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](#).

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