

NAPER SETTLEMENT

Five-Year *Mission-Driven* Strategic Plan

Approved by NHS Board 07/17/2024

CONFIDENTIAL - DO NOT SHARE

1. Organizational Vision, Mission, and Values

10-15 YEAR VISION STATEMENT

October 2023 Board Version: An innovative, world-class center and museum that shares the evolving American story through the Naperville experience.

Revised 10-15
Year Vision:

An innovative, nationally recognized, community-centered museum and gathering place that shares the evolving American story through the Naperville-regional experience.

MISSION STATEMENTS

Naperville Heritage Society Mission: With a commitment to the community and a focus to the future, the mission of the Naperville Heritage Society is to collect, document, preserve, and support the history of Naperville, Illinois past and present.

Naper Settlement Mission: Naper Settlement creates community by connecting visitors to Naperville's history through engaging, unique experiences.

No changes were made to either above mission statements.

VALUES

Naper Settlement values authenticity and excellence in:

- education
- historical preservation
- rigorous research
- innovation
- quality visitor experiences
- community engagement
- public trust

2. Five-Year Strategic Plan - Approved by NHS Board 07/17/2024

A. "North Star" Vision for the Strategic Plan

The "North Star" vision statement describes the outcome Naper Settlement intends to focus on achieving by the end of the strategic plan timeframe (five years). It represents the five-year slice of the longer-term organizational vision, based on the current and emerging needs and opportunities impacting Naper Settlement.

FIVE-YEAR "NORTH STAR" VISION

Previous Five-Year Vision Naper Settlement is acknowledged regionally –and nationally - as an essential and vital historical and educational resource that is a prime tourist destination in Northern Illinois.

Proposed
Revision:

Naper Settlement is acknowledged and championed as a valued community resource and gathering place, an innovative hub for education and historical enrichment, and a prime cultural tourism destination. We serve as a regional gateway to the nation's history, inspiring visitors to:

- explore how complete, authentic stories of the Naperville region connect to the broader American experience,
- appreciate how history informs the present, and
- identify with their role in shaping the future.

"Discover Your Story. Find Yourself Here."

B. Strategic Pillars & Five-Year Goal Statements*

1	Lifelong Learning & Community Engagement Naper Settlement serves as a leader in the field and valued community resource for excellence in educational programming, cultural and historical enrichment, and engagement for multi-generational diverse audiences.
2	Authentic Community Histories¹ Naper Settlement collects, preserves, and shares community stories, artifacts, and material culture that broadly encompass the authentic, evolving history of the region and contextualizes Naperville's history within the American tapestry.
3	Innovation Naper Settlement exhibits a culture of deliberate innovation and thoughtful experimentation, blending innovative technologies with traditional museum best practices to deliver the best museum experience possible to our visitors.
4	Economic Engine Naper Settlement is a significant cultural tourism destination, strengthening its role as an economic engine and integral community gathering place for Naperville and the State of Illinois by attracting visitors who come to experience the museum and enjoy all that the city offers.
5	Operational Excellence & Financial Sustainability Naper Settlement maintains best practices in accordance with museum accreditation, applicable law, and nonprofit management standards to ensure fiscally responsible, long-term sustainability, growth, and mission impact.

*These are not listed in priority order, but rather represent the pillars that support the vision and mission of the museum's strategic "house".

¹ Previously this was "Community Memory"

