

Museums Alaska Strategic Plan 2014-2020

Mission: The mission of Museums Alaska is to maintain an association of Alaska's museum professionals and volunteers in order to provide opportunities for improvement of museum and cultural center services in Alaska and to enhance public understanding of the purposes and functions of Alaska's museums and cultural centers.

Core Purpose: Networking Alaskan museums (*to each other, to their communities, and to the state*).

Members: Anchor institutions that focus on education, collection, and heritage

Core Values:

- **Inclusive** (*be a neutral collaborator, listener, and partner*)
- **Heritage** (*of local communities, regions, and the state*)
- **Resource Sharing** (*for members and communities through programs and partnerships*)
- **Sharing** (*serving as a neutral conduit between collecting and heritage institutions*)
- **Supporting Unique Alaskan Needs** (*in creative and inclusive ways*)

Core Annual Programs:

- **Membership** (*newsletter, website, networking opportunities*)
 - **Advocacy** (*working for public policies that support member institutions*)
 - **Professional Development** (*annual conference, resource-sharing, promoting leadership, and providing year-round educational opportunities*)
 - **Arts Acquisition Fund** (*grants for art acquisition*)
 - **Collection Management Fund** (*grants for collection management/conservation projects*)
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Long-term Vision:

- Connecting Alaskan museums and connecting Alaskans to their museums
- Be the guiding institution in public policy for Alaskan museums and cultural centers by the end of 2020

Mid-term Goals (2018-2020):

- Be "*The Clearinghouse*" for resources about Alaskan museums and cultural centers by the end of 2018
- Enlist 95% of eligible institutions in Alaska to membership by the end of 2019
- Increase the Donna Matthews Professional Development Fund's annual distribution to \$10,000 by the end of 2020

Short-term Goals with Objectives (2014-2017):

1. 100% board and staff engagement by the end of 2014
2. Focus on membership by adding and renewing an active base of members by the end of 2014
3. Build momentum in outreach and partnerships by the end of 2015
4. Increase access to information for museums and cultural institutions by the end of 2015
5. Increase training opportunities for members by the end of 2015
6. Increase awareness of Museums Alaska by the end of 2015
7. Budget for a living wage for Museums Alaska staff by the end of 2016
8. Strengthen and define a mutually-beneficial relationship with Alaska State Museum (ASM) by the end of 2017