



Strategic Plan 2026-2030

Vision

A future where Herbert Hoover's uncommon legacy inspires generations to live with purpose, serve with compassion, and create lasting civic impact.

Educate

We inspire lifelong learning and leadership through programs that honor the legacy of Herbert and Lou Hoover, engage new audiences, and blend tradition with innovation to strengthen civic impact.

★ ***Expand educational impact through leadership and civic learning***

- Review and strengthen the Uncommon Student Award (USA) program.
- Expand impact by aligning the Hoover legacy with unmet needs in leadership, public service, and STEM education.
- Use modern tools and innovative formats to make the Hoover story more accessible for all ages.

Engage

We build a dynamic, modern identity that honors the past and engages the present using strategic communications, media partnerships, and signature projects to spotlight Hoover's legacy and invite new generations to discover it.

★ ***Elevate the Foundation's presence through strategic branding and outreach***

- Refresh the Foundation's brand and communications infrastructure.
- Use special events and strategic partnerships to boost visibility.

★ ***Leverage tourism, media, and digital tools to expand awareness and access***

- Build a strong tourism and visitor engagement strategy.
- Embrace innovation and technology to reach new audiences.

Relate

We build the Foundation's future by investing in the people and partnerships that drive our mission forward. Through collaboration, shared vision, and thoughtful stewardship, we grow our collective impact and promote long-term success.

★ ***Invest in partnerships that advance mission and impact***

- Nurture and strengthen relationships with the National Archives and Records Administration (NARA) and the National Park Service (NPS).
- Cultivate relationships with organizations and institutions that align with the Foundation's mission and values.

★ ***Invest in and Engage the People Who Power the Mission***

- Sustain a vibrant network of supporters and alumni through meaningful engagement.
- Equip and engage leadership, board members, and staff to play active roles in cultivating relationships that advance the Foundation's mission.