

# Strategic Goals & Objectives | Approved Jan 2017

The Wiregrass Museum of Art inspires a lifelong appreciation for the visual arts by providing innovative educational programs that engage diverse audiences through the collection and exhibition of quality works.



## MISSION & VISION STATEMENT



### ***Mission Statement***

The Wiregrass Museum of Art inspires a lifelong appreciation for the visual arts by providing innovative educational programs that engage diverse audiences through the collection and exhibition of quality works.

### ***Vision Statement***

As a cultural anchor, the Wiregrass Museum of Art inspires creativity to enhance the everyday life of its community and leads the regional conversation on the importance of the arts.

## CORE VALUES



- **Power of Art / Inspiration / Creativity:** We believe in the transformative experience of art and are dedicated to providing our audience with exceptional experiences of direct contact with unique objects, and works of art, through access to our collections and diverse exhibition schedule. These works of art are at the core of the museum's identity.
- **Excellence and Leadership / Professionalism:** We believe in treating all visitors and colleagues with respect and will strive for best practices in all we do. Creative expression is central to how we plan, teach, and face adversity.
- **Integrity:** We believe that we are accountable for the care and preservation of the collections and all objects entrusted to us. We stand for our values in making difficult decisions and will maintain accountability to our donors through good stewardship of donations and generous giving.
- **Excellence in Education:** We believe in a welcoming environment for all to learn. We will provide life-changing educational experiences through research and direct interactions with visual art. We will encourage lifelong learning and a diverse student body to express new and challenging ideas at every age.

## COLLECTIONS & EXHIBITIONS

### Goals

**Goal #1:** Advance WMA's Collections program in support of its educational mission, and encourage dialogue on visual expression of important works.

- Develop innovative strategies to increase access and appreciation of WMA's unique collection and interpret the collection through effective presentation.
- Develop comprehensive plan for the growth of permanent collection holdings.
- Prioritize preservation needs and the highest standards in collections stewardship for future generations.

**Goal #2:** Offer a relevant and vibrant exhibition schedule that supplements or complements the permanent collection, stimulates new and diverse audiences, and promotes ongoing participation from existing members and visitors.

- Provide a platform for contemporary, visual artists and their work through exhibition and innovative programs with an emphasis on participatory strategies.
- Collaborate with other art museums and institutions through loans.
- Develop methods that encourage and provide safe space for dialogue among diverse constituents.



## EDUCATION & PROGRAMS

## Goals

**Goal #1:** Foster lifelong learning with engaging education programs for members, patrons, visitors and community, realizing that inspiration and creativity is an essential component of the museum.

- Create an open learning environment.
- Strengthen relationships with city and county schools and provide resources for students and educators alike.
- Increase opportunities to involve under-served groups in the visual arts and broaden efforts to include more diverse audiences.
- Present a wide variety of interpretive material and encourage open discourse.

**Goal #2:** Engage a wide-ranging and diverse audience and focus on the complete visitor experience at the museum.

- Develop strategies to engage traditional and non traditional museum partners.
- Increase exhibition related programs for all ages and attract a regional audience.
- Establish and evaluate an interpretation plan for in gallery learning, including new media and technology.



## COMMUNICATION & PLACE

### Goals

**Goal #1:** Promote and build community collaborations, partnerships and alliances to strengthen the Museum's role as a respected cultural leader in the community.

- Develop annual marketing campaign which educates the public about the museum's history and significance.
- Communicate consistent messaging from board and staff.
- Explore innovative technologies in traditional and non traditional communications, including digital strategies.

**Goal #2:** Maintain excellence in physical structures and grounds with an emphasis on providing an inviting space for diverse constituents.

- Create a cultural gathering space.
- Evaluate current building usage and create comprehensive plan which addresses the safety and needs of visitors and staff.
- Adhere to best practices in the preservation of the building and ensure adequate environmental controls for the care of collections and loans.



## FINANCE & ADMINISTRATION

### Goals

**Goal #1:** Cultivate a supportive, creative, and sustainable working environment that allows for personal and professional growth that will enhance and better serve the museum.

- Provide ongoing professional development opportunities for staff members, volunteers, and board members.
- Support staff's personal goals and allow individual opportunities for community involvement.
- Prioritize communication across departments to ensure that all staff is well informed of all museum activities.
- Encourage museum stakeholders to approach their work with creativity and curiosity to position the museum as a thought leader in the community.

**Goal #2:** Enhance financial resources to maximize creativity, sustain programmatic excellence, and strengthen the Museum's positioning as the premier cultural resource in the region.

- Develop museum-wide understanding that fiscal stability is essential as well as helpful in retaining the best staff, volunteers, board members, and supporters.
- Educate and encourage philanthropy inside and outside of the museum among all stakeholder groups, including staff.
- Establish stable, and reliable, funding for exhibitions, programs, and special events.
- Establish sufficient funding to support current and future staffing needs.
- Diversify income streams; emphasis revenue-producing activities.
- Focus on strategies for cultivation, solicitation, retention, and stewardship.



## BOARD OF TRUSTEES

### Board of Trustees

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- Collins Trott – *Vice President*
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- Mayor Mark Saliba – *Mayor of Dothan*
- Kevin Cowper – *City Manager of Dothan*
- Dana-Marie Lemmer – *WMA Executive Director*

## Museum Staff

### **Dana-Marie Lemmer**

*Director and Curator*

### **Lara Kosolapoff-Wright**

*Communications Manager*

### **Robin Johnston**

*Special Projects Administrator*

### **Melissa Rea**

*Development Director*

### **Amanda Holcomb**

*Art Educator*

### **Brook McGinnis**

*Art Educator*