



2018-2022  
STRATEGIC PLAN

## **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**

- 1.1. Complete a customer-service audit of day-to-day operations
- 1.2. Reconfigure Museum entrance to create a sense of arrival
- 1.3. Create a clear path for visitor engagement
- 1.4. Create a space utilization master plan
- 1.5. Integrate Art Venture with overall Museum exhibition and education programming

### **2. Offer exhibitions and participatory educational opportunities that meet the community where they are and draws them in**

- 2.1. Create a community engagement plan
- 2.2. Develop an exhibition schedule and education plan based on target audiences and well-rounded offerings
- 2.3. Use exhibitions and participatory educational opportunities to connect with the community around significant local/regional/national/world issues
- 2.4. Refine the Museum brand to better reflect, speak to the regional community
- 2.5. Foster the care and support of the permanent collection

### **3. Diversify our patron base: donors (individual/corporate), members, and visitors**

- 3.1. Determine gaps in our patron base
- 3.2. Evaluate Museum programming, interpretation and marketing to determine barriers for engagement
- 3.3. Create intentional ways to cultivate new patrons and build relationships

### **4. Become the community convener to support collaboration for arts in the region**

- 4.1. Expand relationships with other regional museums, arts organizations and statewide partner VMFA
- 4.2. Continue to engage other regional arts organizations through collaborative projects
- 4.3. Develop and market traveling exhibitions of the collection and temporary exhibitions

### **5. Strengthen our organizational assets to support our strategic goals**

- 5.1. Create a plan to fully fund the Museum's \$20 million endowment
- 5.2. Develop a fundraising plan to support annual operations focused on: individual investment, foundation and corporate support, and community partnerships (current and potential)
- 5.3. Develop a fully engaged board that represents the community
- 5.4. Invest in retaining and recruiting effective staff
- 5.5. Create a plan to care for one of our greatest assets - our building and grounds
- 5.6. Evaluate and build a plan to support banner exhibitions