



Press Release: HSCC announces 2027 launch of new 3-year Strategic Action Plan

From the summer of 2025 to summer of 2026, the Historical Society of Carroll County secured pledges for a total of \$670,500 for capital improvements to position the Society for programmatic growth. HSCC's 2027-2029 Strategic Action Plan will be modeled after the 2023-2025 Plan, but its core theme will be strengthening outreach, enhancing events and programs, and expanding high-quality educational opportunities for children and youth.

Some of the other major initiatives to be highlighted in the 2027-2029 Plan include:

- Completion of the Shellman House *Where the Servants Stairs Lead* initiative. Five rooms will be opened for tours to tell the stories of boarders, enslaved individuals, domestic servants, and forgotten visitors who lived, worked, and frequented the house.
- Completion of the Kimmey Kitchen Project. Since January 2026, HSCC transitioned from hosting 0 events per month in its Auditorium to 5-10 events per month. This activity now necessitates that the building's kitchen be in good working order.
- The Society currently hosts 1-3 college students per academic year from McDaniel College and Carroll Community College for academic credit. Our goal is to establish at least one paid, sustainable, internship position in 2027. The position will encompass working on the *Where the Servants Stairs Lead* initiative and the outreach, digitization, and collections efforts entailed with that project. If funding becomes available, a second position would focus on working with our Outreach Committee to spearhead Youth Advisory Committee projects.
- School Programs Expansion. Increased marketing to schools along with funding for transportation is key to enhanced educational outreach at HSCC. A work plan and budget for this initiative will be developed as part of the Society's 2027 Strategic Action Plan.
- Over the next 3 years, HSCC will complete a Collections Plan to address long-term collections storage needs and begin to explore options for a HSCC-owned collections storage facility. Area history and museum partners will be critical stakeholders.
- Endowment growth to ensure long-term financial sustainability is crucial and a special campaign to increase the HSCC endowment is planned.
- Increasing online accessibility to HSCC research, collections, and historical materials will be a major priority in the next Strategic Action Plan.
- Enhancement and refinement of HSCC programs, events, and educational initiatives will go hand in hand with promoting and hosting these activities throughout the county more intentionally and regularly.