



# MUSEUMS ALASKA

## STRATEGIC PLAN

2025-2029

### STRENGTHENING MUSEUMS & CULTURAL CENTERS

**OBJECTIVE A:** Build stronger relationships with and resources for small museums

**OBJECTIVE B:** Build stronger relationships with and resources for Alaska Native Cultural Centers & Museums (existing and future)

**OBJECTIVE C:** Increase educational resources for all

**OBJECTIVE D:** Explore potential shared services for our field

**OBJECTIVE E:** Build relationships with national, regional, and AK museum, arts, and cultural organizations

**OBJECTIVE F:** Investigate the potential effects of climate change on the museum and cultural center field

### IMPROVING OUR SUSTAINABILITY

**OBJECTIVE A:** Improve our branding and communications

**OBJECTIVE B:** Increase internal capacity

**OBJECTIVE C:** Grow revenue streams

### BEING A STRONG VOICE FOR MUSEUMS & CULTURAL CENTERS

**OBJECTIVE A:** Increase advocacy work

**OBJECTIVE B:** Provide more advocacy resources for the field

### MISSION STATEMENT:

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

**VISION:** Museums Alaska advocates for and champions museums so that all of Alaska's museums and cultural institutions are thriving.

### CORE PURPOSE:

Strengthening museums across Alaska

## CORE VALUES

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