



# MUSEUMS ALASKA

STRENGTHENING MUSEUMS ACROSS ALASKA

Museums Alaska supports museums and cultural centers in Alaska and enhances public understanding of their value.

## STRATEGIC PLAN

2019–2023

### LONG TERM GOAL 2023

Focus on organizational stability to strengthen our internal capacity and build multi-sector financial and mission partnerships.

#### CAPACITY

**DIRECTION 1:** Strengthen our internal capacity to support a sustainable and thriving organizational culture.

**GOAL A:** Review, revise, create, and affirm organizational documents (by-laws, policies, procedures, job descriptions).

**GOAL B:** Create tactical organizational plans to standardize procedures and provide continuity.

**GOAL C:** Strengthen the partnership between the board and the executive director.

**GOAL D:** Pursue strategic financial partnerships.

**GOAL E:** Build unrestricted income.

**GOAL F:** Transition staff on contract to a full-time employee with benefits.

#### PARTNERSHIPS

**DIRECTION 2:** Enhance Museums Alaska's statewide presence and impact through cross-sector partnerships.

**GOAL A:** Define and diversify Museums Alaska's individual and institutional partnerships.

**GOAL B:** Initiate networking connections with museums statewide.

#### ADVOCACY

**DIRECTION 3:** Be a proactive and constant advocate for museums in Alaska at the community, state, and national levels.

**GOAL A:** Increase attendance and participation in the Advocacy TaskForce.

**GOAL B:** Increase year round statewide museum advocacy efforts.

**GOAL C:** Advocate for museums and museum funding at the national level.

### CORE VALUES

**Resourcefulness** **Sharing**  
**Innovation** **Inclusivity**  
**Creating Community**