

MUSEUMS ALASKA STRATEGIC PLAN: 2025-2029

Approved by the Board of Directors on September 11, 2025

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, Community

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

STRATEGIC DIRECTIONS

GOAL 1: Strengthening Museums & Cultural Centers

- **Objective A:** Build stronger relationships with and resources for small museums
 - *Action:* Create an outreach plan to contact every Alaskan museum on a regular basis
 - *Action:* Create 2 courses or cohorts aimed at small museum staff and volunteers
 - *Action:* Take steps to initiate a research project around how the generational shift will affect all museums, but small museums especially
- **Objective B:** Build stronger relationships with and resources for Alaska Native Cultural Centers and Museum (existing and future)
 - *Action:* Host 1 cohort on Alaska Native museum-related content/relationship building outside of the conference
 - *Action:* Participate in 3+ Alaska Native Tribal or Alaska Native Organization events with tables and/or sessions
 - *Action:* Create a cohort and 5 resources for Alaska Native Tribes and Tribal Organizations developing cultural centers.
- **Objective C:** Improve educational resources
 - *Action:* Send annual programming surveys
 - *Action:* Hold 4 webinars a year
 - *Action:* Hold 1 cohort in every non-conference year
 - *Action:* Add 12 resources a year to our website
- **Objective D:** Explore potential shared services for our field
 - *Action:* Investigate 5 program models of similar entities, share top 2 models with the board, and implement 2 pilot projects to test business model
- **Objective E:** Build relationships with national, regional, and AK museum, arts and cultural organizations
 - *Action:* Create partnerships with 2+ statewide, regional, or national organizations
- **Objective F:** Investigate the effects of climate change on the museum and cultural center field
 - *Action:* Develop, fund, and implement a follow up project to the Preparing Alaska's Cultural Organizations for Emergencies (PACO) cohort
 - *Action:* Add 5+ resources around green infrastructure and green practices to our website by 2029

- *Action:* Investigate the economic impact of climate change on AK museums (i.e. utilities price increases, increased environmental disasters, potential collapse of industries related to fundraising)

GOAL 2: Improving Our Sustainability

- **Objective A:** Improve our branding and communications
 - *Action:* Add 7+ pages to website to include a fuller picture of our organization and add more resources
 - *Action:* Build a relationship with ATIA
 - *Action:* Create a marketing plan for Museums Alaska
- **Objective B:** Increase internal capacity
 - *Action:* Grow the director's salary and benefits to a competitive rate
 - *Action:* Provide consistent annual training for the board
 - *Action:* Create new/update administrative policies, manuals, and plans
 - *Action:* Create a plan to hire part-time Programming/Communications Manager
- **Objective C:** Grow revenue streams
 - *Action:* Update and implement fund development plan to increase donations by 30%
 - *Action:* Update Business sponsorship strategy to increase business sponsorships every year (a specific goal will be set once we have established a benchmark)
 - *Action:* Host an annual forward-looking financial meeting
 - *Action:* Create a plan to increase investment/endowment fund every year
 - *Action:* Implement a rate plan adjustment/calendar

Goal 3: Being a Strong Voice for Museums & Cultural Centers

- **Objective A:** Increase advocacy work
 - *Action:* IMLS reauthorization work in 2024-2025 working as a COSMA member and partnerships with AAM, AASHL, Small Museum Association
 - *Action:* Improve DC advocacy
 - *Action:* Improve Juneau advocacy
 - *Action:* Encourage all museums and cultural centers to complete IMLS national survey every year
 - *Action:* Create biennial economic impact report for Alaska
- **Objective B:** Provide more advocacy resources for the field
 - *Action:* Research and potentially implement a tool to streamline local and state advocacy
 - *Action:* Provide 15 resources on city and borough advocacy