

**2007 – 2010 UMAC Strategic Plan  
Working Group**

**Revised 3/25/09**

**#3 Draft**

**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 Seek 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 net-working.

Strategy 3.2 Seek and develop strategic partnerships, international cooperation & 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 2007 – 2010.

Strategy 4.3 Prepare for the Board election 2010.

Strategy 4.4 Seek new and retain previous members.

Strategy 4.5 Annually revise the strategic plan.