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KEY STRATEGIC GOALS AND OBJECTIVES

Iowa State Historic Preservation Plan 2023 - 2032

KEY STRATEGIC GOAL 1:

FOSTER HISTORIC PRESERVATION EDUCATION AND APPRECIATION

OBJECTIVES:

1. Promote Preservation in Education
2. Promote Preservation in Extra-Curricular Activities
3. Promote Preservation to Lifelong Learners
4. Promote Preservation to the General Public

KEY STRATEGIC GOAL 2:

AMPLIFY UNDER-REPRESENTED HISTORIES TO TELL THE WHOLE STORY OF IOWA'S PAST

OBJECTIVES:

1. Develop Multimedia Story-Telling Initiative
2. Focus Survey Activities in Underrepresented Demographic and Geographic Areas
3. Identify and Nominate Historic Resources Associated with Underrepresented Iowa Communities

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KEY STRATEGIC GOAL 3:

IMPROVE ACCESS TO STATE AND FEDERAL PRESERVATION INCENTIVES

OBJECTIVES:

1. Address Barriers to Incentives Access
2. Create Small Project Support

KEY STRATEGIC GOAL 4:

ENHANCE PRESERVATION TRADES

OBJECTIVES:

1. Develop Statewide Trades Mentorship Initiative
2. Expand Preservation Trades Training
3. Increase the Number of Firms in the Preservation Trades

KEY STRATEGIC GOAL 5:

PLANNING FOR PRESERVATION FOR A RESILIENT FUTURE

OBJECTIVES:

1. Promote Preservation-Inclusive Community Planning
2. Promote Sustainable Reuse of Historic Properties and Materials

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KEY STRATEGIC GOAL 6:

ENHANCE LOCAL PRESERVATION PLANNING

OBJECTIVES:

1. Enhance Existing CLG Capacity and Impact
2. Promote New CLG Adoption to Local Governments
3. Promote Rural Landscape Preservation

KEY STRATEGIC GOAL 7:

ENCOURAGE RESPONSIBLE PUBLIC ENGAGEMENT WITH IOWA'S ARCHEOLOGY

OBJECTIVES:

1. Improve Public Awareness of Iowa's Archeological Resources
2. Enhance Connections Between Archeological Resources and Present Day Activities
3. Educate Policymakers regarding stewardship of archeological sites

KEY STRATEGIC GOAL 8:

CULTIVATE PRESERVATION PARTNERSHIPS

OBJECTIVE:

1. Identify Problems and Applicable Best Practices
2. Enhance Existing Partnerships or Form New Ones
3. Scale Statewide Where Possible

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KEY STRATEGIC GOAL 9:

STRENGTHEN PRESERVATION ADVOCACY CAPACITY

OBJECTIVES:

1. Conduct Media Campaign
2. Identify Legislative Agenda

KEY STRATEGIC GOAL 10:

ADDRESS BARRIERS AND RESOURCES TO ENHANCE A PROACTIVE APPROACH TO PRESERVATION

OBJECTIVES:

1. Remove Barriers
2. Develop Incentives and Resources
3. Digitize Records to Expand Inventory and Increase Public Access

KEY STRATEGIC GOAL 11:

IMPLEMENT STATEWIDE PRESERVATION PLAN WITH EMPHASIS ON COLLABORATION, ACCOUNTABILITY, AND SUCCESS DOCUMENTATION

OBJECTIVE:

1. Implement Statewide Plan