



MISSION

We create dynamic and empathy-building experiences, teach history's connection to the present, and inspire the change-maker in each of us to promote civil and human rights.

ASPIRATION

A nationally recognized educator, convener, and thought-leader that inspires engagement to promote civil and human rights.

VISION

Respect for the civil and human rights of all people everywhere.

HOW WE DO THIS
(CORE STRATEGIES)

1

**CREATE
DYNAMIC EXPERIENCES**

Through exhibitions, events, trainings, activations, tours, educational programs and more, The Center creates immersive experiences that build empathy and inspire people to engage to protect rights.

2

**CONNECT HISTORY TO
THE PRESENT**

An honest account of history provides context and nuance for understanding and addressing the struggles for civil and human rights today.

3

**GENERATE
BRAVE
CONVERSATIONS**

Discussion, inquiry and active listening about historic and contemporary rights issues generate conversations about difficult and necessary topics, and encourage people to understand their role in protecting rights.

4

**INSPIRE
CHANGE-
MAKING**

Our experiences highlight people who have worked to protect rights and model how individuals create positive change. With our resources and trainings, we equip people with tools and techniques to influence the world around them.

WHO WE REACH

CURIOSUS LEARNERS

Audiences of all ages, from students to adults, who seek to understand what civil and human rights are and how they affect our lives today. We make concerted efforts to reach out to people who have borne the brunt of discriminatory policies and attitudes.

CHANGE-MAKERS

Individuals and organizations engaged in civil and human rights work, and those with the will who don't yet know how to get involved.

AMPLIFIERS

Individuals and organizations – supporters, civic leaders, corporations, governments, nonprofits, school districts – and others whose networks have the potential to connect a larger population to The Center's mission and vision.



WHAT WE DELIVER

(OUR PROGRAM)

Our Program is a cohesive portfolio of interrelated work organized to **achieve outcomes** for the organization.

1

MUSEUM EXPERIENCE & ENGAGEMENT

How we engage general audiences.

- Exhibitions
- Activations
- Tours
- Convenings
- Conversations
- Public events and programs (Campaign for Equal Dignity)
 - Rooted in our initiatives
 - Responsive to events

2021 Themes

- Voting
- Health as a human right
- Democratic practice

2

EDUCATION

Sustained work for a key target subset of Curious Learners: students and educators.

- K-12, includes Affiliates and Operation Inspiration
- Curricular Development
- Teacher Training
- Web Resources Portal
- Higher education (future)

3

INITIATIVES

Signature, thematic and cross functional efforts of The Center that address a contemporary rights issue.

- Human Rights and Law Enforcement
- DEI Experiences
- Truth and Transformation
- LGBTQ Institute
- International Human Trafficking Institute

HOW WE DECIDE

We channel resources toward their highest and best use to further our mission. When deciding on new work, we will evaluate opportunities by these criteria.

STRATEGIC FIT: Fits with our core strategies, priority themes and current work and/or significantly drives our long-term mission and vision.

HIGH RETURN ON INVESTMENT: This is a “highest and best use” of resources for impact. This effort will have a high impact relative to the resources required.

FITS WITH OUR CAPACITY, CAPABILITY, & STRENGTHS OR AREAS WE SEEK TO DEVELOP:

Our organization currently has the skill and capacity to execute this without great disruption.

REPEATABLE, SCALABLE, SUSTAINABLE: We expect this program to grow over time. It can or will reach a large or significant audience.

FUNDING: There is current funding attached or this initiative will drive significant future funding and resources aligned to our strategy.

< 3 EXCEPTIONS: Understanding that some opportunities won't fit these criteria, we commit to three or fewer short-term projects that are exceptions to the criteria above.