

7/30/08

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**UPDATE: 2007 – 2010 UMAC Strategic Plan
Goals, Strategies (objectives) and Action Steps**

Red indicates where specific action or change has taken place since 8/24/07

Yellow indicates where Goals have been shifted or changed significantly

GOAL 1. IDENTIFY AND PROMOTE THE VALUE OF UNIVERSITY MUSEUMS AND COLLECTIONS.

Strategy 1.1 *Create an Advocacy Working Group. Done.*

Strategy 1.2 *Create a "tool kit" of materials to assist Members. In planning. The WG has suggested that this strategy is more appropriate as part of Goal 3.*

Strategy 1.3 Identify the value of university museums and collections. Limited action.

Strategy 1.4 Promote the value of university museums and collections. Limited Action: UMAC has used the Newsletter and Web site to promote the value (e.g., the UMAC Guidelines for UNIVERSITY MUSEUMS & COLLECTIONS - see: <http://publicus.culture.hu-berlin.de/umac/guidelines.html>).

Strategy 1.5 *Solicit New Information; formerly Goal 7. No action. The WG suggests deleting this Strategy (Goal 7).*

Strategy 1.6 *Promote and develop strategic partnerships, international cooperation & exchanges; formerly Goal 5. No action.*

GOAL 2. PROVIDE SERVICES THAT INFORM, COMMUNICATE AND ENCOURAGE PARTICIPATION (the "Resources" portion of this Goal was moved to Goal 3).

Strategy 2.1 Provide an Annual Conference: Ongoing.

Action 2.1.1 *Develop Conference Guidelines: Board needs to discuss conference guidelines and see if they are complete. Action needed?*

Action 2.1.2. *Create Guidelines for Speakers This is a new Strategy. Done.*

Action 2.1.3 *Develop Guidelines for Financial Practices. Action needed?*

Action 2.1.4 *Develop Conference Schedules. Done*

Strategy 2.2 Publish Conference papers and other documents that add significantly to the body of knowledge regarding university museums and collections and which are accessible to the field: Ongoing.

Action 2.2.1 *Establish Publication series: done prior to 8/24/07.*

Action 2.2.2 *Create an electronic publication for the Proceedings: Done: contract made with Humboldt Univ. for design of the web platform in process. Possibility of publishing by 09/2008.*

Action 2.2.3 *Review process for selecting, editing and preparing papers for publication. This is a new Action – is it needed?*

Strategy 2.3 Publish a Newsletter. Ongoing

Action 2.3.1 *An electronic version available. Done.*

Action 2.3.4 *Redesign Newsletter & format new template. Done.*

Action 2.3.5 *Redesigned Newsletter is published 1-2 times per year. Done.*

Strategy 2.4 Create a website that has a clear-cut description of UMAC, its purposes and activities, and a comprehensive body of resources, contacts, and information. *Ongoing.*

Strategy 2.5 Create a Database. *Ongoing.*

GOAL 3. SHARE BEST PRACTICES AND RESOURCES

Strategy 3.1 Identify the best standards & practices. No action

Strategy 3.2, Action 3.2.2 *Share the best practices through programs and services. Board has discussed of sharing workshops at 2010 ICOM Conference, Shanghai, China.*

Strategy 3.3 Create a "Help" section on the Web Page: *New Strategy. Done.*

Action 3.3.1 *Technical Information: Ongoing.*

Action 3.3.2 *Helpful Articles: In process.*

Action 3.3.3 *Peer Consultation (list): Done.*

Action 3.3.4 *Help Blog: Done.*

GOAL 4. PROMOTE RESEARCH AND GENERATE NEW IDEAS (formerly Goal 6: the WG suggests that this goal has value but it should be dropped because other organizations and institutions are more suited for this.)

Strategy 4.1 Solicit Information Regarding Research. Action?

Strategy 4.2 Facilitating Information Exchange. Action?

GOAL 5. CREATE A SOUND AND SUSTAINABLE ORGANIZATION (formerly Goal 8)

Strategy 5.1 *Prepare for Board Election 2010: review & develop election procedures, nominations & practices, and Board authority. Board decided to appoint chairs of working groups and all other special appointments.*

Strategy 5.2. Create a plan for recruitment of new Board Members & Chairs for WGs. Ongoing.

Strategy 5.3 Create an orientation program for new Board members. No action.

Strategy 5.4 *Create a Budget for 2007 – 2010: New Strategy. No action.*

Strategy 5.5 *Create an Operational Plan: New strategy in process: draft under review.*

Strategy 5.6 *Seek New Members & Retain Members; formerly Goal 4. No action.*