibit and event space.
- Engage architect to complete construction plans for bidding to occur no later than December 2009 and complete construction in Spring 2011.
- Develop concept designs, construction documents, and budget for new historical preservation facility by Fall 2009.
- Obtain by December 2010 funds for \$500,000 goal for construction of new preservation center.

Objectives:

Objective 2.1: Increase endowment assets for current staff salaries and future staff and intern salaries.

Objective 2.2: Expand DeVitt-Mallet Museum Building to provide larger capacity for exhibits and events and create a more visible entrance to the NRHC main museum building.

Objective 2.3: Replace off-site, inadequate historical preservation facility with new building located at the historical park.

Goal 3. Undergraduate Teaching and Learning: Provide nationally recognized instruction in our undergraduate programs.

Benchmarks:

- Provide access to NRHC facilities and staff for use by Texas Tech University faculty and students to enhance undergraduate teaching and learning.

Objectives:

Objective 3.1: Maintain facilities to faculty, administration, and students to meet Texas Tech undergraduate academic goals.

Goal 4. Graduate and Professional Education: Enhance graduate and professional education opportunities.

Benchmarks:

- Offer NRHC staff as adjunct faculty and guest speakers for presentation to graduate students in Center For Advanced Study of Museum Science and Heritage Management and other graduate-level courses.

Objectives:

Objective 4.1: Create opportunities for NRHC staff and facilities to be used to assist in graduate and professional education courses.

Objective 4.2: Provide education opportunities for NRHC staff to enhance their professional skills.

Goal 5. Engagement: Create community connections that enhance quality of life, attract diverse cultural and ethnic audiences, and build external support.

Benchmarks:

- Host speaker series annually to present topics about Western American history to the public.
- Provide training programs to NRHC volunteers.

Objectives:

Objective 5.1: Create endowed speaker series featuring Western American historical subjects open to the general public.

Objective 5.2: Create educational outreach programs teaching principles of historical preservation and Western American history to NRHC volunteers.

Goal 6. Research Productivity: Increase research productivity and funding for all areas of inquiry within the university.

Benchmarks:

- Publish one book every four years and four issues of the "Ranch Record" magazine annually advancing knowledge about ranching and the American West.
- Acquire \$5,000 every three years to enhance NRHC research library.
- Acquire oral histories provided by ranchers and others associated with the ranching industry.

Objectives:

Objective 6.1: Expand current research and publication programs and develop new research initiatives.

Objective 6.2: Increase library, archival and art, artifact and material culture collections as sources of research.

Goal 7. Partnerships: Build strategic partnerships and alliances with community, government, business, industry, and schools (K-12, community colleges, and universities).

Benchmarks:

- Obtain annual support from Ranching Heritage Association.
- Obtain annual support from foundations and corporations.
- Provide ranch and equine related education programs with community college agricultural and rodeo programs.
- Offer additional trunk programs and educators to public school districts.
- Increase the number of K-12 students visiting NRHC.
- Expand partnership with Texas Historical Commission and its regional Texas History Day program to engage six more school districts.

Objectives:

Objective 7.1: Create and expand alliances with external entities that support the mission of the National Ranching Heritage Center.

Objective 7.2: Create education opportunities with community colleges.

Objective 7.3: Increase outreach and on-site education programs to grades K-12.