



**STRATEGIC MAP
2025 - 2029**

OUR MISSION:

To build a movement that affirms Latinx heritage through education, conservation, advocacy and leadership development.

OUR VISION:

A just world that values Latinx heritage, people, and places.

OUR GOALS:

1. BROADER REACH

We will expand our reach across the US and Puerto Rico and among the diverse cultures that represent Latinidad.

2. INFLUENTIAL VOICE

We will assert our voice as a leader in the national movement for heritage conservation.

3. INCREASE CAPACITY

We will develop resources to grow internal capacity including staff, structures and programming.

4. SUSTAINABLE LEADERSHIP

We will model meaningful partnership between staff and board.

OUR CORE VALUES:

Community | Equity | Well Being | Resistance | Justice

