

# Strategic Goals & Objectives | Approved Jan 2021

The Wiregrass Museum of Art inspires a lifelong appreciation for the visual arts by providing innovative educational programs that engage diverse audiences through the collection and exhibition of quality works.



## MISSION & VISION STATEMENT



### ***Mission Statement***

The Wiregrass Museum of Art inspires a lifelong appreciation for the visual arts by providing innovative educational programs that engage diverse audiences through the collection and exhibition of quality works.

### ***Vision Statement***

As a cultural anchor, the Wiregrass Museum of Art inspires creativity to enhance the everyday life of its community and leads the regional conversation on the importance of the arts.

## CORE VALUES



- **Power of Art / Inspiration / Creativity:** We believe in the transformative experience of art and are dedicated to providing our audience with exceptional experiences of direct contact with unique objects, and works of art, through access to our collections and diverse exhibition schedule. These works of art are at the core of the museum's identity.
- **Excellence and Leadership / Professionalism:** We believe in treating all visitors and colleagues with respect and will strive for best practices in all we do. Creative expression is central to how we plan, teach, and face adversity.
- **Integrity:** We believe that we are accountable for the care and preservation of the collections and all objects entrusted to us. We stand for our values in making difficult decisions and will maintain accountability to our donors through good stewardship of donations and generous giving.
- **Excellence in Education:** We believe in a welcoming environment for all to learn. We will provide life-changing educational experiences through research and direct interactions with visual art. We will encourage lifelong learning and a diverse student body to express new and challenging ideas at every age.

## COLLECTIONS & EXHIBITIONS

### Goals

**Goal #1:** Advance WMA's Collections program in support of its educational mission and encourage dialogue on visual expression of important works.

- Increase access and appreciation of WMA's unique collections and interpret the collection through effective presentation.
- Curate more exhibitions from the permanent collection.
- Review and develop collections related policies including a future acquisitions plan.
- Address facility and personnel needs for sustainable preservation of collections for future generations.

**Goal #2:** Offer a relevant and vibrant exhibition schedule that stimulates new and diverse audiences and promotes ongoing participation from existing members and visitors.

- Provide creative and financial support for contemporary artists and their work through exhibitions and innovative programs.
- Expand the Visiting Artist Series and connect artists with community members by developing a plan for artist related programming including lectures, workshops, and community/public project
- Develop methods that encourage and provide safe space for dialogue among diverse constituents.
- Develop a program for artists, writers, and guest curators to submit exhibition and project proposals
- Investigate and plan for a permanent artist residency to include live/work space and community engagement at its core.



## EDUCATION & PROGRAMS



## Goals

**Goal #1:** Foster lifelong learning with engaging education programs for members, patrons, visitors and community, realizing that inspiration and creativity is an essential component of the museum.

- Create an open and welcoming learning environment for all.
- Strengthen relationships with City and County schools and provide resources for educators and students alike.
- Expand opportunities for outreach to under-served and special groups and broaden efforts to reduce barriers to learning.
- Develop a comprehensive interpretation plan and encourage open discourse.

**Goal #2:** Engage a wide-ranging and diverse audience and focus on the complete visitor experience at the museum.

- Develop strategies to engage traditional and non-traditional museum partners.
- Increase public programs and special events that attract a regional and national audience.
- Establish and evaluate an interpretation plan for in-gallery learning, including new media and technology strategies.

## COMMUNICATION & SUSTAINABILITY

### Goals

**Goal #1:** Enhance financial resources to maximize creativity, sustain programmatic excellence, and strengthen the Museum's position as the premier cultural resource in the region.

- Develop museum-wide understanding that fiscal stability is essential as well as helpful in retaining the best staff, volunteers, board members, and supporters.
- Educate and encourage trust-based philanthropy inside and outside of the museum among all stakeholder groups.
- Establish stable, and reliable, funding for exhibitions, programs, and special events.
- Establish sufficient funding to support current and future staffing needs.
- Diversify income streams; emphasize local support and earned income opportunities.
- Establish and develop an endowment fund that provides unrestricted, sustainable income to support annual operating needs.

**Goal #2:** Promote and build community collaborations, partnerships and alliances to strengthen the Museum's role as a respected cultural leader in the community.

- Launch a general museum campaign which educates the public about the Museum's mission, vision, and significance.
- Develop shared language and communicate consistent messaging from board and staff.
- Explore innovative technologies in traditional and non-traditional communications, including expansion of digital strategies.



## ADMINISTRATION & FACILITY



## Goals

**Goal #1:** Cultivate a supportive, creative, and sustainable working environment that allows for personal and professional growth that will enhance and better serve the museum.

- Provide ongoing professional development opportunities for staff, board, and volunteers.
- Review personnel policies, organizational structure, and benefits in order to retain and recruit the best talent.
- Support staff's personal goals and allow staff to engage in community initiatives.
- Prioritize communication across departments to ensure that all staff is well informed of all museum activities.
- Encourage museum stakeholders to approach their work with creativity and curiosity to position the museum as a thought leader in the community.

**Goal #2:** Aspire to excellence in physical structures and grounds with an emphasis on providing an inviting space for diverse constituents.

- Evaluate current building usage and create a comprehensive plan which addresses the needs of visitors, staff, and collection.
- Adhere to best practices in the preservation of the building and ensure adequate environmental controls for the care of collections and loans.
- Create a cultural gathering space.
- Establish plans for a new museum facility.

## BOARD OF TRUSTEES

- Mike Owen – *President*
- Collins Trott – *Vice President*
- Destiny Hosmer – *Secretary*
- Dan Johnson – *Treasurer*
- Andy Gosselin
- Meagan Dorsey
- Claudia Hall
- Judy Harris
- Sharla Jones
- Beverly Leach
- William Nichols
- Adam O'Brien
- Destiny Oliver
- Vimal Patel
- Claudia Hall

### Ex - Officio Members

- Mayor Mark Saliba – *Mayor of Dothan*
- Kevin Cowper – *City Manager of Dothan*
- Dana-Marie Lemmer – *WMA Executive Director*

### Emeritus

- Dr. William P. Hood, Jr.

## Museum Staff

### **Dana-Marie Lemmer**

*Executive Director and Curator*

### **Lara Kosolapoff-Wright**

*Communications Manager*

### **Robin Johnston**

*Special Projects Administrator*

### **Melissa Rea**

*Development Director*

### **Brook McGinnis**

*Art Educator*