



2018-2022
STRATEGIC PLAN





Families enjoy Lippitt House lawn after a summer concert.

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Cover photo: Students from the Rhode Island Family Literacy Initiative use the museum's teaching collection for an English language activity.



MESSAGE FROM THE DIRECTOR

A property of Preserve Rhode Island, Lippitt House Museum has used its strategic planning process to gather input from friends, neighbors and Rhode Island's cultural leaders. The goal is to chart a new direction for the Museum's public programs and tours. With generous support provided by an Organizational Development Grant from the Rhode Island Foundation, Lippitt House Museum staff worked with Cause & Effect, Inc. to develop a strategic framework guided by PRI's current strategic plan. It is not designed to be comprehensive but rather a deeper strategic look into the direction of future museum programing.

Inspired by the Lippitt family's commitment to public service, Lippitt House Museum staff, the Lippitt House Advisory Committee, and Preserve Rhode Island trustees look forward to implementing the goals identified in this plan. We are committed to developing experiences rooted in the stories connected to Lippitt House and inspiring visitors to "make connections to our world today."

Carrie Taylor

Carrie Taylor

Lippitt House Museum Director

Visitors receiving an informal tour during a public program at the museum.



High school students from Beacon Charter School of Woonsocket use the museum as inspiration for their creative writing class.

A NEW VISION

In developing this plan, museum staff have consulted and visited with our neighbors, friends, cultural colleagues, and advisors. We have drawn on data from the cultural world and our own experimentation. As a result of months of exploration and reflection, we are proud to announce the new vision for Lippitt House Museum, drawing from our own history and the rich arts and heritage landscape of Providence and Rhode Island.

Lippitt House Museum presents innovative experiences, drawn from the historic stories, spaces and people of Lippitt House, inspiring visitors to make connections to our world today.

PUBLIC PROGRAM GOALS

The goal of this strategic plan for public programming is to raise the cultural impact of the Lippitt House Museum in Providence and Rhode Island and to transform this not-well-known cultural asset into a beloved and actively visited community resource.

MISSION

PRESERVE RHODE ISLAND

Protects and celebrates Rhode Island's historic places for the generations to come.

LIPPITT HOUSE MUSEUM

Preserves its structure, collections and grounds as a benefit for all, and contributes to the cultural vibrancy of the community by making the site a source of public education, enjoyment and civic engagement.

BACKGROUND

Acquired by Preserve Rhode Island in 1981, Lippitt House opened to the public in 1993 as a museum. It is an exceptional example of high Victorian design and a unique Providence cultural resource. Museum programs take an interdisciplinary approach to interpretation by focusing on 19th century art and design to provide insight into Providence's industrial legacy and makes connections to contemporary issues. Lippitt House Museum presents Providence's Golden Age, told through the stories of the Lippitt Family, their domestic servants, and the laborers who built the house with guided and self-guided tours and a variety of programs.



A temporary exhibition highlights extraordinary women in the Lippitt family.



COMMUNITY VALUE

Lippitt House Museum is the most visible historic property of Preserve Rhode Island. This well-preserved, opulent Victorian-era home is a National Historic Landmark and shining example of the fruits of Providence's Golden Age, during the city's pinnacle as one of the richest cities in the United States.

The stories of the people who lived and worked here, from the prestigious political dynasty of the Lippitt family to the domestic servants and the craftsmen and women who built and furnished the house, hold valuable lessons for today. Through those stories, we can reflect on the role of our public servants, explore citizen engagement, grapple with immigration, and adapt to the rising and falling economies of a global world.

The community enjoying an opening reception for the "Stories Untold" exhibition.

ACTION #1 PROMOTE

Lippitt House Museum will invest in marketing and promotion that raises its visibility as a destination and place of innovative programming.

- Piggy back on the marketing of others to maximize reach without additional cost.
- Test additional paid media that targets high propensity visitors.
- Substantially increase our own followers on email, social media.
- Enhance the in-person and online visitor experience to ramp up word of mouth.

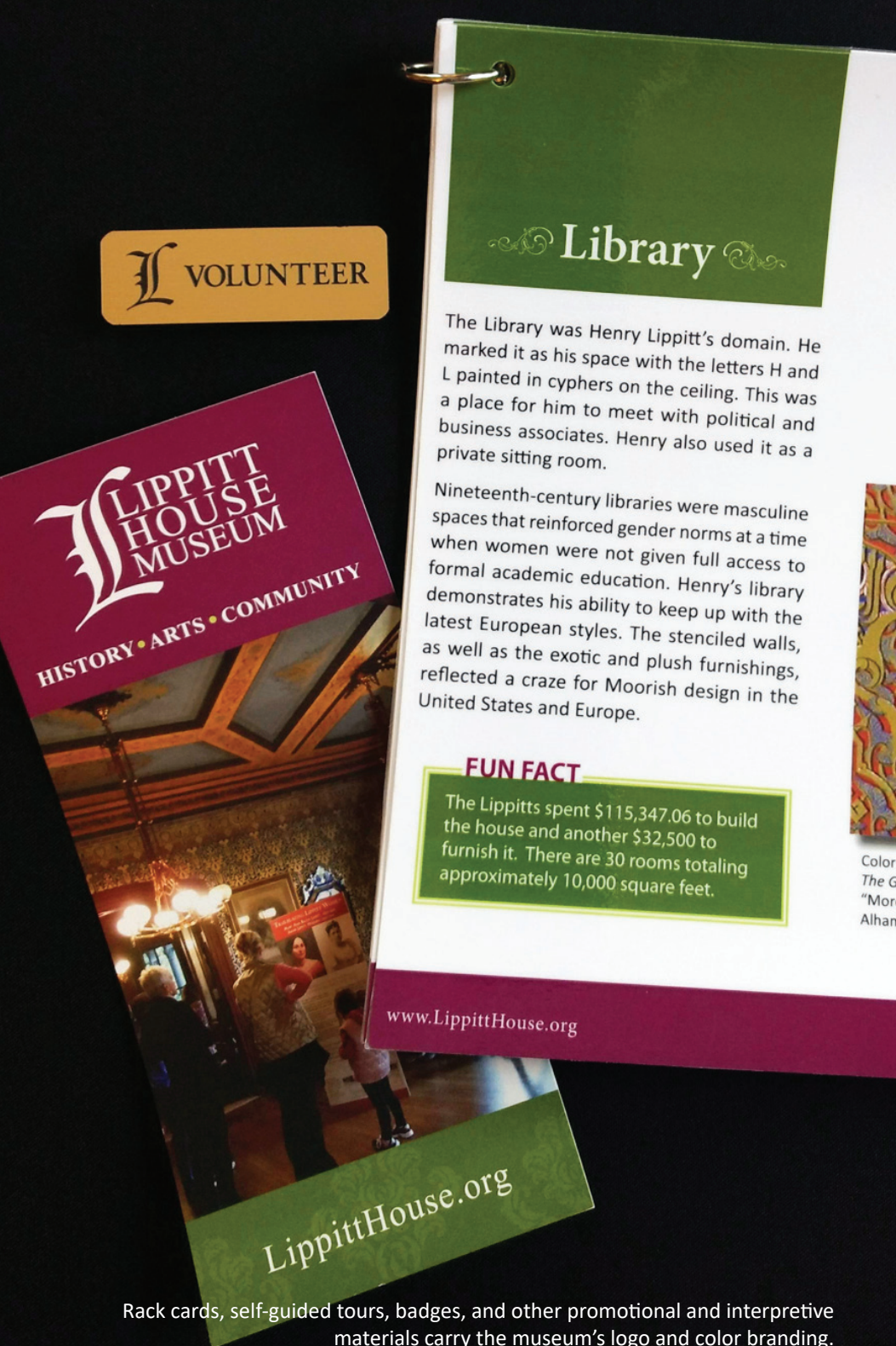


Making the most of the museum's location on Hope and Angell Streets to promote tours.

ACTION #2 BRAND

Lippitt House Museum will live up to its vision of innovation and inspiration, connecting the past to today.

- Adopt cohesive brand elements that are grounded in our interpretive themes, are inspired by an artistic lens and promote civic engagement.
- Continue and scale whenever possible successful partnerships with thematically relevant content.
- Explore new partnerships by replicating what has worked in the past.
- Share our thought leadership and knowledge.




Rack cards, self-guided tours, badges, and other promotional and interpretive materials carry the museum's logo and color branding.

ACTION #3 STAFF

Lippitt House Museum will increase capacity through innovative use of paid and volunteer staffing.

- Raise funds to engage artists to bring an arts lens to interpretation and programming.
- Test college internships or special projects with students in relevant fields e.g. public history, communications, tourism.
- Engage skilled, self-managing, creative and content knowledgeable volunteers to support promotional activities.



“Stories Untold” combined sculpture installation by Artist Aaron Pexa and bi-lingual interpretive panels to explore 19th century immigration in Providence through the stories of the people who lived and worked at Lippitt House.

LIBRARY

Art of Cookery

Household manuals became popular in the late 19th century and were an essential part of women's education. Mrs. Beeton's 1861 *The Book of Household Management*, aimed at middle-class English women with instructions on cookery and housekeeping, advised readers: "The object, then, is not only to live, but to live economically, agreeably, tastefully, and well."

Fanny Merritt Farmer's *A New Book of Cookery* followed in this tradition. First published in 1912, Mrs. Farmer became head of the Boston Cooking School in 1894 before starting her own School of Cookery in 1902 for training housewives. She also published several other books on cooking. She quotes food chemist Joseph König in *A New Book of Cookery*: "The art of cookery, when not allied with a degenerate taste or with gluttony, is one of the criteria of a people's civilization."



Janet M. Hunter (1897-1977)

This copy of Farmer's book was owned by Janet Hunter, granddaughter of Henry and Mary Ann Lippitt. When Janet lived at Lippitt House, her mother Abby Lippitt Hunter employed three female servants, all born in Ireland. It would have been part of Janet's general education to know how to run her future household and supervise servants when she married.

THE ART OF DINING



"The Art of Dining: A Taste of Providence's Golden Age" exhibition explored social customs and the work required to bring elaborate Victorian meals to the table.

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A museum intern helps a young
visitor with the hands-on
teaching collection

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