



Robert C. Byrd Center

for CONGRESSIONAL HISTORY AND EDUCATION

Strategic Plan: One Year Work Plan (2022-2023)

In May 2022, the Congressional Education Foundation Board of Directors adopted a new strategic plan to guide the operation of the Robert C. Byrd Center for Congressional History and Education over the next three years. Pursuant to this plan, the staff of the Byrd Center have prepared this one year work plan to achieve the visions and goals laid out in the strategic plan.

Goal 1: The Byrd Center provides a shared community space for civics education.

1. Expand civics education resources to include K-12 instruction, ensuring alignment with West Virginia civics standards.

- Review existing lesson plans in Byrd Center collection and identify standards alignment.
- Audit existing educational resources to assess areas of the curriculum which are under-served and plan new lesson plans to address those instructional standards.
- Conduct a teacher institute with six new lesson units for one hundred educators over the 2022-2023 academic year.

2. Boost awareness of civics education tools among all West Virginia counties.

- Invite past teacher institute participants to join an alumni program and use this network to share news of resources and future programs.
- Extend Benedum grant into 2023 to fund pilot phase of “People Powered” initiative in 2022/2023 school year.
- Distribute invitation to county superintendents and social studies division of the State Department of Education regarding existing resources, teacher institute, and Benedum project.

3. Enhance research access to the Byrd Center archives by processing outstanding collections and increasing digital accessibility.

- Onboard staff to manage the processing of the Alan B. Mollohan Papers.
- Recruit Shepherd University students, and possibly Friends of the Byrd Center members, to volunteer time to digitize records such as the Press Series and remainder of the Byrd Scrapbooks.
- Increase digitized records accessible on the Byrd Center website and link to finding aids.

4. Creatively use the hybrid learning environment to increase engagement with public programs.

- Upgrade the technology in the Byrd Center’s auditorium to facilitate hybrid engagement with Byrd Center programs.
- Offer virtual participation for all Byrd Center programs when appropriate to the format and in observance of speakers’ wishes and requirements.
- Work with community partners to help extend virtual outreach to engage more participants in Byrd Center programs.

Goal 2: The Byrd Center measurably grows its capacity to better meet the challenges of its mission to advance representative democracy.

1. Align staffing to adequately cover existing and future functions of the Byrd Center to achieve our mission and meet the strategic plan goals.
 - Examine opportunities to work with partners to accomplish mission-oriented initiatives of the Byrd Center, such as the processing of archival collections.
 - Streamline administrative processes and employ university services where appropriate to alleviate overextension of existing staff members.
 - Incorporate volunteer opportunities to assist the staff and maintain standards of Byrd Center programs and initiatives.
2. Develop a multi-year funding strategy for diversifying the center's income streams, building sufficient annual growth, and achieving reliable program support.
 - Create standard levels of sponsorship for Byrd Center programs to defray event expenses.
 - Invite community organizations and local businesses to sponsor individual events or to become semester program sponsors.
 - Initiate a fundraising campaign to secure at operational funds for the fulfillment of our strategic plan.
3. Produce communication and marketing plans to successfully promote growth in outreach, development, volunteerism, and program effectiveness.
 - Launch a quarterly print newsletter to augment weekly digital emails to engage Friends of the Byrd Center and engage new potential donors with events and resources of the center.
 - Expand newsletter circulation by working with partner organizations to engage their audiences regionally and statewide.
4. Maximize effective governance of the Congressional Education Foundation Board of Directors in the administration of the Byrd Center.
 - Implement a new board portal on the Byrd Center website to enable greater access to essential resources for Board Members to prepare for development and other leadership activities.
 - Provide quarterly financial reporting to the board to better plan for future contingencies of funding and operating procedures.