



STRATEGIC PLAN 2023-2025

MISSION

We bring people and art together for discovery, learning, and enjoyment.

GOALS AND STRATEGIES

1. **Embed a visitor-focused approach in everything we do onsite, off-site, and virtually**
 - 1.1. Implement a positive overall Museum experience with continual benchmarking, monitoring, adjusting, and improvement
 - 1.2. Create a welcoming path with clear messaging and engagement options for visitors
 - 1.3. Integrate Community Engagement programming including connections, activities, and age-appropriate interpretation with overall Museum exhibition programming for all abilities
2. **Offer exhibitions and participatory educational opportunities that meet the community where they are and draws them in**
 - 2.1. Develop an exhibition schedule and community engagement plan for diverse audiences through innovative offerings and collaborative partnerships that encourage respectful dialogue and community conversations
 - 2.2. Broaden our reach through exhibitions and participatory educational opportunities that connect our community with significant local/regional/national/world issues
 - 2.3. Foster the care and support of the Museum's existing permanent collection and steward new gifts with an awareness to collection gaps
3. **Build on our community impact by diversifying our donors (individual/corporate), members, visitors, volunteers, fellows, interns, staff, and board**
 - 3.1. Create and implement DEAI initiatives with subject matter experts, creating and executing benchmarks
 - 3.2. Identify and overcome barriers for access and participation
 - 3.3. Continue to cultivate and retain new patrons/volunteers/staff/board to intentionally build and steward relationships
 - 3.4. Develop interpretive materials that are inclusive, community-oriented, and serve multiple audiences

- 4. Be the community convener to support collaborations in the region and beyond**
 - 4.1. Engage with other regional/state/national/international mission-aligned organizations through collaborative projects
 - 4.2. Position the Museum as a community convener (rentals, fundraisers, events, community engagement programming)
 - 4.3. Expand programming to continue building robust relationships with higher education, retirement centers and health and human service organizations, among others

- 5. Strengthen our organizational assets to support our strategic goals**
 - 5.1. Implement Planned Giving and secure an additional \$3-5 million funding for the Endowments
 - 5.2. Solidify an annual and long-term fundraising plan to support operations focused on: individual investment, foundation and corporate support, community partnerships (current and potential)
 - 5.3. Continue to develop and maintain a fully engaged, diverse, and inclusive board that represents the community
 - 5.4. Invest in retaining and recruiting forward-thinking, team-oriented, mission-driven, professional staff
 - 5.5. Implement a long-term plan to care for our landmark facility and grounds
 - 5.6. Prepare for the Museum's 75th Anniversary in 2026

VALUES

- Excellence
- Visionary
- Innovative
- Collaborative
- Community