

**DRAFT – not for general distribution****WG for Strategic Planning: Function/Aim, 2009 Goals & Objectives, History\*****Function/Aim**

To develop a strategic plan for UMAC: the WG will do this by working with the Board, the Chairs of WGs, and the Members to identify the most important goals and objectives, to create strategies, to align resources, and to accomplish tasks.

**2009 Goals & Objectives of WG**

- Revise and simplify the Plan to show top priorities.
- Work with the Chair to develop an operational plan.
- Revise planning documents and information on the website

**History**

9/2005 The WG Committee was formed at the UMAC Annual Conference in Uppsala, Sweden. Peter Tirrell was appointed Chair. The Chair held a general discussion with Conference participants regarding the future of UMAC focusing on two questions: “What do we want?” and “How do we get it?” The information was used to assist in developing a survey.

5/2006 To gain information about UMAC and the interests and concerns of its Members, a survey was designed and distributed. Results of the survey were analyzed and used to draft a mission, vision, and list of goals, objectives, strengths and weaknesses and other information.

7/2006 The annual report of the WG’s activities was included in the AGM.

9/2006 The Results of the Survey were presented to the Board and participants at the 2006 Conference in Mexico City, Mexico. The mission and vision were reviewed and critiqued. The goals and objectives were prioritized.

5/2007 The Chair of the WG formed a Task Force to review and revise the prioritized goals and objectives and to begin the process of outlining strategies and action steps.

7/2007 The annual report of the WG’s activities was included in the AGM. The draft of the Strategic Plan was distributed to the Board and was placed on the website and made available to Members.

8/2007 The Strategic Plan and the planning process was discussed and critiqued by the Board by Members at the Conference in Vienna, Austria. The Board approved the Plan. The Board established the WG for Advocacy and expressed the need to develop a “tool kit” that can be used to show the value of university museums and collections. The Board decided that it would appoint Chairs of WGs and make all other special appointments to the Board. An operational plan was proposed.

9/2008 At the UMAC Conference in Manchester, UK, revisions to the Plan were presented to the Board and subsequently refined. The Plan was reviewed regarding major accomplishments that included the establishment of an electronic newsletter and Conference Proceedings.

9/2009 At the 2009 Conference in Berkeley, CA, the WG will present a revised Strategic Plan and an operational plan. Revised documents and information will be installed on the website

\* Throughout the process, there were hundreds of communications between Board Members, Members, and Members of the WG for Strategic Planning (incl. Task Force). The Chair of the WG (Tirrell) and the Chair of UMAC (Weber) also participated in bi-monthly live videoconferences. Additional videoconferences were held between the Chair of the WG and several members of the WG.