



**THREE-YEAR PLAN
PENNSYLVANIA VETERANS MUSEUM
JUNE 2009**

OVERVIEW

The Pennsylvania Veterans Museum has completed a very successful series of events around the premiere of our latest documentary film, “Women in the Military: Willing * Able * Essential.” The film has been show at the Women’s Memorial in Arlington National Cemetery, the Pentagon, and at the U. S. Embassy in Baghdad. This document outlines what’s next for us, and how best to pursue our goal of encouraging the State Board of Education to include World War II through current wars in the teaching of history in Pennsylvania.

OVERALL GOAL

The Pennsylvania Veterans Museum wants students across the Commonwealth to understand the full context of America’s social and military history, wherever possible, through the eyes and voices of those veterans—male and female, and of a wide range of ethnic groups—who lived it.

OUR STRATEGY

ADVOCACY. We will work with work with the PA Board of Education to develop a model curriculum for teaching American history. The model curriculum will include our series of films and lesson plans.

FILMS. Our history curriculum will cover a full timeline from our earliest conflict, the Revolutionary War, right up to current conflicts in Iraq and Afghanistan. WIM will serve as the introductory film since it covers the full gamut of America’s wars. The curriculum will include our current films and lesson plans and, to be comprehensive, we will produce the following additional films and lesson plans:

Film	Length	Target Completion date	Budget
Current Wars	1 hour (in 2 segments)	Winter 2009	\$200 - \$225K***
Revolutionary War*	10-20 minutes	Mid-summer 2010**	\$100 - \$125K***
Civil War*	10-20 minutes	Dec 2010**	\$100 - \$125K***
World War I*	10-20 minutes	May 2011**	\$100 - \$125K
Korean War	45 min (in 2 segments)	Fall 2010	\$200 - \$225K
War in Southeast Asia: The Inside Story	TBD	TBD	TBD
Desert Storm	TBD	TBD	TBD

* We would like to offer the short films to schools as a “series.”

** The Revolutionary and Civil War films are likely to require specific re-enactment shooting during good weather, therefore will most likely need to be filmed during Spring/Summer 2010.

*** The budget will vary depending upon the actual length of the film.

MUSEUM. A new museum entrance on State Street will open on July 26. A new exhibit and kiosk featuring the Korean War will open on July 26, the 56th anniversary of the end of the Korean War.

WEBSITE. Our website will be re-designed. The new website will be highly interactive and will feature our educational mission. It will include interactive features that allow students and teachers to use the website as a resource for learning and sharing ideas about America's history through the eyes of its veterans. The website will serve as a supplementary and interactive resource for our history curriculum.

PUBLIC RELATIONS. We would like to build on the success of the PR campaign that was developed for the Women in the Military film. There are follow-ups that need to be made for longer-term publications (e.g., military magazines) and other print and digital publications.