

# Make Your Mark

## Change the Way You Promote Your Work

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When we started our outreach program in 2008, our aim was to stimulate every County Historical Commission (CHC) in Texas. We hoped that each county would have at least seven residents who would contribute time to preserving and protecting their historic resources.

However, in some places, finding people to participate was more difficult than we imagined. Fortunately, we learned a lot; and as a result, we changed the direction for outreach programmatic services.

Here are three important lessons we've learned:

1. CHC work is hard. It's rewarding and important, but not everyone is up to the challenge.
2. Rather than expanding existing programs, CHCs occasionally take on more projects without considering which efforts might be



In celebration of National Preservation Month, the Denton CHC presented certificates to county officials in recognition of their commitment and dedication to historic preservation in Denton County. Pictured are Denton County officials, staff, and CHC appointees.

- more productive or meaningful than others.
3. Since CHC appointees are spread thin, all available resources are expended on projects and events, leaving little energy or time to cultivate support for the CHC. Developing ways to promote CHC work as an investment in Texas' future is our greatest challenge.

In the coming months, CHCs will have the opportunity to address this challenge by increasing their perceived value with decision-makers in Texas. From submitting budget requests to meeting with community leaders, CHCs can present specific ways their efforts benefit the county and contribute to the character of our state.

CHC Outreach is responding to this challenge by highlighting the best of what CHCs accomplish.

We're using the THC's Facebook page and website to feature CHCs that change the way communities and elected officials value preservation.

Visit [www.thc.state.tx.us](http://www.thc.state.tx.us) and search for the term "game changers" to see how CHCs are developing new ways to influence others. ★

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### Our Mission

To protect and preserve the state's historic and prehistoric resources for the use, education, enjoyment, and economic benefit of present and future generations.