

History Relevance Campaign (HRC) Impact Framework Summary

DISTINCT QUALITIES (What makes the HRC unique)

We have articulated “The Value of History: Seven Ways it is Relevant.”

Twenty-one organizations, and growing, endorse “The Value of History” document.

We work tirelessly to share our unified language—across disciplines—that articulates why history is relevant to contemporary society.

We are nimble, responsive, and quick to take action.

We are connected to decision makers at varying levels of influence who can act on our behalf by advocating our values.

We continue to build an unrestricted coalition of people and organizations that share their/our urgency to act on/demonstrate the relevance of history.

IMPACT (The ultimate effect of the HRC on audiences)

People value history for its relevance to modern life. and use historical thinking skills to actively engage with and address contemporary issues.*

PRIMARY AUDIENCES & OUTCOMES (Who the HRC serves & the intended results for those audiences)

HISTORY ORGANIZATIONS

History organizations collaborate and build momentum for using HRC values to shape their work

History organizations use HRC values to shape their work

History organizations use HRC values to communicate their work to audiences, communities, policy makers, and funders

History organizations model historical thinking* for audiences, communities, policy makers, and funders

History organizations conduct rigorous evaluation that demonstrates their impact on communities

K-20 EDUCATION COMMUNITY

Educators* and students view historical thinking* as crucial to developing 21st century skills*

Educators* and students consider knowing history as relevant to their personal development

K-20 policy makers advocate and increase funding for formal, informal, and applied history education

Educators* and students view history / history organizations as critical to contemporary conversations, issues, and concerns

FUNDERS

More funders use HRC values to establish metrics for grants

Funders include history organizations in collective impact* projects

Funders increase broad-based, sustainable funding in line with HRC values

Funders view history / history organizations as critical to contemporary conversations, issues, and concerns

HISTORY ORGANIZATIONS

ACTIONS (what the HRC will do)

PRODUCTS (what the HRC will create)

BUILD ONLINE COMMUNITIES

Create online spaces for history organizations to discuss / share how they apply HRC values in their work

Organize and host online discussions

Develop / produce online courses for history professionals on applying HRC values to their work

Organize and host (or recruit others to host) podcasts



Online discussion spaces:

Discussion forums
Twitter chats
Google Hangouts
LinkedIn discussions

Community-generated wiki of tips & tricks
HRC YouTube channel
HRC blog

Online courses

Podcasts

ATTEND CONFERENCES

Present at conferences / host professional development workshops on:

- Integrating HRC values into history organizations' work
- Collaborating with other history organizations to implement and advocate HRC values
- Using HRC values to communicate to stakeholders
- Becoming an organization that models historical thinking
- The value of conducting rigorous evaluation

Integrate HRC values into existing professional standards / training



Conference presentations/associated materials

Workshop presentations/associated materials

Guidelines for integrating HRC values into existing professional standards and training

PUBLISH ARTICLES

Pitch opinion pieces on the value of history / historical thinking to online and print publications

Publish theoretical and/or how-to articles in academic journals

Write (and recruit others to write) articles



Opinion, theoretical, and how-to articles

CREATE A TOOLKIT

Create a toolkit for history organizations on:

- Using HRC values to shape their work
- Using HRC values to communicate their work
- Modeling historical thinking
- Conducting evaluations



Toolkit, which might include:

HRC values and benefits of using HRC values to shape work

Guidelines for including HRC values in grant proposals, integrating HRC values into marketing / communications plans, becoming an organization that practices historical thinking, and conducting evaluations to measure impact

Samples of documents applying HRC values, press releases, evaluation plans and a list of potential partners for conducting evaluations, and NHD (and others') materials that articulate the value of historical thinking

K-20 EDUCATION COMMUNITY

ACTIONS (what the HRC will do)

PRODUCTS (what the HRC will create)

LEARN

Learn how educators teach history / historical thinking and their perceptions of history / history organizations' relevance

Guidelines for working with this audience

CREATE TEACHING GUIDES

Create (or recruit others to create) guides on:

- Talking with students about the relevance of history to their lives
- Using history organizations to engage in history / current events
- The value of history organizations
- Teaching 21st-century skills using historical thinking
- Applying historical thinking skills to 21st-century activities / careers

Educator guides

Student guides

ATTEND CONFERENCES

Present at education conferences / host professional development workshops on:

- History / historical thinking and 21st-century skills
- History / historical thinking and personal development
- The value of working with history organizations
- Using history organizations' resources to teach current events

Conference presentations/associated materials

Workshop presentations/associated materials

PUBLISH ARTICLES

Pitch opinion articles on the value of history / historical thinking to online and print publications

Write (and recruit others to write) articles

Publish advocacy articles in education journals

Opinion articles

Journal articles

ENCOURAGE RESEARCH

Encourage research that provides evidence of HRC values

Create online archive and edited volume of studies that provide evidence of HRC values

Invite history professionals, researchers, and volunteers to add to online archive and edited volume

Online archive, which might include:

- Executive summaries
- Annotated bibliography
- Articles / blog posts

Edited volume

COLLECT STORIES

Record testimonials (audio and video) about history's importance in modern life

Produce videos / podcasts about history's importance in modern life

Encourage educators / students to produce videos / podcasts about the value of history in modern life

Videos

Podcasts

HRC YouTube Channel

LOBBY

Organize volunteers to:

- Lobby on Hills to build relationships with K-20 policy makers
- Build relationships with school boards, higher-learning institutions, and the National PTA

Talking points

FUNDERS

ACTIONS (what the HRC will do)

PRODUCTS (what the HRC will create)

LEARN

Learn about how funders think about history and how they make funding decisions



Guidelines for working with this audience

MEET WITH FUNDERS

Meet with funders about including HRC values in grant metrics and collective impact projects



Fact sheet(s) on measuring impact using HRC values

Model outcomes that incorporate HRC values (for a variety of grant types)

Guide for funders on how/why to include history organizations in collective impact projects

ENCOURAGE RESEARCH

Encourage research that provides evidence of HRC values

Write articles for an edited volume of studies that provide evidence of HRC values

Invite history professionals, researchers, and volunteers to contribute to edited volume



Edited volume

PUBLISH ARTICLES

Pitch opinion articles on the value of history / historical thinking to online / print publications.

Write advocacy articles in grant makers' journals



Opinion articles

Journal articles

Write (and recruit others to write) articles

POTENTIAL PARTNERSHIPS

HISTORY ORGANIZATIONS (whose members you can draw upon)

American Association for State and Local History (AASLH)
National History Day (NHD)
National Council for the Social Studies (NCSS)
American Historical Association (AHA)
National Trust for Historic Preservation (NTHP)
National Council on Public History (NCPH)
Organization of American Historians (OAH)
State history organizations
Animating Democracy
Sites of Conscience

EDUCATORS / EDUCATION ORGANIZATIONS (who may support HRC purpose & provide people power)

National Education Association (NEA)
American Federation of Teachers (AFT)
National PTA
Americans for the Arts
National Park Service (NPS)
Smithsonian Education Office
Pew Center for the Arts and Humanities
Learning Times
FutureLearn
Coursera
Khan Academy
Graduate students studying history
Professors teaching history / public history / sociology

STRATEGY ORGANIZATIONS

FSG
Frameworks Institute
Public Agenda

RESEARCH / EVALUATION ORGANIZATIONS

Pew Research Center
Visitor Studies Association
American Evaluation Association
Urban Institute

FUNDING ORGANIZATIONS

National Endowment for the Humanities (NEH)
Institute of Museum and Library Services (IMLS)
Pew Charitable Trust

MEDIA

History Channel
New York Times
Washington Post
National Public Radio (NPR)
Slate
The Atlantic
C-SPAN
YouTube

MISCELLANEOUS

James Chung
Richard Harwood
Project for Public Spaces

History Relevance Campaign Next Steps

HRC GROUP IMMEDIATE ACTIONS

Prioritize products that must be developed in the next 12 months

Divide the HRC Group into three working groups—one for each audience

Select one product per audience for each working group to develop over the next 12 months

Describe in writing the desired product with a deadline for completion (e.g., “Toolkit for history organizations with five pieces as follows: . . .”)

For example:

Toolkit for history organizations

Article in a K-20 journal

Guidelines for working with funders

WORKING GROUP ACTIONS (OVER THE NEXT 12 MONTHS)

Appoint a leader of the working group (the leader will be the point person for the volunteers who will be recruited to complete the project and the one to report back to the working group)

Recruit volunteers to work on the prioritized product

Instruct the volunteers to self organize, develop a plan for moving forward with the prioritized product, and communicate progress monthly to the point person