

INTRODUCTION

An institutional strategic plan is intended to both provide direction, as well as to open new doors for an organization. MPMA is on a clear and well-trodden path, but there are always new opportunities, technologies, ideas, and approaches on the horizon. The new 2017 strategic plan is designed to offer MPMA maximum flexibility in shaping the organization's future while creating goals that can be reshaped and directed as needs and opportunities arise.

MPMA's previous strategic plan (2009) created new structures and initiatives within the board and organization. That plan succeeded in most of its specific goals admirably, and this effort is intended to maintain that momentum. The proposed plan, based largely on the recently adopted AAM Strategic Plan and MPMA's previous strategic plan, illuminates the path MPMA is currently on, while leaving the board free to explore new opportunities and act. The plan is not intended as a detailed roadmap, but rather a document to help guide and shape the direction of MPMA, which can be altered as the organization develops.

Alignment with AAM and the strategic and planning initiatives of other regional organizations helps to provide structure and guidance without providing an unnecessarily detailed document. The proposed strategic plan relies on an active and engaged board to support ongoing development and growth.

There will always be challenges that arise, especially in a field so tied to cultural, economic, and political trends. MPMA's board and the organization in general must be free to react quickly to these changes. Some of these challenges will come from other organizations, and a strategic plan should give MPMA the freedom to collaborate with and engage those organizations to maximize the effectiveness and success of all.

MPMA remains committed to providing exceptional service to all of the organizations and museum professionals in its region, as well as working to develop strong relationships with other regions and organizations around the nation.

MOUNTAIN-PLAINS MUSEUMS ASSOCIATION STRATEGIC PLAN 2017

Approved by MPMA Board of Directors – 10/2017

“MPMA envisions...” approved by MPMA Board of Directors – 1/2018

VISION STATEMENT

The Mountain-Plains Museum Association is a dynamic organization that collaborates with museums to preserve and celebrate the region’s rich and diverse cultural, artistic and natural heritage. It serves its members by providing educational opportunities to assist museums to strive toward excellence in areas of collections preservation, exhibitions and interpretation. It advocates for museums and museum workers. It provides leadership in the discussion and development of strategies for the evolution of museums, and it serves as a central source of information to meet the needs of museums facing the challenges of today and the future.

MPMA envisions...

Dynamic museums collaborating to inspire thriving communities.

MISSION STATEMENT

The Mountain-Plains Museums Association (MPMA) is a regional organization of museums and museum professionals that advocates excellence in the field, provides a forum for communication between its members, and shares creative learning opportunities with the region’s diverse audiences. MPMA is the voice of its members in appropriate state, regional, and national arenas.

MPMA advocates excellence in the field, provides a communication forum between members, and shares creative learning opportunities with diverse regional audiences.

VALUES OF MOUNTAIN-PLAINS MUSEUMS ASSOCIATION

Leadership: MPMA values its role as the leading regional museum association in the mountain-plains west.

Education: MPMA provides timely, cutting edge information for the region’s museums and professionals through communication, ideas, workshops and meetings

Collaboration: MPMA builds stronger museums through community and collaboration

Professional development: MPMA offers a regional connection to new professional opportunities for institutions and individuals

This plan commits MPMA to pursue goals that support its mission:

Goal A: Identify and better serve our audience and members

Goal B: Ensure MPMA's financial sustainability

Goal C: Maximize the efficiency and effectiveness of MPMA’s annual conference

Goal D: Raise awareness of the organization

Goal E: Identify and accommodate change in our field

As MPMA pursues its goals, focusing its general efforts on some specific concepts will help to maintain relevance and sustainability:

- Provide leadership to the regional museum community**
- Offer a variety of training and professional development opportunities**
- Strengthen and grow its audience and membership**
- Build a community of state, regional and national networks among museums and their associated individuals**
- Supporting diversity and inclusion in all activities**
- Enhancing advocacy on the local, state and national levels**

Goal A: Identify and better serve our constituents
Including state, regional and national associations

- Support and enable the Membership Committee**
 - Recruit new members and seek to retain lapsed members**
 - Coordinate with staff and board to develop new membership programs**

- Use technology to maximize organization impact and relevance**
 - Digital badging**
 - Virtual conference attendance**
 - Social media events and communication**
 - Website function and accessibility**
 - Online professional development platforms and webinars**

- Identify and engage underserved or underutilized audiences**
 - Retired Museum Professionals participation**
 - Emerging Museum Professionals engagement**
 - Coordination with AAM and other regionals**

Goal B: Ensure MPMA's financial sustainability

- Plan for and achieve a balanced annual operating budget**

- Charge and support Sustainability Committee**
 - Achieve 100% board giving on an annual basis**
 - Consistently conduct an annual appeal in support of the operating budget**
 - Develop MPMA's endowment**

- Make every annual conference financially successful (Goal C)**

- Develop profit generating activities and professional development possibilities outside the conference window**

Goal C: Maximize the efficiency and effectiveness of MPMA's annual conference

Support Conference Committee activities and development

Track the success of each conference

Develop and implement ways to incentivize conference attendance

Seek strategic partnerships to maximize development and impact

Support Development Committee

Encourage business members and partnerships

Seek sponsorships and long-term relationships

Activities and sessions recognizing varying professional experiences

Create opportunities focused on EMPs

Create opportunities focused on RMPs

Encourage all levels of professional participation

Support Scholarship Committee activities

Maximize opportunities to fund scholarships in all categories

Track scholarship winners and success

Goal D: Raise awareness of the organization

Support the Marketing Committee

Coordinate with Technology Committee

Engage all available communication formats on a regular and on-going basis

Newsletter and other communication with members

Use technology and social media options

Coordinate with regional and national orgs and conferences

AAM, AASLH, ALFAHM, AAMG, etc.

State conferences – possible combined conferences with other state museum organizations

Regional conferences – association and overlap

Goal E: Identify and accommodate change in our field

Work with state organizations on issues of concern

Within MPMA region

Other state orgs outside of our region (adjacent)

Coordinate with national organizations

Work to keep MPMA relevant and up-to-date

AAM, CRA, NASMA?

Museums United Phase Two

Adapt to changing political, financial and cultural necessities

Implementation and review

Implementation of this plan will occur continuously as the MPMA board works to develop the organization's reach, membership, and impact. Responsibility for following and implementing this plan falls to the appropriate officers, board members, committees, and staff of the MPMA.

Performance of this plan will be reviewed annually at the regular winter meeting. Proposed changes or new approaches and focal points will be voted on and added at the primary meeting to provide continuity and an appropriate annual response to MPMA's needs.