GOALS AND STRATEGIES
The goals and objectives are the product of survey responses and HPD staff input. Broadening Public Knowledge (Goal I) reflects the 61 percent of survey respondents that cited the need to raise public awareness about historic preservation. Strengthening and Preserving Protections for Cultural Properties (Goal II) derives from 76 percent of the survey respondents that were concerned about the care and maintenance of historic sites. Increasing Financial Opportunities (Goal III) is based on the feedback from 61 percent of survey respondents that believe New Mexico must improve funding opportunities for historic preservation activities. Finally, investing in the New Mexico Cultural Resource Information System (NMCRIS) and Other Technologies (Goal IV) is drawn from the 50 percent of survey respondents that cited the need to improve coordination among local, state, federal, and tribal governments. HPD staff, in turn, determined the specific strategies drawing on survey responses and the state's resources and capabilities for achieving each of these goals.

The State Plan’s historic context helps frame these goals by illustrating how historic properties on the National and State Registers of Historic Places inform our understanding of the past. Of no less importance, the historic context highlights important themes and areas that survey respondents and HPD staff suggested required better representation. The historic context calls attention to groups that are under-represented on the National and State Registers, including Native Americans, women, African Americans, and Asian Americans. The historic context also focuses attention on important industries such as the ranching, mining, fossil fuels, and public health as significant contributors to the development of the state and its physical history. In the coming ten years, the preservation community should consider these themes as it critically evaluates the National and State Registers and identifies new cultural properties to nominate.

Goal I – Broaden Public Knowledge of Historic Preservation
a. Enhance website to make information about SHPO programs more accessible
b. Identify and list properties in the State and National Registers
c. Develop historic contexts associated with the state’s diverse cultures and themes
d. Maintain commitment to academic institutions to train historic preservation professionals
e. Continue to educate the public through workshops, presentations, the Archaeology Fair, and SiteWatch
f. Increase social media presence and continue to develop content
Goal II – Strengthen Protections for Cultural Properties
   a. Improve state preservation regulations
   b. Revise state unmarked burial regulations and establish a state reburial ground
   c. Improve cooperation in the SiteWatch program among site stewards and state and federal agencies
   d. Emphasize the connection between historic preservation and environmental sustainability
   e. Increase the number of Certified Local Government (CLG) communities
   f. Increase collaboration among New Mexico MainStreet and other preservation organizations

Goal III – Increase Financial Opportunities for Historic Preservation
   a. Establish a permanent fund for the State Preservation Grant Program
   b. Expand awareness of the state and federal tax credit programs
   c. Increase the state income tax credit cap and make the credit refundable and transferable
   d. Seek funding opportunities for SiteWatch
   e. Partner with non-profit preservation organizations

Goal IV – Invest in the New Mexico Cultural Resources Information System (NMCRIS) and Other Technologies
   a. Enhance the user experience
   b. Improve the digital compliance process
   c. Expand GIS capabilities
   d. Develop a public interface
   e. Continue to integrate buildings and structures into NMCRIS
   f. Develop a SiteWatch database