

UMAC Strategic Plan 2016-2019

Goals	Coordination	Objectives	Tasks	Outcomes Calendar
1. Improve UMAC Governance and Efficiency	Marta Lourenço	1.1 Use more of ICOM's infrastructure to position UMAC as ICOM's arm for the higher education system worldwide.	<ul style="list-style-type: none"> - Consolidate UMAC's position in ICOM. - Identify and establish strategic relations with relevant stakeholders (AAMG, Universeum, existing national networks worldwide, higher education systems). (Transversal Board Task) - Establish strategic relations with ICOM's affiliated organizations, regional alliances and national committees. - Migrate UMAC infrastructure to Paris. 	2016-2019 (reporting every AGM) Migrate infrastructure to Paris: 2017
		1.2 Expand UMAC to strategic regions	<ul style="list-style-type: none"> - Develop Expansion Plan to strategic geopolitical regions (Asia, South America, Africa and Middle East). (Transversal Board Task) - Upgrade UMAC Database and refresh its design. - Increase presence of university museums and collections from strategic regions in UMAC Database. 	Expansion Plan: October 2016 to implement 2017-2019. New UMAC Database: December 2016
		1.3 Improve communication among members and among the Board.	<ul style="list-style-type: none"> - Update members' database. - Create mailing list to communicate with members only (google groups?). - Establish skype Board Meetings every 3 months. 	Members' database and dedicated mailing list: July 2016
		1.4 Evaluate and update internal documents (Rules, Guidelines for Conferences, Annual Plan, Annual Report, Financial Report & Audits).	<ul style="list-style-type: none"> - UMAC Rules & Bylaws: Update following ICOM General Assembly 2016; create new electoral procedures; diminish number of Board Members. - Guidelines for Conference Hosts: create and/or update Guidelines; create template of 'agreement of cooperation' with host. - Consolidate Annual Plan (articulated with Financial Plan). - Consolidate the financial report and establish an audit committee (2 external members). 	Guidelines for Conference Hosts/Agreement of Cooperation: October 2016 UMAC Rules & Bylaws: approved at the AGM 2017 Consolidated Annual Plan, Budget, Annual Report, Financial Report (with external Audit): AGM 2017

		1.5 Increase evaluation practices.	<ul style="list-style-type: none"> - Implement regular evaluation of Annual Meetings and other activities. - Introduce the use of indicators and statistics. 	Implemented at UMAC 2017 (Helsinki)
		1.6 Create and organise the UMAC Archives.	<ul style="list-style-type: none"> - Assemble dispersed materials (paper and digital) - Digitalise, organise. 	Temporary drive (Google, Mega); migration to server in Paris in December 2017.
2. Consolidate UMAC's Role as a Reference for U-Museums and Collections	Barbara Rothermel	2.1 Consolidate UMAC's tools and services to the community of u-museums and collections.	<ul style="list-style-type: none"> - Create the UMAC Travel Grant Special Programme: eligibility, criteria, scope (UMAC members any conference or UMAC Annual Conferences only?), deadlines, documentation required, review committee. - Explore the possibility of creating a UMAC Training Special Programme and a database of consultants (articulate with ICOM-ITC). - Coordinate Annual Conferences. - Create Standards and Best Practices Committee. 	<p>New UMAC website: December 2016</p> <p>Initiate UMAC Travel Grant Programme: 2017</p>
		2.2 Consolidate UMAC WGs, after a thorough evaluation	<ul style="list-style-type: none"> - Create WGs Ad-hoc Committee to assess goals, strategy, calendar and work plans. 	New WG landscape approved at the AGM 2017.
		2.3 Consolidate UMACJ as the reference academic journal for university museums and collections in the long-term.	<ul style="list-style-type: none"> - Create UMACJ Ad-hoc Committee (Chair: Andrew Simpson) to: i) expand scope beyond proceedings; ii) examine owners and publishers; iii) revise editorial policy, editorial committee, submission criteria, guest editors; iv) citation index. 	2016-2019 (reporting each year to AGM)
		2.4 Create and consolidate national and regional networks.	<ul style="list-style-type: none"> - Promote meetings and collaborative projects of national and regional networks. - Provide guidelines for national and regional networks. 	New Guidelines: AGM 2017.
		2.5 Evaluate the editorial policy of UMAC publications and publish reference materials for u-museums and collections.	<ul style="list-style-type: none"> - Develop UMAC Publications Policy (aligned with ICOM's). - Publish UMAC's history. - Initiate series of guidelines for museums and collections ('UMAC-o-grams'). - Publish Milan Proceedings. 	<p>UMAC History booklet: 2016</p> <p>UMAC Publications Policy: AGM 2017</p> <p>Milan Proceedings: AGM 2017</p>
3. Expand UMAC and Improve its	Graciela Weisinger	3.1 Disseminate UMAC's mission in strategic	<ul style="list-style-type: none"> - Expand UMAC core materials (to be selected) to UN official languages (Arabic, French, Spanish, Chinese, 	Delivery of core materials: to be

Inclusiveness		geopolitical regions.	Russian, apart from English), and languages of Board members (Farsi, Portuguese, Japanese) (articulate with ICOM's updated image)	discussed
		3.2 Expand UMAC services (training, consulting) to improve professional standards in university museums and collections worldwide	- Develop aggressive Communication Plan to publicize UMAC's services and reference materials, particularly in strategic geopolitical regions (articulate with Expansion Plan, ML).	Communication Plan: October 2016 to implement 2017-2019.
		3.3 Align UMAC with the needs of small university museums and collections, particularly outside Europe and North America.	- Evaluate more precisely the needs and expectations of small museums and collections worldwide (sample questionnaire). - Develop specific materials (in co-ordination with BR).	Evaluation results: October 2017 Materials: December 2018
		3.4 Improve UMAC image and recognition within higher education systems and cultural sectors worldwide.	- Create UMAC Website Newsletter and Social Networks Ad-hoc Committee (Chair Lyndel King) - Upgrade UMAC Website to become an infrastructure to the whole community. - Short-term: update UMAC website minimally - Evaluate and reformulate UMAC Newsletter in order to make it simpler, fresher, and more sustainable: target audience, format, frequency. - Refresh UMAC Leaflet and expand its languages (see 3.1).	UMAC Leaflet ready for AGM 2017. UMAC website: December 2017 UMAC Newsletter: September 2016.
		Promote and widely publicize the UMAC Award.	- UMAC Award Standing Committee (Chair Panu Nykänen): i) establish internal and external review panel; ii) revise criteria; establish procedures. - Prepare a communication plan for UMAC Award.	UMAC Award Communication Plan: December 2016