

The **History Relevance Initiative** (formerly History Relevance Campaign), a volunteer group of history professionals across the United States, was active from 2012-2021. Its original goal to raise the profile of history in the national dialogue, ultimately changed into the goal to help history organizations across the history field to think intentionally about how to make their history products more relevant to their audiences. It produced two tools that continue to serve the field: the [Value of History statement](#) and [Five Qualities of a Relevant History Experience](#).

The initiative also helped inspire a third project, “Reframing History,” a, evidence-based strategic communications toolkit to help history professionals more effectively discuss what history is, how it’s interpreted, and why it matters to society. Learn more about the project at: [AASLH.org/research](https://aaslh.org/research).

Though this website is no longer monitored, its information remains relevant to the history field.



HISTORY RELEVANCE

THE VALUE OF HISTORY

SEVEN WAYS IT IS ESSENTIAL

History Relevance promotes a shared language, tools, and strategies to mobilize history organizations in the United States around the relevance and value of history. We support history organizations that encourage the public to use historical thinking skills to actively engage with and address contemporary issues and to value history for its relevance to modern life.

TO OURSELVES

IDENTITY

History nurtures personal and collective identity in a diverse world. People discover their place in time through stories of their families, communities, and nation. These stories of freedom and equality, injustice and struggle, loss and achievement, and courage and triumph shape people's personal values that guide them through life.

CRITICAL THINKING

History teaches vital skills. Historical thinking requires critical approaches to evidence and argument and develops contextual understanding and historical perspective, encouraging meaningful engagement with concepts like continuity, change, and causation, and the ability to interpret and communicate complex ideas clearly and coherently.

TO OUR COMMUNITIES

VIBRANT COMMUNITIES

History is the foundation for strong, vibrant communities. A place becomes a community when wrapped in human memory as told through family stories, tribal traditions, and civic commemorations as well as discussions about our roles and responsibilities to each other and the places we call home.

ECONOMIC DEVELOPMENT

History is a catalyst for economic growth. Communities with cultural heritage institutions and a strong sense of historical character attract talent, increase tourism revenues, enhance business development, and fortify local economies.

TO OUR FUTURE

ENGAGED CITIZENS

History helps people envision a better future. Democracy thrives when individuals convene to express opinions, listen to others, and take action. Weaving history into discussions about contemporary issues clarifies differing perspectives and misperceptions, reveals complexities, grounds competing views in evidence, and introduces new ideas; all can lead to greater understanding and viable community solutions.

LEADERSHIP

History inspires leaders. History provides today's leaders with role models as they navigate through the complexities of modern life. The stories of persons from the past can offer direction to contemporary leaders and help clarify their values and ideals.

LEGACY

History, saved and preserved, is the foundation for future generations. Historical knowledge is crucial to protecting democracy. By preserving authentic and meaningful documents, artifacts, images, stories, and places, future generations have a foundation on which to build and know what it means to be a member of the civic community.

LEARN MORE» [HISTORYRELEVANCE.COM](https://historyrelevance.com)

WHO WE ARE

The History Relevance Campaign is a group of history professionals posing questions about what makes history relevant today. The group came together in early 2013 and has held meetings, sessions, and open forums to formulate these seven principles at the American Alliance of Museums (2013), National Council on Public History (2013 and 2014), National History Day (2013), American Association for State and Local History (2013, 2014 and 2015), Idaho Heritage Conference (2013), American Historical Association (2014), New Jersey History and Historic Preservation Conference (2014), State Historical Administrators Meeting (2013 and 2014), the Smithsonian Affiliates Conference (2014), and the Virginia Association of Museums (2015). We thank the many conference session attendees who provided the ideas behind and wording for the seven values. These values also find expression in a framework developed by the State Historical Administrators Meeting.

CALL TO ACTION

We call on organizations to endorse, share, and use this statement on the value of history in contemporary life. With common agreement, commitment, and open conversation about why history is important, we believe the historical community can change the common perception that history is nice, but not essential.

Endorsing this statement in principle is an initial step. We encourage you to adapt and incorporate these ideas into projects, training materials, mission statements, websites, marketing materials, and other institutional outlets. The seven core values are not new, but we believe that their articulation with the intent to make real, measurable change across the profession and into public realms represents a fresh start for our discipline.

More than 250 organizations have endorsed the statement since 2014.

TO ENDORSE» HISTORYRELEVANCE.COM



Endorsers of the “Value of History” Statement

More than 400 institutions endorsed the History Relevance initiative’s “Value of History Statement.” They are listed below.

LIST OF ENDORSERS

- [12th Armored Division Memorial Museum](#)
- [106 Group](#)
- [Abbe Museum](#)
- [Accokeek Foundation at Piscataway Park](#)
- [African American Firefighter Museum](#)
- [Agricultural History Society](#)
- [Alabama Department of Archives and History](#)
- [Alabama Heritage](#)
- [Alabama Historical Commission](#)
- [Alabama Historical Association](#)
- [Alabama Preservation Action](#)
- [Alabama Trust for Historic Preservation](#)
- [Alaska Historical Society](#)
- [Albemarle Charlottesville Historical Society](#)
- [Algiers Historical Society](#)
- [Allen County Museum & Historical Society](#)
- [American Alliance of Museums](#)
- [American Association for State and Local History](#)
- [American Association for the History of Medicine](#)
- [American Independence Museum](#)

- [Association of African American Museums](#)
- [American Battlefield Trust](#)
- [American Doorstop Project](#)
- [American Museum of Western Art](#)
- [Archivists for Congregations of Women Religious](#)
- [Arizona Historical Society](#)
- [Association for Spanish and Portuguese Historical Studies](#)
- [Association of Centers for the Study of Congress](#)
- [Association of Midwest Museums](#)
- [Atchafalaya Heritage Area Commission](#)
- [Auburn Cord Duesenberg Automobile Museum](#)
- [Aurora Regional Fire Museum](#)
- [Avon Lake Historical Society](#)
- [Bainbridge Island Historical Museum](#)
- [Baker Heritage Museum](#)
- [Barnum Museum](#)
- [Beaufort Historical Association](#)
- [Berkshire Conference of Women Historians](#)
- [Beverly Allen Historic Preservation Foundation](#)
- [Billings Farm & Museum](#)
- [Black Heritage Society of Washington State](#)
- [Boone County Historical Society](#)
- [Bostonian Society](#)
- [Buchanan Preservation Society](#)
- [Buffalo Bill Center of the West](#)

- [Buffalo Soldier National Museum](#)
- [Bullock Texas State History Museum](#)
- [Bundy Museum of History and Art](#)
- [California Historical Society](#)
- [Campbell County Rockpile Museum](#)
- [Canadian Historical Association / Société historique du Canada](#)
- [Capital City Museum](#)
- [Carpenters' Company of the City and County of Philadelphia](#)
- [Catoctin Furnace Historical Society](#)
- [Center for Communal Studies](#)
- [Center of the American West, University of Colorado](#)
- [Charles Warren Center, Harvard University](#)
- [City of Saint Peter \(MN\)](#)
- [Civil War Trails, Inc.](#)
- [Clarendon Heritage](#)
- [Clark County Historical Society](#)
- [Cleo Redd Fisher Museum](#)
- [Clinton House Museum](#)
- [The Clio Foundation](#)
- [Community Artists Collective](#)
- [Community School of Davidson](#)
- [Concord Museum](#)
- [Conde-Charlotte Museum House](#)
- [Connecticut Historical Society](#)
- [Connecticut Humanities](#)

- [Conner Prairie](#)
- [Coronado Historical Association](#)
- [Coronado Quivira Museum](#)
- [Council of State Archivists](#)
- [Cow Neck Peninsula Historical Society](#)
- [Cragsmoor Historical Society](#)
- [Cultural Sites Advocacy Group](#)
- [Cunningham Falls and Gambrill State Parks \(MD\)](#)
- [Custer County Historical Society](#)
- [Cyberspeakers \(Columbus, OH\)](#)
- [The Daniel Boone Homestead](#)
- [Dallas Heritage Village](#)
- [Dallas Historical Society](#)
- [Delaware Historical Society](#)
- [Delaware Valley University](#)
- [Delhi Historical Society](#)
- [Department of Arkansas Heritage](#)
- [Deschutes County Historical Society](#)
- [Dumbarton House](#)
- [EarlyWorks Family of Museums](#)
- [Economic History Association](#)
- [Edmond Historical Society & Museum](#)
- [Extreme History Project](#)
- [Fairfield Museum and History Center](#)
- [Federation of State Humanities Councils](#)

- [Finney County Historical Society](#)
- [Freedom's Frontier National Heritage Area](#)
- [Friends of Rockhaven](#)
- [Ford House](#)
- [Ford's Theatre Society](#)
- [Fort Worth Aviation Museum](#)
- [Four Mile Historic Park](#)
- [Fredericksburg Area Museum](#)
- [Friends of Perryville Battlefield](#)
- [Frontier Homestead State Park Museum](#)
- [Frontier Texas](#)
- [George Mason University-History Department](#)
- [George Washington's Mount Vernon](#)
- [Georgia College, Department of Historic Museums](#)
- [Georgia Historical Society](#)
- [The Great American Songbook Foundation](#)
- [Greenbank Mills and Philips Farm](#)
- [Gunston Hall](#)
- [Gunn Historical Museum](#)
- [Hacker's Creek Pioneer Descendants](#)
- [Hannah Lindahl Children's Museum](#)
- [Harriet Beecher Stowe Center](#)
- [Harrisonburg-Rockingham Historical Society](#)
- [Harriet Beecher Stowe House](#)
- [Hawai'i Council for the Humanities](#)

- [Hazen Historical Museum Foundation/Mabry-Hazen House](#)
- [Heart of the Civil War Heritage Area, Inc.](#)
- [Henry Clay Memorial Foundation](#)
- [The Henry Ford](#)
- [Henry Ford Estate](#)
- [Heritage Museum of Northwest Florida](#)
- [Heritage Rail Alliance](#)
- [Heritage Sandy Springs](#)
- [Heritage Village Museum and Educational Center](#)
- [Hermann-Grima + Gallier Historic Houses](#)
- [Hickory Hill](#)
- [Hilferty and Associates Museum Planning/Exhibit Design](#)
- [Historic Annapolis](#)
- [Historic Arkansas Museum](#)
- [Historic Denver / Molly Brown House Museum](#)
- [Historic Matters Podcast](#)
- [Historic Paris-Bourbon County/Hopewell Museum](#)
- [Historic Philadelphia, Inc.](#)
- [Historic Ramsey House](#)
- [Historic Rocky Springs Chapel, Inc.](#)
- [Historic Smithfield](#)
- [Historic Travellers Rest](#)
- [Historical Society of Carroll County, Maryland, Inc.](#)
- [Historical Society of Mount Pleasant, Ohio](#)
- [Historical Society of Palm Beach](#)

- [HISTORY \[i.e., the History Channel\]](#)
- [History Center, Washington County \(WI\)](#)
- [History Colorado](#)
- [HistoryConnect](#)
- [HistoryPin](#)
- [History Theatre](#)
- [House of the Seven Gables](#)
- [Idaho State Historical Society](#)
- [Illinois Association of Museums](#)
- [Illinois State Historical Society](#)
- [Imlay City Historical Commission, Inc.](#)
- [Immigration and Ethnic History Society](#)
- [Indiana Historical Bureau](#)
- [Indiana Archives and Records Administration](#)
- [Indiana Historical Society](#)
- [Indiana Medical History Museum](#)
- [Indiana State Museum and Historic Sites](#)
- [International Coalition of Sites of Conscience](#)
- [International Preservation Studies Center](#)
- [Iowa Council for the Social Studies](#)
- [Iowa Jewish Historical Society](#)
- [Iowa Museum Association](#)
- [Jacksonville Zoo and Gardens](#)
- [James A. Garfield Civil War Round Table](#)
- [James Monroe's Highland](#)

- [Jamestown Settlement and the American Revolution Museum at Yorktown](#)
- [Jewish Historical Society of Michigan](#)
- [Joel Lane Museum House](#)
- [John F. Peto Studio Museum](#)
- [Journey Through Hallowed Ground Partnership](#)
- [Joseph F. Glidden Homestead and Historical Center](#)
- [Kentucky Craft History and Education Association](#)
- [Kentucky Historical Society](#)
- [Kentucky Museum and Heritage Alliance](#)
- [Kentucky Woman Suffrage Project](#)
- [Klipsch Heritage Museum Association, Inc.](#)
- [La Crosse County Historical Society](#)
- [La Jolla Historical Society](#)
- [Lake County Historical Society](#)
- [Lake County \(CA\) Museums](#)
- [Lake Forest-Lake Bluff Historical Society](#)
- [Lancaster Mennonite Historical Society](#)
- [Latah County Historical Society](#)
- [Lee-Fendall House Museum and Garden](#)
- [Leelanau Historical Society](#)
- [League of Historical Societies of NJ](#)
- [Lemhi County Historical Society](#)
- [Lepage Center for History in the Public Interest](#)
- [LetsRockTheCradle.com](#)
- [Lewis Latimer Society & Museum](#)

- [Liberty Hall Historic Site](#)
- [Ligonier Valley Historical Society](#)
- [Living History Farms](#)
- [Litchfield Historical Society](#)
- [Lorain Historical Society](#)
- [Lorain County Historical Society](#)
- [Loring Greenough House](#)
- [The Lou Tate Foundation - Little Loomhouse](#)
 - [Loyola University Chicago, Public History Program](#)
 - [The MacArthur Memorial \(VA\)](#)
 - [Manatee County Historical Commission, Inc.](#)
 - [Manitou Cave of AL, Inc.](#)
 - [Manitowoc County Historical Society](#)
 - [Martha's Vineyard Museum](#)
 - [Maryland Council for Social Studies](#)
 - [Maryland Historical Trust](#)
 - [Maryland Humanities](#)
 - [Massachusetts Historical Society](#)
 - [McDowell House Museum](#)
 - [Menokin Foundation](#)
 - [Mercer Museum and Fonthill Castle](#)
 - [Mid-America Arts Alliance](#)
 - [Mid-Atlantic Center for the Arts & Humanities](#)
 - [Mid-Atlantic Regional Archives Conference](#)
 - [Middlesex County Division of Historic Sites and History Services](#)

- [Michigan History Center](#)
- [Minnesota Alliance of Local History Museums](#)
- [Minnesota Historical Society](#)
- [Missouri Historical Society](#)
- [Missouri Humanities Council](#)
- [Mojave Desert Archives](#)
- [Monmouth County Historical Association](#)
- [Montana Historical Society](#)
- [Montezuma Historical Society](#)
- Morgan County (AL) Historical Society
- [Mosby Heritage Area Association](#)
- [Mount Mitchell Heritage Prairie](#)
- [Mountain Plains Museum Association](#)
- [Museum Association of Arizona](#)
- [Museum of the Grand Prairie](#)
- [Museum of Science & History](#)
- [Museum of South Texas History](#)
- [Museum on Main](#)
- [Museums in North Dakota \(MiND\)](#)
- [Museums of Tusculum](#)
- [Mystic Seaport: The Museum of America and the Sea](#)
- [Nantucket Historical Association](#)
- [Naper Settlement](#)
- [Naperville Heritage Society](#)
- [Nashville Public Library](#)

- [National Abolition Hall of Fame and Museum](#)
- [National Archives and Records Administration](#)
- [National Association of Government Archives and Records Administrators \(NAGARA\)](#)
- [National Association of Interpretation](#)
- [National Civil Rights Museum](#)
- [National Coalition for History](#)
- [National Conference of State Historic Preservation Officers](#)
- [National Council For History Education](#)
- [National Council for the Social Studies](#)
- [National Council on Public History](#)
- [National Historical Publications and Records Commission](#)
- [National History Club](#)
- [National History Day](#)
- [National Humanities Alliance](#)
- [National Museum of Civil War Medicine](#)
- [Nebraska Sesquicentennial Commission](#)
- [Nebraska State Historical Society](#)
- [Nevada Board of Museums and History](#)
- [New England Museum Association](#)
- [New Jersey Historical Commission](#)
- [New York Office of State History](#)
- [Nicholas Newlin Foundation](#)
- [Nodaway County Historical Society](#)
- [North Carolina Museum of History](#)
- [North Carolina Office of Archives and History](#)

- [Northern Illinois Historic League](#)
- [Northern Rockies Heritage Center](#)
- [Northwest Missouri State University, Historians](#)
- [Nuestras Raíces \(RI\)](#)
- [Oberlin Heritage Center](#)
- [Ocean County Cultural & Heritage Commission](#)
- [Ohio History Connection](#)
- [Ohio Local History Alliance](#)
- [Onondaga Historical Association](#)
- [Ontario History and Social Science Teacher's Association](#)
- [Ontario History, Humanities, and Social Science Consultants Association](#)
- [Oral History Association](#)
- [Oregon Heritage Commission](#)
- [Oregon Historical Society](#)
- [Organization of American Historians](#)
- [Pamplin Historical Park and the National Museum of the Civil War Soldier](#)
- [Patapsco Heritage Greenway](#)
- [Peace History Society](#)
- [Pennsylvania Historical and Museum Commission](#)
- [Pine County Historical Society](#)
- [Pioneer Village Museum, Barron County Historical Society](#)
- [Plant City Photo Archives and the Dr. Scotty & Hsiu Huang History Center, Plant City Photo Archives](#)
- [Plimoth Plantation](#)
- [Plymouth 400, Inc.](#)
- [Port Washington Historical Society](#)

- [Portsmouth Historical Society](#)
- [Presbyterian Historical Society](#)
- [REACH Consulting, LLC](#)
- [Regional History Center, Northern Illinois University](#)
- [Rhode Island Historical Society](#)
- [Rice County Historical Society](#) (MN)
- [Rice County Historical Society](#) (KS)
- [Riggs Ward Design](#)
- [Riley County Historical Museum](#)
- [Riley County Historical Society](#)
- [Riverstone International School](#)
- [Rocky Mountain Museum of Military History](#)
- [Roy Rosenzweig Center for History and New Media](#)
- [Rutherford B. Hayes Presidential Library & Museums](#)
- [San Lorenzo Valley Museum](#)
- [Santiam Heritage Foundation](#)
- [Saving Hallowed Ground](#)
- [Scurry County Museum](#)
- [Sharlot Hall Museum](#)
- [Sharpsburg Historical Society](#)
- [Sharpsville Area Historical Society](#)
- [Sheboygan County Historical Society](#)
- [Silver City Museum](#)
- [Singing Creek Educational Center](#)
- [Smithsonian Institution](#)

- [Social Welfare History Group](#)
- [Society for History in the Federal Government](#)
- [Society for Military History](#)
- [Society of American Archivists](#)
- [Society of Architectural Historians](#)
- [Society of Civil War Historians](#)
- [Society of Ohio Archivists](#)
- [Sonoma Valley Historical Society](#)
- [South Dakota State Historical Society](#)
- [South Union Shaker Village](#)
- [St. Charles History Museum](#)
- [St. John's Church Foundation](#)
- [St. Mary's County \(MD\) Museum Division](#)
- [St. Vincent Memories](#)
- [State Historical Administrators](#)
- [State Historical Society of Iowa](#)
- [State Historical Society of North Dakota](#)
- [Strawbery Banke Museum](#)
- [Sudbury Historical Society](#)
- [Swiss American Historical Society](#)
- [T. Thomas Fortune Foundation & Cultural Center](#)
- [Tales Well Told](#)
- [Tarrant County Archives](#)
- [Tell History](#)
- [Tennessee Historical Society](#)

- [Texas State Historical Association](#)
- [The Association of Indiana Museums](#)
- [The Historic New Orleans Collection](#)
- [The Historical Society of Michigan](#)
- [The Institute for Historical Study](#)
- [The Lavender Effect](#)
- [The Mob Museum](#)
- [The National Society of The Colonial Dames of America](#)
- [The Royce J. and Caroline B. Watts Museum](#)
- [The Seward House Museum](#)
- [The Sixth Floor Museum at Dealey Plaza](#)
- [The Vineland Historical and Antiquarian Society](#)
- [Theatre Historical Society of America](#)
- [Thomasville History Center](#)
- [Thurmont Historical Society](#)
- [Tonganoxie Community Historical Society](#)
- [Tuckerton Seaport and Baymen's Museum](#)
- [Tudor Place Historic House and Garden](#)
- [UCLA Luskin Center for History and Policy](#)
- [U.S. World War I Centennial Commission](#)
- [Union County \(PA\) Historical Society](#)
- [Upcountry History Museum at Furman University](#)
- [Urban History Association](#)
- [Utah State Historical Society](#)
- [Vail Preservation Society](#)

- [Valdez Museum & Historical Archive](#)
- [Values Through History](#)
- [Vermont Historical Society](#)
- [Victorian Society in America](#)
- [Vigo County Historical Society](#)
- [Virginia Historical Society](#)
- [Voices Against Injustice](#)
- [W. K. Gordon Center for Industrial History of Texas](#)
- [Ward County Historical Society](#)
- [Washington County Historical Society](#)
- [Washington State Historical Society](#)
- [Washtenaw County Historic District Commission](#)
- West Virginia Wesleyan College Historian
- [Western History Association](#)
- [Whaley Historic House Museum](#)
- [Whatcom Museum](#)
- [Wheat Ridge Historical Society](#)
- [Wichita-Sedgwick County Historical Museum](#)
- [Wichita State University Dept. of History](#)
- [Wichita State University Society of Public Historians](#)
- [Willamette Heritage Center](#)
- [Wisconsin Historical Society](#)
- [Wisconsin Veterans Museum](#)
- [Wood County Historical Center](#)
- [Woodrow Wilson Presidential Library](#)

- [Workman and Temple Family Homestead Museum](#)
- [World History Association](#)
- [Worthington Historical Society](#)
- [Wounded Knee Museum](#)
- [Wytheville Historical Society](#)
- [Yukon Transportation Museum](#)