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