The San Antonio Conservation Society
and the San Antonio Conservation Society Foundation

2026 – 2027 Strategic Plan

VISION

The San Antonio Conservation Society and San Antonio Conservation Society Foundation (The Society) are vital partners in the conservation and preservation of the unique cultural, natural and architectural heritage of San Antonio and surrounding areas.

PURPOSE

The purpose for which The Society is formed is to preserve and to encourage the preservation of historic buildings, objects, places, and customs relating to the history of Texas, its natural beauty and all that is admirably distinctive to our State: and by such physical and cultural preservation to keep the history of Texas legible and intact to educate the public, especially the youth of today and tomorrow with knowledge of our inherited regional values.

CORE VALUES OF THE ORGANIZATION

Leadership including the Board of Directors - Have the courage to shape a better future

Collaboration and Outreach - Achieve good outcomes with public and private entities at every level including:

- Bexar County projects and events
- Local media to help spread the word supporting preservation efforts
- City of San Antonio on variety of projects like the neighborhood associations

Integrity - Assure that we act directly in accordance with our mission and national and international preservation standards, and not for other motivations.

Passion - Provide the enthusiasm and energy to achieve our goals.

Education - Foster an understanding of regional heritage through:

- Education Grants – helped fund other organizations in their programs and research projects
- General membership meeting guest speakers
- Heritage Education Tours
- Historic Preservation Month
- Juniors' programs
- Expansion of opportunities for youth and young adults including apprentice and volunteer programs
- Neighborhood workshops
- Training and symposiums
- Conservation Society's website and Foundation Library archives

Advocacy - Discern all preservation opportunities of value.

- Be a source for research, education, and preparation for challenges and presentations.
- Discuss and determine which challenges to fight regarding buildings, sites, and traditions to preserve, and projects to support.
- Monitor local, state, and federal preservation issues.
- Assist neighborhoods to achieve historic designation and landmarking.
- Impact change by protecting buildings from demolition.
- Maintain relationships with allied organizations.
- Make available Society staff and research library expert as sources for media, students, authors, architects, other professionals, and the general community.

STRATEGIC OBJECTIVES

The Strategic Objectives are the overarching goals of the Society.

1. **Preservation** – Continue to identify and to increase funding for the preservation of historic structures. Continue advocacy efforts to promote the preservation of the history of the area.
2. **Education** – Continue to expand educational programs so that the history of Texas can be relayed and explained to the residents of San Antonio and the surrounding area. Convey the goals and mission of the Society to government agencies, officials, and other organizations with an interest in preservation.
3. **Sustainability** – Ensure financial stability, business continuity, and board continuity. Will include management and development of physical facilities to support the goals of the Society.
4. **Membership** – Increase all levels of membership to ensure that the functions of the Society can be supported and future leaders will be developed.