

2009 – 2010 UMAC Strategic Plan
Working Group
Revised 9/28/09

Goal 1. PROMOTE THE VALUES OF UNIVERSITY MUSEUMS AND COLLECTIONS: collecting, researching, teaching and public programming

Strategy 1.1 Increase activities of Advocacy Working Group.

Strategy 1.2 Create a “tool kit” of materials to assist Members.

Strategy 1.3 Encourage research and teaching in museums.

Strategy 1.4 Illustrate the value and connections of collections to the community.

Strategy 1.5 Research and disseminate new ideas in public programming and museology.

GOAL 2. PROVIDE SERVICES THAT INFORM, COMMUNICATE AND ENCOURAGE PARTICIPATION

Strategy 2.1 Organize the Annual Conference.

Strategy 2.2 Publish Proceedings: the online electronic journal of Conference papers and other documents of significance to the field.

Strategy 2.3 Publish the Newsletter, an online electronic bulletin.

Strategy 2.4 Improve, expand and manage a website.

Strategy 2.5 Improve, expand and manage the Database of University Museums.

GOAL 3. SHARE BEST PRACTICES AND RESOURCES

Strategy 3.1 Increase networking.

Strategy 3.2 Develop strategic international partnerships and exchanges.

Strategy 3.3 Improve and expand the Help section of the UMAC web site.

GOAL 4. CREATE A SOUND AND SUSTAINABLE ORGANIZATION

Strategy 4.1 Proceed with the Operational Plan; annually revise the Operational Plan.

Strategy 4.2 Create a budget for 2009 – 2010

Strategy 4.3 Create plan for Board succession and Board election 2010.

Strategy 4.4 Increase the number of new Members and retain previous Members.

Strategy 4.5 Prepare for changes in the global society of academic museums including effects of economics, population shifts, conflicts, environmental adversity, and cultural concerns.

Strategy 4.6 Annually revise the Strategic Plan.