

Illinois Association of Museums 2015 Strategic Goals

GOAL 1: To have an effective governance model that involves board, staff and members.

Rationale: An effective governance model will help us fulfill our mission and accomplish our goals.

Outcomes: An effective governance model will increase membership and engagement, financial sustainability and better use of our members' talents and skills.

Objective 1a: Evaluate staff roles, goals and staffing plan

Objective 1b: Evaluate board duties and responsibilities

Objective 1c: Identify roles and set up procedures to involve members

Objective 1d: Recruit new board members to reach board capacity (Note: diversity; regions)

GOAL 2: To use a business model that ensures financial stability and delivery of services.

Rationale: We will be able to accomplish our goals and be oriented toward growth of services.

Outcomes: Members will receive increased services and advocacy support. IAM will be a stable resource for members.

Objective 2a: Review financial situation

Objective 2b: Develop multi-year financial plan

Objective 2c: Identify sources of earned and donated income

Objective 2d: Develop policies and procedures manual

GOAL 3: To build a stronger advocacy capacity for Illinois museums and IAM.

Rationale: We will raise visibility for Illinois museums.

Outcomes: Museums will be seen as more essential to communities and as a Resource..

Objective 3a: Engage members in achievement of Goal 3 (Note: more comfortable, confident with advocacy)

Objective 3b: Develop comprehensive advocacy plan

Objective 3c: Increase members' awareness of need for advocacy

Objective 3d: Address advocacy training (Note: building relationships with elected officials)

Objective 3e: Increase awareness of resources for advocacy

Objective 3f: Create advocacy network (Note: Advocacy Day)

GOAL 4: To have an effective and all-inclusive communication strategy and systems that informs and engages all areas of IAM.

Rationale: This goal leads to increased efficiency and engagement.

Outcomes: This goal will result in more informed and engaged members and promote the exchange of ideas among members.

Objective 4a: Develop a work group including IAM members to upgrade communication tools

Objective 4b: Identify IAM members' preferred communication methods

Objective 4c: Develop a communication plan that describes the methods of communication and how they can be used: for whom, timelines, costs

Objective 4d: Review all IAM communication for relevance and intended audiences

GOAL 5: To provide professional development and promote best practices to the museum community through increased membership, participation in IAM programs and use of IAM resources

Rationale: This goal is directed toward fulfillment of IAM's mission to promote best practices.

Outcomes: Accomplishment of this goal will lead to greater professionalization of the museum community.

Objective 5a: Increase IAM's membership

Objective 5b: Promote participation in IAM's programs

Objective 5c: Encourage the use of IAM's resources

GOAL 6: To increase diversity and inclusion within IAM and its membership.

Rationale: It is essential for museums to be part of the community.

Outcomes: Museums will increase their audiences. IAM will have more members.

Objective 6a: Use AAM and AMM diversity strategies as models

Objective 6b: Establish a session on diversity and inclusion at Annual Conference each year and incorporate diversity/inclusion issues into the regular spring workshop schedule

Objective 6c: Address diversity in all IAM publications

Objective 6d: Actively recruit diverse members for IAM membership, the IAM's Board of Directors and the Board's committee structure

Objective 6e: Establish an Equity and Diversity Task Force to assess, promote, and recognize diversity within the Illinois museum community.