

### **Goal 1: Serve the Muscogee (Creek) Nation Communities**

We will continue to work toward the development of a Muscogee (Creek) Nation Cultural Center. We will broaden connections within the Nation to become a trusted and indispensable resource for the community. We will document and share information and resources to aid in the preservation and protection of tribal cultural heritage. By strengthening collaborations between the department and the communities, we will foster relationships that truly fulfill the diverse needs of the Muscogee (Creek) Nation (MCN) communities.

- Goal 1, Objective 1: Restore the Muscogee Creek Council House – A primary goal of the MCNCCA is to restore the Council House and reinvent it as a historic site rather than a traditional museum. Restoration includes preserving the structural integrity of the Council House as well as completing the programmatic design on the inside so that visitors can see how the Council House would have looked between 1878 -1907. **COMPLETED IN NOVEMBER 2018**
- Goal 1, Objective 2: Construct an ancillary facility to the Council House – This facility will serve as a visitor center for those visiting the Council House, office space for the Cultural Center & Archives staff, and permanent collection storage for a portion of the items that were purchased from the Council House Museum Association.
- Goal 1, Objective 3: Increase programmatic connections in Muscogee (Creek) Nation communities – We create relevant programming in MCN communities that engages, educates, and collaborates with tribal citizens of all ages. By offering programs in the communities as well as in outreach activities with citizens who live outside of the tribal communities, we hope to increase our involvement and build strong relationships within the MCN communities and beyond.
- Goal 1, Objective 4: Make the collection more accessible– Access to all our collections for a wide audience is critical to engaging with MCN citizens. Increased community involvement and partnerships will make the collections more available to the MCN community. Digitization projects will increase access to the collection helping to preserve collections for the future. An intensive focus on cataloging and rehousing will ensure that collection objects can reach beyond the storage facility in order to impact the public.
- Goal 1, Objective 5: Plan an active part in community events – We will retain an active presence within the MCN communities by attending tribally sponsored events, meetings, and gatherings while maintaining the standards of the department. Our visibility demonstrates our commitment to a strong relationship within the communities.
- Goal 1, Objective 6: Collaborate with MCN departments and outside organizations to increase community involvement – We will strive to work closely with other departments to leverage existing resources more fully in order to provide the best possible experiences for the community. These efforts to increase collaboration will enable efficient completion of current projects and resource sharing among all departments. To accomplish this, we will expand our efforts to develop strong partnerships and seek opportunities to participate with other tribal departments as well as other organizations outside of MCN.
- Goal 1, Objective 7: Seek community feedback through partnerships and listening – To increase the opportunities for community feedback we will focus on developing meaningful

## Muscogee (Creek) Nation Cultural Center & Archives Strategic Plan

community involvement in order to create opportunities for listening to community members. To achieve this, we will pursue formal and informal opportunities for receiving community feedback.

- Goal 1, Objective 8: Preserve the Nation's resources and culture – Document and educate the public about the thriving culture among the communities throughout MCN and collect research about the history and cultural practices of the MCN communities from the past. We strive to maintain standards and best practices for the development, care, and preservation of the Nation's collections.

### **Goal 2: Maintain fiscal responsibility**

We will engage in the responsible and judicious use of tribal funds and seek out new revenue streams in order to reduce the tribe's financial burden. Through planning and implementation, we will ensure that the department budgets are enacted in a purposeful and economical manner.

- Goal 2, Objective 1: Increase revenue streams – We will seek to enhance existing revenue opportunities as well as build new ones by exploring ways in which the Cultural Center & Archives can create new financial opportunities, services, grants, and sponsorships.
- Goal 2, Objective 2: Increase visitation – Once the Council House and visitor center is constructed, furnished, and ready to accept visitors, we will utilize effective marketing strategies to increase our visibility and profile in order to draw visitors to the Council House. We will provide a great experience to visitors to achieve both a continuous visitation presence and repeat visits. We will also partner with other MCN offices whose purpose is to market the Nation's services in order to maximize our resources.
- Goal 2, Objective 3: Conduct preventative facility maintenance – The Cultural Center & Archives facilities are representative of the history of the great Muscogee (Creek) Nation and house some of its most prized collections. Taking care of our facilities is taking care of our history and we will put together a maintenance schedule to prioritize management projects so that our facilities remain safe and in good condition so that generations of visitors can enjoy the Council House and visitor center.
- Goal 2, Objective 4: Create and maintain annual budgets that coordinate with strategic plans – We will ensure that thoughtful planning precedes budget development and that purchases are coordinated with these two processes. To accomplish this, we will strive to increase staff capacity in the development of strategic plans and to use those plans to construct relevant budgets to maximize accountability to the Nation.

### **Goal 3: Share the Muscogee (Creek) Nation Story**

To advocate for the Nation's interests we will share the Muscogee story through the dissemination of information in a culturally appropriate manner. Through the continued care of collections and through innovative programs, the heritage of the Nation will be preserved for generations to come.

- Goal 3, Objective 1: Promote the value of preserving the Nation's history and culture – Engage with the MCN communities to develop reciprocal learning opportunities in which information is shared and cultural beliefs are respected. It is our goal to represent

## Muscogee (Creek) Nation Cultural Center & Archives Strategic Plan

appropriate information to outside entities in order to educate them about the Nation's sovereignty, history and culture.

- Goal 3, Objective 2: Responsibly manage and preserve the collections -- As stewards of Muscogee (Creek) history, we have a duty to protect the collections that represent the Nation and its past. All cultural material within our care will be kept in accordance with professional collections care standards. A focus on object safety will guide our exhibition, preservation, and loaning practices. Conducting responsible and ethical research on the collection will ensure that our community requests are fulfilled.
- Goal 3, Objective 3: Provide programming to enhance respect and awareness of the Muscogee (Creek) Nation – Programming enhances existing Cultural Center & Archives offerings to provide a unique experience to patrons. We plan to create innovative programming, both inside and outside of the Nation, to help share the Muscogee (Creek) Nation story.
- Goal 3, Objective 4: Develop and maintain exhibits – We will continually strive to engage our visitors in an educational and dynamic manner throughout public spaces across the Muscogee (Creek) Nation. Our exhibition programs will foster fresh insights and new conclusions about Muscogee culture and history by creating captivating displays that unite our communities with the Muscogee story. The combination of authentic objects, community involvement, and interactive technology will create a unique experience in our facilities and in the wider communities reached by both our traveling and virtual offerings.
- Goal 3, Objective 5: Provide educational resources – We will strive to foster an understanding and appreciation of Muscogee history and culture through a variety of educational approaches and to utilize technology to inspire learners of all ages.

### **Goal 4: Uphold and improve quality standards**

We are committed to safeguarding the highest quality standards in all we do. Our operations adhere to best professional practices, and strive to maintain accurate and current information. We will make all interactions with our department fulfilling and informative experiences, facilitated by well-trained professional staff.

- Goal 4, Objective 1: Construct and develop facilities – We will seek opportunities to maintain and develop campus services and facilities that mesh with the cultural beliefs of the MCN communities and professional best practices in order to provide an environment that honors, protects, and fosters communication of Muscogee culture.
- Goal 4, Objective 2: Provide administrative structure and oversight – Continue to establish policies and procedures for efficient and effective departmental operations and for ethical and responsible care of the collections.
- Goal 4, Objective 3: Provide excellent customer service – We will promote visitor satisfaction through professional and courteous communications and interactions. All efforts will be directed towards providing an informative and enjoyable encounter.
- Goal 4, Objective 4: Adopt innovative technologies to uphold best practices – We will strive to apply current and advanced technologies for the collection and storage of data to streamline office and collection management processes.

Muscogee (Creek) Nation Cultural Center & Archives  
Strategic Plan

- Goal 4, Objective 5: Encourage professional development of staff – We will foster professional development for all staff in an effort to build a stronger institution that is better able to serve MCN citizens and the public. We will do this by providing training opportunities whenever possible and encouraging participation in professional conferences. These professional development actions aim to respond to the continuous learning needs of the entire Cultural Center & Archives staff.