



Association of Art Museum Directors

## **Executive Summary**

July 31, 2010

**Association of Art Museum Directors**

### **Strategic Plan 2010-2014**

Prepared by the Strategic Planning Steering Committee of the Board of Trustees, in association with AAMD membership

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## **Leadership in a Changing World**

As the Association of Art Museum Directors approaches its Centennial in 2016, the new strategic plan positions us to be a strong and active organization that represents the diversity of art museums and their leadership in North America. The plan enables AAMD to leverage the talent and experience of its members to meet the needs of its profession and the communities we serve. Focused on leadership, advocacy, and excellence, this plan will ensure that art museums continue to play an essential role in contemporary society.

All around us are currents of major social, demographic, and political change; and some of the cornerstones of our profession are being displaced. Now is the time to think in new ways about our Association and the role we play collectively to articulate the values for which we stand. Our Association must be more open, inclusive, and representative of the diversity of North American art museums. We must reach out, and invite other voices in, to boldly lead and be more effective in our efforts.

Consultation with the membership highlighted three ideas above all others. First, that AAMD must be the leading voice in the sector, capable of galvanizing members to action through clarity and conviction. Second, in all that it does, in word and deed, AAMD must define and uphold the best professional standards, defined by ethics, clear values and principles of service. And finally, through actions which inspire, AAMD members must strive to shape both the issues that will define our practice and prepare leadership for the future.

The resulting plan expresses this desire to lead museums effectively in the 21<sup>st</sup> century; enhance and fortify standards and service; and help each other build essential skills and partnerships. We will assert with clarity the privileges and obligations of member benefits, galvanize advocacy for our field and the artists and many stakeholders we serve, and provide professional leadership in our field which inspires others to follow.

This strategic plan reflects a 15-month process of self-study and consideration of external conditions nationally and internationally through surveys of members, confidential interviews with thought leaders in our field and discussions among the membership at two major meetings in 2009 and 2010 and through the website. Led by the Strategic Planning Committee with consistent Board and membership engagement, this plan is a roadmap for our success during the next four years. AAMD is committed to keeping this plan alive by reviewing progress on one goal at every Board meeting and an overall review and update once a year.

The strategic planning process has resulted in an updated Mission and new inspirational Vision; and Values, Goals and Objectives that will support AAMD in achieving both:

### **Mission**

*The Association of Art Museum Directors promotes the vital role of art museums throughout North America and advances the profession by cultivating leadership and communicating standards of excellence in museum practice.*

### **Vision**

*Making art essential to everyone.*

### **Values**

*Excellence*

*Diversity*

*Collegiality and Collaboration*

*Transparency*

*Public Service*

*Lifelong Learning*

### **Goals and Objectives**

*Increase public appreciation of and support for the vital role of art and art museums.*

1. Increase public support for the significant contributions of art and art museums to society, including: inspiration & creativity, education & lifelong learning, intercultural understanding, aesthetic experience, economic development, and community revitalization.
2. Develop targeted and effective government advocacy strategies.

*Foster effective leadership within the North American arts community.*

1. Define, monitor, and maintain professional ethics and standards for the field.
2. Chart the path for art museums to thrive in the 21st century.
3. Actively cultivate talent in the field.
4. Build effective partnerships with government agencies, professional associations, and advocacy groups, both within North America and internationally, to advance the mission of the organization.
5. Build AAMD profile as a leader in the field.

***Create a community for exchanging ideas, addressing common challenges, and building collegial relationships.***

1. Enrich the AAMD community by expanding the membership to include a greater range of art museums and perspectives.
2. Develop innovative, topical, and forward-thinking programs for AAMD meetings and programs.
3. Enhance efficacy of member communications.
4. Establish a governing structure that sets a clear process for effective and transparent decision making.
5. Enhance accuracy, timeliness, and usefulness of statistical data.
6. Enhance member benefits and define obligations.
7. Build a strong organization to fulfill the mission and goals of AAMD.