“Al andar se hace camino” – “The road is made by walking”

Antonio Machado, *Proverbios y cantares* XIX,

Translated by Bettie Jean Craige

**Note to Readers: the definitions of mission, vision, values and strategic objectives will not appear in the final draft plan**

##

## Mission (our reason for being in business)

OHA connects diverse individuals and organizations that collect, preserve, interpret, and share the voices of people with first-hand experience of the past, recorded in interview form.

## Vision (a picture of where we will be at the end of this planning period)

The Oral History Association is a dynamic crossroads for the many paths to and from oral history.

# Values (the unique characteristics embedded in our work) (rules of the road)

* **Democracy** – *As practitioners, we invite, collect, record, interpret, preserve and share first-person, first-hand accounts that otherwise might not be included in the historical record.*
* **Inclusivity** *– As an organization, we foster the democratic nature of oral history by ensuring that our membership, research and outreach encompass diverse practices, constituencies and perspectives.*
* **Engagement** – *As educators and learners, we advocate for and adhere to high standards in the conduct, curation, dissemination, and interpretation of oral history interviews.*

### OHA Theory of Change (a snapshot of the dynamics that are in play in this strategic plan):



People who come to the gathering place created by OHA may come and go through any number of pathways. The four pathways shown here are:

* Education –teaching, learning and research by practitioners in a variety of formal and informal settings
* Community practice –projects, organizations, individuals, cultures and creative acts that are inspired and informed by oral history.
* Advocacy – efforts to include and amplify diverse voices and experiences to inform public and private reflection and action.
* Stewardship -- practitioners involved with the archiving, curation, preservation and dissemination of oral history.

# Strategic Objectives (How we will advance our mission and achieve our vision.)

**Note to Readers: To assist in your review, we have included a date for completion for each goal. The date will not appear in the final plan.**

**Operations (roads and bridges) --** [By 12/31/2014] OHA will have a consolidated infrastructure sufficient to support the goals of this strategic plan, including: home office staff; business planning and operations; executive leadership ; and capacities for communications, outreach, convening and publications.

**Annual Meeting (the traffic circle) -- [**by 12/31/2017]OHA will position the annual meeting as a gathering place where diverse constituencies can gain knowledge, practical experience and tangible benefits that extend beyond the conference itself.

**Membership (the way we walk)** -- [By 12/31/17], Membership in OHA will be a highly valued link to uniquely available member services, discounts for services and events offered by OHA and its partners, and information about oral history.

**Technology (multi-use, safe, innovative, user-friendly access)** -- [By 12/31/2017] OHA will be a portal to exemplary digital technology and comprehensive and productive connections among people, organizations and institutions who are interested in oral history.

**Outreach and Partnerships (getting on the map)** -- [By 12/31/2017] OHA will have a wide range of partnerships and associations that extend and support its mission, values and financial bottom line.

**Finance (how we will pay for it all)** -- [By 12/31/2017] OHA will deploy a strategic approach to revenue generation (grants, sustainers and other forms of member contributions, planned giving, publications, sponsorships, etc.).