



Oral History Association Strategic plan for 2014 to 2017

Ratified at the February 9, 2014 Council Meeting in Madison, Wisconsin

Mission

The Oral History Association (OHA) brings together people interested in oral history as a way of collecting and interpreting memories to foster knowledge and dignity.

In the practice of oral history, diverse individuals and organizations collect, preserve, interpret, and share the voices of people with first-hand experience of the past, recorded in interview form.

Vision

The Oral History Association will be a dynamic crossroads of the many paths to and from oral history.

Values

- **Democracy.** We advocate for a collaborative practice of oral history which values and honors people, subjects, and events that otherwise might not be included in the historical record.
- **Inclusivity.** We insist that our membership, research and outreach encompass diverse practices, constituencies and perspectives.
- **Quality.** We adhere to and promote high standards in the conduct, curation, dissemination, and interpretation of oral history interviews.

Strategic Objectives

#1 Operations. OHA will have a consolidated infrastructure sufficient to support the goals of this strategic plan, including home office staff; business planning and operations; executive leadership, and capacities for communications, outreach, convening, and publications.

#2 Finance. OHA will deploy a strategic approach to revenue generation, including member contributions, grants, publications, sponsorships, and planned giving.

#3 Annual Meeting. OHA's annual meeting will be a gathering place where diverse constituencies can gain knowledge, practical experience and tangible benefits that extend beyond the conference itself.

#4 Membership. OHA will increase the number and diversity of members.

#5 Technology. OHA will feature and utilize contemporary technology to advance the practice of oral history.

#6 Outreach and Partnerships. OHA will have a wide range of partnerships and associations that extend and support its mission, values and financial bottom line.

OHA Theory of Change

People who associate with OHA may come and go through any number of pathways, including but not limited to:

- **Education** — teaching, learning and research by practitioners in a variety of formal and informal settings
- **Community Practice** — projects, organizations, individuals, cultures and creative acts that are inspired and informed by oral history.
- **Advocacy** — efforts to include and amplify diverse voices and experiences to inform public and private reflection and action.
- **Stewardship** — practitioners involved with the archiving, curation, preservation and dissemination of oral history.

OHA members are part of a community with shared values and a deep appreciation of the opportunities and challenges that are available through the practice of oral history in today's world.

