



Alma Thomas, *Air View Of A Spring Nursery*, 1966, acrylic on canvas, Museum purchase and gift of the National Association of Negro Business Women, and the Artist. GI979.53

**STRATEGIC PLAN**  
**2020-2023**





## STRATEGIC PLAN 2020-2023



## MISSION

The Columbus Museum brings art and history to life for the communities of the Chattahoochee Valley.



## VISION

The Columbus Museum will be a cultural leader in the Southeast, distinguishing itself through an educational approach that engages visitors, stimulates creativity, inspires critical thinking, sparks conversations and brings art and history to life.

## MANDATE - WHAT WE DO

### The Columbus Museum:

- Presents compelling permanent and temporary exhibitions and programs of American art and regional history
- Generates and shares knowledge and encourages engagement through exhibitions, programs, publications, and web-based materials
- Collects, preserves, and interprets high quality works of art and significant regional historical objects
- Cultivates a strong partnership with the Muscogee County School District and other community institutions to deliver engaging educational experiences for all students
- Integrates the beauty and history of the Olmsted Gardens as a key element in the museum experience







## VALUES - CORE BELIEFS THAT GUIDE OUR CONDUCT

- **Quality:** We will excel in everything we do
- **Accessibility:** We will create a welcoming, respectful, safe, engaging, and inclusive environment for all visitors
- **Collaboration:** We will create strong and effective partnerships with community organizations and institutions
- **Curiosity:** We will remain relevant by continuously seeking to learn, think, and explore new territories
- **Stewardship:** We will diligently build and care for our collection, facility, and garden, make wise business and financial investment decisions, and plan for our financial future
- **Accountability:** We will hold ourselves accountable to the community and our partners by demonstrating and communicating our successes



## STRATEGIES

The following definition of successes will guide the Museum forward and serve as the foundation in all that we do:

- We will celebrate art and history as an inclusive platform to spark creativity, deeply engage diverse audiences, and educate our visitors
- We will serve as a leader in supporting local cultural organizations and aspire to bring art, history, and community together in the spirit of collaboration
- We will create a welcoming, respectful, and inclusive environment for all visitors from many viewpoints
- We will engage the community by providing an accessible and welcoming center of learning and will be intentional in our decisions to develop high-quality and relevant collections, exhibitions, and programs
- We will strengthen our educational and outreach programs in order to reach a diverse audience that is representative of our community
- We will be transparent and accountable in all our efforts to develop, implement, maintain and evaluate our programs to ensure long-term financial sustainability for the Museum

## GOALS AND OBJECTIVES:

**1. Serve our community by creating an educational, engaging, and welcoming environment that effectively presents American art and regional history, finding connections between the two areas as appropriate:**

- Create high quality and engaging educational programs for visitors of all ages and backgrounds
- Create an inclusive environment that celebrates, recognizes and welcomes the diversity of the community we serve and provides a stimulating, engaging and welcoming environment for all visitors
- Optimize our brand to inform and educate our community, engage with our diverse audiences, and enhance our presence in our community
- Create an effective integration of the Bradley Olmsted Garden in the total Museum experience

**2. Serve as a key resource and strong partner with other community and educational organizations:**

- Collaborate with the Muscogee County School District and other community partners to develop relevant and diverse educational programs that strengthen our community engagement and outreach efforts
- Facilitate on-going relationships with community and educational institutions to identify partnership opportunities that enhance and expand our offerings and programs in pursuit of becoming a more inclusive institution
- Establish collaborations with educational, civic, and cultural institutions to advance our knowledge and to leverage our expertise

**3. Ensure relevant, engaging, and high quality collections and exhibitions:**

Develop a methodology to evaluate and assess the exhibition program to ensure relevancy and connection with our community



- Effectively utilize communications and technology to align collections and exhibitions as an element of our educational programs
- Develop an avenue to connect with our supporters and advocates who share our commitment of having a collections program of excellence
- Establish a reputation as a leader that invites the community to participate in the development and evaluation of exciting exhibitions, notable programming, and meaningful collections
- Take full advantage of the permanent collections and temporary exhibitions to serve the community by reflecting our diverse artistic and regional history and culture

#### **4. Ensure long-term financial sustainability and grow organizational capacity:**

- Recruit, retain and engage a diverse and talented staff, Board, and volunteer corps to provide leadership, expertise, support, and advocacy for the Museum
- Develop opportunities to engage, inspire, and educate the Board and staff on long-term strategy and fiduciary responsibilities
- Grow and diversify the Museum's financial operational and endowment resources
- Ensure the organizational structure and the roles of the staff and board support our strategic vision; establish realistic, measureable, and relevant benchmarks to evaluate our strategic performance

