

TABLE OF CONTENTS

- 2024 Accomplishments
- **06** Economic Impact
- 7 Visitor Experience
- 14 Workforce Development
- 15 Center for Justice Education
- 17 Historic Preservation
- 18 Donors
- **19** Board of Directors
- 20 What's Ahead

A Letter from Our CEO

BUILDING THE FUTURE ON A FOUNDATION OF IMPACT

Dear Community,

As we close out 2024, I'm filled with deep gratitude and pride for all we've accomplished together this year. It has been a remarkable period of transformation for Eastern State—a year defined by taking bold action, advancing strategic initiatives, and deepening our organizational impact.

We engaged nearly 260,000 visitors from across the country and around the world with thoughtprovoking programs and experiences rooted in history, education, and social justice. From our Juneteenth and Passover celebrations to creative new programming like Spring Break: Sports and Recreation, Democracy for All week, and our solar eclipse experience, our site has become a place where curiosity meets conversation.

This year also marked the launch of Justice 101, our public discussion series exploring the history and impact of the American justice system, and Unlocking History, a new video series connecting everyday life at Eastern State to the realities of incarceration today. Alongside the growing Collaboratory for Justice Education, these initiatives are building a national community of educators and changemakers committed to justice reform.

We embraced our role as a convener of civic dialogue, welcoming speakers such as Governor Josh Shapiro, Desmond Meade, and Katie Fahey for the TED Democracy Fireside Chat, held at ESPHS in partnership with Visit Philly. And we brought our largest-ever crowd to the Family Fall Festival—over 700 community members—underscoring the power of connection and place. Eastern State is a powerful place where serious conversations about democracy and justice unfold and we engage a community with diverse perspectives and experiences to make positive change, together.

Perhaps most inspiring was the work of our largest cohort yet of LEAD Fellows—formerly incarcerated individuals now participating in our holistic reentry initiative. Their growth and contributions bring our mission to life every day. Internally, we restructured and grew our Preservation and Operations team and are reimagining our Education Department to meet the demands of a changing field and a growing audience.

Meanwhile, our largest special event, Halloween Nights, was not only a success in attendance and revenue-it also delivered remarkable educational impact. Nearly half of attendees reported engaging in educational experiences, and more than half said they learned something new about the justice system. That level of engagement, especially from audiences who may not visit during the day, demonstrates how deeply we are weaving mission into every experience.

Financially, this was a breakthrough year. We were honored to receive a \$1 million grant from the Mellon Foundation, along with generous new support from the Local Share Account, the William Penn Foundation, and Pennsylvania's RACP program bringing over \$2.2 million in new gifts and pledges to fuel our capital and preservation work.

Behind the scenes, we laid essential groundwork for the future. We are finalizing our strategic plan through 2029 and preparing for a major rebranding and website redevelopment. Our capital planning efforts, including a full site assessment and design planning for a new hospitality center, synagogue improvements, and the reimagined Industrial Building, are key steps toward a more accessible, impactful, and mission-aligned future.

Looking ahead, we are more than ready. The milestones on our horizon—the 250th anniversary of the United States in 2026 and Eastern State's 200th birthday in 2029—represent more than moments of commemoration. They are powerful opportunities to lead national conversations about history, justice, and the future we want to create together.

Thanks to the steadfast support of our board, staff, partners, and visitors, we made powerful strides across our mission. What began with defining a new vision and set of guiding principles evolved into bold implementation. We launched new initiatives, strengthened our internal operations, expanded our reach, and deepened our impact—laying a strong foundation for the years to come. And we could not do it without you all!

With gratitude and excitement

for what lies ahead,

Dr. Kerry Sautner President & CEO

Eastern State





2024: A Banner Year

AN OVERVIEW OF OUR ACCOMPLISHMENTS

This calendar year, we...

- Created the Collaboratory for Justice Education, a dynamic community passionate about justice education
- Launched Justice 101, a discussion series examining the history of the American justice system at its impacts on society, citizens, and the world
- Debuted Unlocking History, a video series examining the intricacies of everyday life at Eastern State Penitentiary and in prisons today
- Revamped Summer Nights (formerly Night Tours), a fresh series of evening programming exploring the profound impact of recreation on prison life through engaging talks, film screenings, and interactive experiences
- Developed many new audience engagement opportunities, including Spring Break: Sports and Recreation, a Solar Eclipse program, Passover programming, Juneteenth celebration, Democracy for All Week, and other public programs related to civic holidays like Memorial Day, Labor Day, and Veteran's Day
- In partnership with Mural Arts Philadelphia, installed Pyrrhic Defeat: A Visual Study of Mass Incarceration by artist Mark Loughney
- Welcomed six new members to our Board of Directors: Jeff Ewing, Betsy Ivey, Matthew Ray, Michele A. Schiavoni, James L. Weinstein, and Sara Woods
- Teamed up with Visit Philly to host TED Democracy Fireside Chat: The Power of Participation, featuring talks by Pennsylvania Governor Josh Shapiro, Florida Rights Restoration Coalition President Desmond Meade, and Katie Fahey, Executive Director of The People
- Welcomed 711 community members the largest turnout ever for our Family Fall Festival, a seasonal celebration that pairs historical interpretation with trick-or-treating, story time, hands-on activities, art making, music, and other family-friendly fun
- Secured \$1 million in funding from the Mellon Foundation to support our vision for the future, \$450,000 from Pennsylvania's Local Share Account (LSA) to construct a hospitality center, and \$250,000 from Pennsylvania's Redevelopment Assistance Capital Program (RACP) to protect and ensure long-term stability of historic structures on site - all serving as validation of our vision for the future and bolstering our ability to deliver on those promises
- Finalized a new strategic plan, with the support of the Board and staff at all levels of the institution, that charts our path through 2029 and codifies a fresh mission statement, vision statement, and set of guiding principles that will guide our journey forward into our next chapter of growth
- Embarked on rebranding and website redevelopment projects to better position the institution for future growth and impact
- Welcomed 13 LEAD Fellows our largest cohort to date into our holistic reentry initiative that gives people coming home from prison the tools and support they need to transform their lives, their communities, and the world
- Advanced several exciting capital improvement projects, including a welcome center, complete with longneeded permanent restroom facilities, to enhance the visitor experience; improvements to protect the Alfred W. Fleisher Memorial Synagogue, including a new climate control system; and a reimagining of the historic Industrial Building to create a flexible, two-story education facility for our growing workforce development and K-12 school programs

...and we're just getting started.

Read on to learn more about our 2024 accomplishments and our vision for the future.





"Just wanted to reach out and say thank you from the bottom of my heart. We had 16 of our students at Eastern State Penitentiary today. To say they had a phenomenal time would be a huge understatement and disservice to the work your team is doing. The students were engaged and enthralled from start to finish with our tour guide. The students asked great questions and hung onto every word of the tour. It was a refreshing experience for our students to learn that a venue like this exists in our backyard."

Anthony Trapani, Gesu School May 2024

Economic Impact

2024 BY THE NUMBERS

Eastern State Penitentiary Historic Site is a major cultural attraction that fuels job creation and revenue for the Philadelphia region and the Commonwealth of Pennsylvania.

This year, Eastern State contributed \$10.6 million in expenditures, supported 410 jobs, and welcomed 259,000 visitors - a 22% increase in just three years.

In all, Eastern State generated an estimated \$32 million in economic impact within the Commonwealth of Pennsylvania in 2024.

Local Vision, National Ambition

Our physical site roots us in Philadelphia's rich history, while our national ambition compels us to brand outward inspiring change for the better. In 2024, we reached beyond our walls to expand our impact nationally:

- Web Views: 2.8 million (+12%)
- Social Media Followers: 318,000 (+10%)
- Virtual Program Attendance: 1,700 (+153%)





Visitor Experience

LEVERAGING THE POWER OF PLACE

Eastern State Penitentiary Historic Site (ESPHS) is one of the most highly attended and highly rated attractions in Philadelphia. In 2024, we welcomed 259,000 visitors from all 50 states and dozens of countries around the world for thought-provoking, impactful experiences.

Inspiring Change through Public Engagement

Inspired by our legacy, our historic site stands as a symbol of our belief that we can stand for more.

Our vision extends outward, with greater impact and reach through a multidimensional focus.

Through discussion, art, architecture, and more, we challenge our in-person and virtual visitors to linger longer, discuss further, and walk away feeling more connected and engaged.

Eastern State is a hub - forging connections, promoting dialogue, and inspiring action.

And our public engagement programs make a real impact - our visitors leave more informed, compelled to discuss the justice system with friends and relatives, and inspired to take action in their own communities.

The Reviews Are In:

Nearly every one of our survey respondents would recommend visiting ESPHS to a friend or relative. Many visitors also recommend it to the general public, writing favorable reviews and encouraging others to take the time to visit us. In fact, we have one of the highest visitor satisfaction ratings of any museum or historic site in the area:

- Google: 4.7 stars
- Yelp: 4.6 stars
- GetYourGuide: 4.7 stars
- TripAdvisor: 4.6 stars, ranked #1 top attraction in Philadelphia

"We did the self guided audio tour and [were] engrossed. We spent (no exaggeration) 5 hours wandering around the penitentiary. The history and beauty were outstanding. The art installations and prison statistics truly elevated it."

- Get Your Guide review by Darquenne, June 2024

"A great experience, well worth it, the audio tour is excellent and very moving at times. Highly recommended."

- Get Your Guide review by Blondefringe, May 2024

2024 Visitor Survey Stats:

99%

Would Recommend

95%

Would Return

92%

Learned Something New About the Justice System

99%

Rated Overall Experience Excellent or Good





VISITOR TESTIMONIAL: "I was impressed by how tactfully everything was explained, and I came away with a genuine curiosity into the history of prisons and how we got to where we are now. We have a long way to go as humans/society, but people like you are helping to educate the masses and I am very grateful for it!" Jennifer Larsen February 2024

Visitor Engagement

Visitors from around the world engage with Eastern State Penitentiary Historic Site's array of on-site experiences to learn more about the prison's history and the American justice system today.



VOICES OF EASTERN STATE AUDIO TOUR

This soundscape mixes dozens of voices – including three former wardens and 25 former guards and prisoners - creating an intimate walking tour of ESPHS's cellblocks and yards. The main route includes 10 audio stops and lasts about 35 minutes. Additional stops provide visitors with more than two hours of content, including Death Row, the restored synagogue, and Al Capone's Cell.



PRISONS TODAY: QUESTIONS IN THE AGE OF MASS INCARCERATION

The United States has one of the highest rates of incarceration in the world, with 2.2 million individuals in prison or iail. This phenomenon has generally been driven by changes in laws, policing, and sentencing, not by changes in behavior. This interactive exhibit sheds light on these issues. It elicits personal connections, encourages reflection, supports dialogue, and suggests steps that visitors can take to help shape the evolution of the American criminal justice system moving forward.



MINI TOURS

These short tours take place throughout the penitentiary, each lasting from five to 20 minutes. An Eastern State educator engages visitors by leading an activity, exploring a special topic, or sharing a space not otherwise open to the public. In 2024, experiences included "Soup Alley," "Hospital," and "Catholic Chaplain's Office.'



ALFRED W. FLEISHER MEMORIAL SYNAGOGUE

Eastern State's synagogue was almost certainly the first built in an American prison. Completed around 1924 and used continuously until the penitentiary closed in 1971, the space had fallen into near total ruin after the penitentiary's abandonment. The synagogue marks the first truly restored space at ESPHS, faithfully returned to its 1959 appearance. A set of former prison workshop spaces adjacent to the synagogue has been converted into The William Portner Memorial Exhibit on Jewish Life, which visitors can also explore.



Visitor Engagement, continued...



ART INSTALLATIONS

ESPHS exhibits more than a dozen site-specific, commissioned artist installations. Artists are chosen for their ability to address Eastern State's primary themes including issues of crime and justice, architectural history, and the site's fascinating past - with a memorable, thought- provoking approach.



AL CAPONE'S CELL

Al Capone's first stint of incarceration took place at Eastern State Penitentiary. In May 1929, he was arrested outside a movie theater in Philadelphia for carrying a concealed, unlicensed .38 caliber revolver. He spent eight months of his one-year sentence at Eastern State. Visitors today can see his recreated cell, designed to reflect how it likely appeared when Capone was incarcerated here.



THE BIG GRAPH

The United States' rate of incarceration is among the highest in the world. Built to the scale of Eastern State's walls, this massive, three-dimensional bar graph sculpture illustrates the unprecedented growth in the United States' incarceration rates since 1970. It also shows the racial breakdown of the American prison population in 1970 and today.



GUIDE-LED TOUR AND DISCUSSION

This 45-minute, in-depth, guide-led tour explores Eastern State Penitentiary's complex history, its ongoing relevance to contemporary social issues, and sets the stage for conversation about justice and the role of prisons in society.

Once a month, an Eastern State educator leads this tour in partnership with an ASL (American Sign Language) interpreter from Hands UP Productions.



Pyrrhic Defeat: A Visual Study of Mass Incarceration by Mark Loughney

NEW FOR 2024!

In partnership with Mural Arts Philadelphia, Eastern State unveiled a portrait mural by artist Mark Loughney as part of his ongoing project Pyrrhic Defeat: A Visual Study of Mass Incarceration.

This portrait series humanizes incarcerated individuals, shedding light on the immense human cost of mass incarceration in America. Created during Mark Loughney's ten years of incarceration, these portraits offer a dignified, intimate view of his fellow prisoners, challenging the stigmatizing image of those within the prison system.

The title references pyrrhic defeat theory, which is the idea that those with the power to change a system benefit from the way it currently works. According to the artist, "This theory suggests that the intentions of the criminal justice system are the very opposite of common expectations; it functions the way it does in order to purposely fail at rehabilitation and crime prevention, amounting in a \$182 billion dollar victory for the prison industrial complex."

Mr. Loughney's installation at Eastern State Penitentiary Historic Site takes the form of a mural, installed along a historic wall that originally connected a series of solitary confinement cells to adjoining solitary exercise yards. The exhibition opened in fall 2024, and will be on view through September 2025, included with admission to the site.







"I walked away with interest and a passion for improving our nation's justice and penal system."

Barb Roberts October 2024

"Our 8th grade students just finished up the school year, and as they were reflecting on their Middle School experience, they talked about how much they enjoyed visiting Eastern State Penitentiary. It was a highlight of their year!"

Kori Brown, The Haverford School June 2024

Festivals & Public Programs

MAJOR STRIDES IN COMMUNITY ENGAGEMENT

In 2024, we developed new educational programs, made improvements to some returning favorites, and launched a series of festivals related to civic holidays like Memorial Day, Labor Day, and Veteran's Day, making justice education more accessible to diverse audiences across a spectrum of age, content knowldege, and learning preferences. This special programming throughout the year connected each holiday's themes to the history and legacy of our historic site.

2024 Calendar At a Glance

- Pop-Up Museum: Industry, Innovation, & Incarceration (through January 3)
- 12 Free Neighbor Days (every second Sunday)
- Dr. Martin Luther King Day (January 15)
- 12 ASL Guide-Led Tours (monthly)
- 8 Justice 101 Programs:
 - o Conversation on Civil Rights Movements within Prisons (January 19)
 - Does the First Amendment Apply in Prisons? (February 22)
 - o Women Behind Bars: Why is Incarceration of Women on the Rise? (March 18)
 - Exploring the 13th Amendment and the Persistence of Forced Labor in Prisons (April 17)
 - o Policing in America: Navigating the 4th Amendment, Stop and Frisk, and Civil Rights (May 13)
 - The State of the Union on Criminal Justice Reform (October 22)
 - Understanding Restorative Justice (November 12)
 - Fourth Amendment in the Digital Age: Privacy, Policing, and Constitutional Rights (December 11)
- Spring Break: Sports in Prison March 23 through 31
- 3 Scout Days (March 24, November 17, December 14)
- Solar Eclipse (April 8)
- Memorial Day Weekend (May 24 through 27)
- Summer Nights (June 7 through July 27)
- Wawa Welcome America: Free Museum Night (July 3)
- Juneteenth (June 19)
- CollegeFest (September 15)
- Democracy for All Week (September 16 through 20)
- Halloween Nights (33 nights, September November)
- Family Fall Festival (October 27)
- Veteran's Day Weekend (November 8 through 11)
- Mural Dedication for *Pyrrhic Defeat* (November 19)
- Thanksgiving Week (November 25 through December 1)
- RockyFest (December 3)
- Winter Break (December 22 through January 3)





Workforce Development

EXPANDING OPPORTUNITIES FOR SYSTEMS-IMPACTED PEOPLE

Workforce development programs tailored to, and built by, returning citizens have emerged as a powerful tool for addressing the challenges faced by individuals reentering society after incarceration, including limited employment opportunities, social stigma, and the weight of past experiences.

Eastern State's two workforce development programs - the Preservation Trades Center (PTC) and Lived Experience Activating Dialogue (LEAD) Fellowship - serve as a catalyst for economic mobility and reentry support for returning citizens, providing pathways to sustainable, fair-wage employment.



Preservation Trades Center

The PTC engages Philadelphians historically underrepresented in the building trades, including returning citizens, in paid, hands-on training opportunities in masonry and carpentry, with a pipeline to sustainable living-wage careers in the skilled trades.

In 2024, we hosted two pre-apprenticeship programs - one Masonry Academy and one Carpentry Academy - with 19 total program graduates.



LEAD Fellowship

The LEAD Fellowship responds to a pressing need to support and empower returning citizens through a structured, paid program that both educates participants and shows how their voices and creativity can contribute to the world. It helps break the cycle of recidivism, fosters individual growth, and contributes to building more inclusive workplaces.

In 2024, we completed 2 Fellowship cycles with 12 total program graduates.



Center for Justice Education

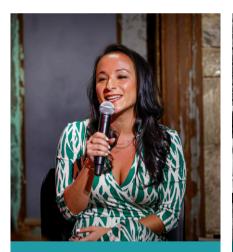
DISCOVER. DISCUSS. SHARE.

The Eastern State Center for Justice Education was established in 2024 to become a nationally recognized voice in criminal justice education, serving as a catalyst for workforce development and a connection point that provides opportunities for engagement, dialogue, and impact.

Three Major New Initiatives in Justice Education

This year, we created the Collaboratory for Justice Education, a dynamic community passionate about justice education; launched Justice 101, a discussion series examining the history of the American justice system at its impacts on society, citizens, and the world; and debuted Unlocking History, a video series examining the intricacies of everyday life at Eastern State Penitentiary and in prisons today.

We also teamed up with Visit Philly to host TED Democracy Fireside Chat: The Power of Participation, featuring talks by Pennsylvania Governor Josh Shapiro, Florida Rights Restoration Coalition President Desmond Meade, and Katie Fahey, Executive Director of The People. We welcomed 91 attendees for an impactful program that became a model for educational programs at Eastern State.



Justice 101

A monthly speaker series examining the history of the American justice system and the impact it has on our society, citizens, and world. Launched in January 2024 with 8 programs in its inaugural season, averaging 148 attendees per monthly program.



Unlocking History

A video series examining the intricacies of everyday life at Eastern State Penitentiary and in prisons today. Debuted in 2024 with videos about sports, Judaism, and the engineering achievements of a notable Eastern State prisoner named Stephen De Ayala.



Collaboratory for Justice Education

A group of educators from across the country with a shared passion for justice education, working to develop classroom curricula and educational tools. Established in 2024 with 37 members representing 15 states.





"My scouts took your class over the weekend and they absolutely loved it. I was also listening while working on the house and was really impressed and I even learned a lot. The class was set up very well and presented the course material in a very engaging way. I will be sure to recommend this class to other scouts and I hope that next time we visit our family in Levittown that we make the trip over to visit the site and see it for ourselves."

Heather Carpenter
Assistant Scoutmaster, Troop 208
Wellington, FL
Attended Virtual Scout Day in December 2024

Historic Preservation

PROTECTING THIS LANDMARK FOR FUTURE GENERATIONS

When it comes to historic preservation, 2024 was a year of resetting - finishing open projects and preparing for what's to come, while investing in everyday repair and maintenance of the property and rebuilding our in-house team. In 2024, we also completed a significant stabilization project for Cellblock 14, and completed two design efforts for future projects.

Cellblock 14 Facade

We completed a capital project at Cellblock 14 by restoring the east facade. The cellblock, both designed and constructed by people incarcerated at Eastern State, was reroofed in 2023. In 2024, we continued efforts to protect the building from water by installing concrete patches on the east facade. Patches on other faces of the building will be completed in a future phase.

The Cellblock 14 Facade Project was funded by The Redevelopment Assistance Capital Program (RACP), a Save America's Treasures grant, and an Anonymous Donor.



The Alfred W. Fleisher Memorial Synagogue requires significant mechanical and electrical upgrades to effectively protect the faithfully restored interior. In 2024, we completed construction drawings and sent the HVAC replacement project out to bid. The mechanical system will be replaced and the interior exhibits refreshed in 2025, ensuring adequate protection of the sensitive finishes and a fuller history of the story of Jewish life at Eastern State.

The Synagogue HVAC Replacement project is supported by a Keystone Construction Grant through the Pennsylvania Historical and Museum Commission and a gift from the McClean Contributorship.

Cellblock 1 Facade Planning

After observing a change to the roofline of Cellblock 1 in early 2024, we moved quickly to install overhead scaffolding and close off the area around the entrance. A thorough investigation revealed that historic coping stones were inadequately anchored and need to be reset. The repairs were designed in 2024 and will be completed when sufficient funds are available.

The Cellblock 1 Facade Repair project is supported by the Crystal Trust.









Thank You!

YOUR SUPPORT MAKES OUR WORK POSSIBLE

2024 Donors

Donors listed gave \$1,000 or more in 2024

\$1,000,000 & ABOVE

Commonwealth of Pennsylvania

\$250,000 & ABOVE

Anonymous

\$100,000 & ABOVE

Pennsylvania Department of Education

Pennsylvania Historical and Museum Commission

William Penn Foundation

\$50,000 & ABOVE

Crystal Trust

McLean Contributionship

\$25,000 & ABOVE

Connelly Foundation

Philadelphia Funder Collaborative

Truist Foundation

\$10,000 & ABOVE

Ann and David Brownlee

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Matt Lee and Elinor Haider

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Historical Preservation Education Foundation

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Sara L. Woods

\$1,000 & ABOVE

Albarell Electric, Inc.

Debra Appel and Gene Schneyer

Founding Forward

Steve and Barbara Gold

Christian R. and Mary F. Lindback Foundation

The Reichlin Family Foundation

Ellen and Ralph Rosen

Cara and Charles Schneider Bongiorno

Gail Seygal

Steve and Nancy Shapiro

Joan and Dane Wells



Leadership

2024 BOARD OF DIRECTORS

Matthew D. Lee, Board Chair

Partner, White Collar Criminal Defense and Regulatory Compliance Practice Group Fox Rothschild LLP

Nancy Klaus, Board Vice Chair

Principal Nancy Klaus LLC

Barbara Sicalides, Board Secretary

Partner, Antitrust & Business Litiaation Troutman Pepper Hamilton Sanders LLP

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Philadelphia Fund for Black Sacred Spaces

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Co-Founder and Chief Creative Office Chatterblast

Keith Reeves

Professor Swarthmore College

Ellen Rosen

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Former National Legal Director, American Civil Liberties Union Lecturer-in-Law. Columbia Law School and NYU School of Law

Jim Weinstein

Chief Financial Officer Penn Medicine at Home

Sara Woods

Co-President Heights Philadelphia



What's Ahead for Eastern State

INTRODUCING A NEW STRATEGIC PLAN

Eastern State Penitentiary has a fascinating history and complicated narrative that can be catalyzed to engage a nation in the discussion of criminal justice reform. We're in a pivotal moment for Eastern State, where we have a unique opportunity to build out our mission with new vigor and momentum to address key needs for our institution and society.

In spring 2023, we began a process of learning more about how our staff, Board, and stakeholders see us and how we see ourselves. The objective of this process of self-reflection was to seek a deeper understanding of the value we were providing our stakeholders and of how we might continue to evolve. What we learned has contributed significantly to a revision of our mission and vision as well as to the strategic priorities and goals that will guide our investment of time and resources for the next five years. We are proud to share the results of our lively discussions in this plan. The full version is available online; highlights are shared here in this report.

This strategic plan represents more than an outline of our goals; it's a plan to guide our journey forward into our next chapter of growth.





OUR NEW MISSION

Eastern State preserves America's first penitentiary, advancing public understanding of the criminal justice system and its impact on the lives of those affected by it, to inspire a more just future.

OUR NEW VISION

Eastern State envisions a criminal justice system that treats everyone with fairness and dignity.

Adoped by the Board of Directors, 2024

VALUES AND PRINCIPLES

Place Matters

We believe that Eastern State Penitentiary Historic Site is the foundation of our authority and credibility in advancing discussion on the criminal justice system.

Lived Experience

We believe the voices of individuals who have had lived experience with the criminal justice system are central to our work.

Preservation

We believe in protecting and preserving the history of Eastern State Penitentiary Historic Site through a multi-layered approach to preservation and interpretation.

Opportunity

We believe that people who have been incarcerated should be given a fresh start with the tools and opportunity to lead productive lives.

Civic Engagement

We believe we are all active participants in shaping our criminal justice system.

Strategic Priorities

2025 - 2029 PRIORITIES

We are proud to share our strategic priorities alongside revised mission, vision, and guiding values that reflect a clearer understanding of our purpose. Over the next five years, we will invest time and resources in the following areas where we have identified important opportunities for impact.

Reimagine the Visitor Experience

We will transform the visitor experience to be more cohesive, accessible, and engaging. By enhancing physical amenities, updating exhibits, and integrating digital and interactive elements that appeal to different ways of learning, we will offer a cohesive and enriched experience that invites diverse visitors to explore the site's history and mission in innovative and visitor-centered ways, both in-person and online.

Advance the Historic Preservation of ESPHS

We are committed to preserving and interpreting this historic site with care and integrity. Preservation efforts will honor the site's unique multilayered history, educating visitors on its historical, social, and architectural significance and reinforcing our mission to steward for future generations.

Expand our Workforce Development Initiatives

We will serve as a catalyst for economic mobility and reentry support for returning citizens, providing pathways to sustainable, fair-wage employment through programs like the Preservation Trades Center (PTC) and the LEAD Fellowship. We aim to be a model of fair-chance employment, workforce development, and community connections, expanding opportunities in the preservation and union trades, nonprofit, and corporate sectors.



Strategic Priorities, continued...

Support Learning through Justice Education

We will become a recognized voice in criminal justice education, exploring the evolution of the U.S. justice system and its impacts. Through innovative exhibits, public dialogues, educational programs and classroom tools, we will convene experts, justice-impacted individuals, youth, and the public to foster a deeper understanding of the evolution and impacts of the criminal justice system and criminal justice reform, with our focus always turned towards human dignity and justice.

Enhance Organizational Capacity

Eastern State Penitentiary Historic Site is a national treasure that preserves this powerful site of the nation's first penitentiary and presents the history and origins of the criminal justice reform movement as a vital part of the American experiment in democracy. Advancing organizational stability will allow us to preserve, grow, and strengthen the impact of this unique site.

LEARN MORE

You can read our full strategic plan online at EasternState.org.

SHARE YOUR THOUGHTS

Let us know what you think! We'd love your feedback. Send us an email at ceo@easternstate.org.



