



# STRATEGIC AGENDA

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## 2023-2026

The Fulshear Historical Association was established as a nonprofit in 2020 in response to raising pledges for preservation of the Section House. Today our mission continues to be focused on preserving Fulshear history and connecting the community with the stories of our past.



Created and Approved by the 2023 Board of Directors  
Reviewed by the 2023 Advisory Board

# OUR VISION

A community engaged and enriched through sharing and preserving the history of Fulshear, Texas.



# OUR MISSION

Connect people to the past by collecting, preserving and promoting the diverse history of the people and events that shaped Fulshear, Texas, and inspire its future generations through education, arts and services.

## WE BELIEVE

In the integrity of research and the preservation of arts and cultural heritage.

That embracing diverse perspectives strengthens understanding and promotes inclusivity.

That knowledge sharing educates and inspires, contributing to a healthy society.

In engaging the community to tell the stories of our past, generate interest in the present and to perpetuate our history for the future.

## VALUES

### Partnership.

We value the importance of collaborating with community members and like-minded organizations to advance our knowledge and mission.

### Stewardship.

We value public trust and embrace the responsibility to conserve Fulshear history and heritage in adherence to the highest ethical standards.

### Inclusivity.

We strive to invite and engage the broadest audience in the exploration of Fulshear's past and its relationship to state and national history.

# GOALS

This plan commits the Fulshear Historical Association to pursue goals that advance our mission:

- 1 Collecting.**  
Cultivate historical collections through community sourcing, research and regional alliances.
- 2 Preserving.**  
Provide care for historically relevant sites and items.
- 3 Educating.**  
Develop programs to disseminate knowledge within schools and public spaces.
- 4 Advocating.**  
Promote Fulshear history to further support and benefit the community.
- 5 Accessing.**  
Make collections and content available to the public.



## FOCUS AREAS

As we pursue our goals, we will focus on topics that are vital to the future viability, relevance and sustainability to the Fulshear Historical Association including:

- **2023-2024**  
Build capacity for organizational development and growth, including fundraising.
- **2023-2024**  
Build alliances and partnerships within local and regional communities.
- **2023-2026**  
Research and document Fulshear history.
- **2023-2026**  
Establish educational programs.
- **2023-2026**  
Begin collecting and making history accessible to the public.

## STRATEGIC APPROACHES

- Recruit Directors for Development, History and Research, Digital Operations Records and Archives, and Preservation, and establish respective support committees.
- Fundraise to support the organizational operations and community efforts.
- Actively engage with the Chamber of Commerce and the City of Fulshear for the Bicentennial event.
- Support committee and community members in their respective preservation and research projects.
- Engage students and teachers about the history of Fulshear as it relates to Texas history.
- Develop exhibitions and digital content to support an online museum and web platforms.

# GOAL DETAILS

## 1 Collecting.

Cultivate historical collections through community sourcing, research and regional alliances.

- Provide opportunities for the community to contribute personal items or knowledge related to the history of Fulshear.
- Develop committees to amplify research and collections under the leadership of the Director of History and Research.
- Establish a verification process using industry tools for research accuracy, object provenance and credibility.
- Work alongside county partners to further connect Fulshear history to our local community.



## 2 Preserving.

Provide care for historically relevant sites and items.

- Establish a safe and secure system for digital and/or physical digital storage.
- Gain and share knowledge of best practices for the preservation of historical sites and items.

## 3 Educating.

Develop programs to disseminate knowledge within schools and public spaces.

- Create educational programs to support local 4th and 7th grade Texas history teachers.
- Develop a framework for future scholarship opportunities for high school students.
- Provide opportunities for students to volunteer with our organization.
- Work with local school art departments, as well as local art organizations, to contribute to and promote Fulshear heritage.



## 4 Advocating.

Promote Fulshear history to further support and benefit the community.

- Build greater understanding and public support for the wide-ranging work of the Fulshear Historical Association by amplifying its service-centered nature.
- Champion legislation and policies that support the organization's mission and objectives, showcasing history's vital role in today's society.
- Activate local partnerships to improve community awareness of our organization.

## 5 Accessing.

Make collections and content available to the public.

- Develop online collections for public-facing interactions with historical items and documents.
- Establish the Fulshear Museum of Arts and Heritage, a digital project of the Fulshear Historical Association.
- Create opportunities for designing exhibits with and for the community.
- Utilize our websites and social media accounts to further connect Fulshear history to the public.

As part of a culture of constant evaluation, this document will be reviewed on an annual basis prior to the Annual Meeting. Any updates will be evaluated based on local challenges or key industry trends, such as community health and well-being, organizational sustainability, and opportunities arising from new technologies and business models.

## CONTACT US

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The Fulshear Historical Association is a registered 501(c)(3) nonprofit organization.

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