



Connect | Empower | Transform

Association for Heritage Preservation of the Americas

Asociación para la Preservación del Patrimonio de las Américas

Associação para a Preservação do Patrimônio das Américas

Strategic Plan 2021-2026

ABOUT US

APOYOnline is a grassroots non-profit organization that has grown over the past 30+ years to become a major presence in the field of heritage preservation. This strategic plan reflects our continued efforts to build bridges of communication among cultural heritage professionals, students and the community at large. It supports a new phase of the organization to improve and create services ensuring the effectiveness and sustainability of programming activities. This document was developed with the collaboration of the APOYOnline Board, Core team, interns, volunteers and friends, with support from The Andrew W. Mellon Foundation.

Mission

- APOYOnline promotes communication, exchange, and professional development in the field of heritage preservation in the Americas and in Portuguese- and Spanish-speaking countries.

Vision

- The preservation of cultural heritage is valued and transformed by individuals and communities empowered through knowledge and connections.

Values

We believe in...

- The importance of preserving cultural heritage
- Access to information in English, Spanish and Portuguese
- Serving and empowering the community
- Justice, Equity, Diversity, Inclusion, and Accessibility (JDEIA)
- Open communication and connecting people
- Professionalism, transparency and reliability
- Flexibility and resilience

Vision for the Community

- Empower professionals, students, and the community at large through knowledge.
- Increase awareness at the individual and regional level to allow communities to better care for their cultural heritage.
- Connect the cultural heritage preservation community.

Vision for the Organization

- Remain passionate and committed
- Advance professionalism and technical capacity
- Expand diversity and inclusion
- Provide needed and relevant service to the cultural heritage preservation community

Strategic Direction

Cultural Heritage

Community

Geographic Reach

Collaborations

Business Model

Cultural Heritage

APOYOnline has successfully supported professionals in the field of cultural heritage preservation for over 30 years. It is recognized by many experts in the field and was rewarded with a generous grant from The Andrew W. Mellon Foundation in 2019. Surveys and interviews have confirmed the tremendous impact APOYOnline has had on participants, collaborators, and experts alike through programming activities. APOYOnline has trained individuals to preserve cultural heritage and connected communities to each other in profound ways.

APOYOnline is ready to move to the next level of organizational growth and face new challenges by materializing dreams and ensuring sustainability. APOYOnline strives to work **with** the community, **for** the community, and **through** the community to better care for cultural heritage.

Community

APOYOnline aims to focus primarily on professionals and students to help them expand connections. Students and emerging professionals are the next generation and APOYOnline wants to engage and impact social changes together.

Strategies to develop participation of our community are the following:

- Engage more students and emerging professionals at Regional Conferences.
- Build strategic alliances with universities and educational institutions
- Become involved with cultural heritage professional networks.
- Enhance web and social media presence.

Geographic Reach

APOYOnline aims to have a strong presence in the Americas (North, Central, South, Caribbean), and Spanish- and Portuguese-speaking countries.

Strategies to develop geographic reach are the following:

- Increase contacts in Central America and the Caribbean.
- Focus on places that have limited access to preservation information.
- Engage the US Latino community (underrepresented or historically excluded).

Collaborations

APOYOnline will pursue collaboration that expands its mission and increases awareness.

Cultural heritage and its preservation is key for sustainable development of communities.

Strategies to develop participation:

- Include a “collaborate with us” link on the website that encourages professionals to engage with APOYOnline and its network.
- Evaluate each potential collaboration carefully to ensure it advances our mission and has appropriate agreements (MOU's).
- Increase marketing and balance of time in the program.
- Promote APOYOnline’s leadership role as expert in the field.

Business Model

APOYOnline will expand its organizational capacity to achieve the vision for regional cultural heritage preservation through growth in membership.

Strategies to strengthen organizational capacity:

- Create professional structures such as job descriptions, benchmarks, and project deadlines.
- Provide spaces through social media and the website to facilitate communication between members.

Goals and Objectives

1. Advance cultural heritage preservation across the region through programs and events

- Increase the number and reach of in-person and/or virtual events, and expand topics addressed.
- Develop a distance learning platform and curriculum.
- Evaluate programs and events for impact and efficiency.

2. Increase participation of community members, students, professionals, collaborators, and experts in APOYOnline programs

- Develop targeted collaborations with universities and educational institutions to expand current reach and regional connections.
- Strengthen existing relationships and establish new ones in underrepresented regions.

3. Create more engaging and deeper communication with stakeholders

- Review mailing database and revamp email distribution system.
- Develop a robust online presence through the webpage and social media.
- Relaunch the APOYOnline newsletter.

4. Strengthen organizational capacity and sustainability

- Grow organizational budget including diversifying income sources.
- Increase staff positions adopting market rate salaries.
- Continue to build and maintain an active and engaged board of directors, following best practices in strategic board recruitment, training and orientation, and board evaluation.