



MUSEUMS ALASKA STRATEGIC PLAN: 2019-2023

Approved by the Board of Directors on March 14, 2019

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

Core Purpose: Strengthening museums across Alaska

Core Values: Resourcefulness, Sharing, Innovation, Inclusivity, Creating Community

Long Term Goal 2023: Focus on organizational stability to strengthen our internal capacity and build multi-sector financial and mission partnerships.

STRATEGIC DIRECTIONS (2019-2023)

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.

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.

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.