



## **NEW JERSEY ASSOCIATION OF MUSEUMS 2014 – 2015 STRATEGIC PLAN**

### **MISSION STATEMENT**

The New Jersey Association of Museums (NJAM) is a non-profit membership organization that has been serving museum professionals and arts, history, and science institutions in the state of New Jersey since 1973. NJAM strives to benefit members by: facilitating the exchange of information through educational and networking opportunities, increasing and enhancing knowledge of best practices in museums, and advocating on behalf of New Jersey museums.

### **VISION**

Connecting New Jersey's Museum Community

### **PROCESS**

In preparation for this strategic plan, the strategic planning committee of NJAM met over the course of eighteen months and prepared a draft plan revised with input from the board as a whole. The strategic plan areas have been drawn from the NJAM mission, vision, board concerns, stakeholder surveys, and best practices for museums.

### **CORE AREAS OF THE STRATEGIC PLAN**

1. Governance
2. Membership
3. Networking
4. Professional Development
5. Advocacy

## GOVERNANCE

### **Goal**

To create and maintain an energetic board committed to the betterment of museum professionals and institutions across the state of New Jersey.

### **Reasoning**

An active and engaged board is critical to accomplish many of the goals outlined in this plan.

#### *Objective 1*

Seat a full slate of (15) NJAM board members reflecting the diversity of the state and its member institutions.

#### *Objective 2*

Review and reevaluate the NJAM by-laws to ensure they meet the needs of the organization, board, and membership.

#### *Objective 3*

Develop a strong board succession plan by identifying and engaging mid-career museum professionals.

#### *Objective 4*

Establish and empower committees to achieve the directives of the Board.

## MEMBERSHIP

### Goal

To increase and maintain a diverse membership that reflects the individuals and institutions in New Jersey's museum sector.

### Reasoning

NJAM exists to support the museum field.

#### *Objective 1*

Clarify and promote membership benefits.

#### *Objective 2*

Increase visibility.

#### *Objective 3*

Build participation in NJAM programs and events.

#### *Objective 4*

Add 25 member institutions over the next three years to return membership to pre-recession levels.

## NETWORKING

### Goal

To connect New Jersey museum professionals, to disseminate information, to advocate legislation, and to foster a strong community of museums across the state.

### Reasoning

As New Jersey's premier organization dedicated exclusively to the museum field, NJAM has a responsibility to connect professionals for mutual benefit.

#### *Objective 1*

Continue to host networking events to: create a sense of community, provide much needed communication on the state of the field, and present professional development seminars.

#### *Objective 2*

Collaborate with other organizations, conferences, and programs to build awareness of NJAM and increase the association's participation in the field.

#### *Objective 3*

Create affinity groups to foster communication between professionals throughout New Jersey.

## PROFESSIONAL DEVELOPMENT

### Goal

To raise the caliber of New Jersey’s arts, history, and science institutions, as well as historic societies and sites, through education, mentorship, and professionalization of the field.

### Reasoning

Given the proportion of institutions without professional staff, NJAM may be the only source for professional development available to smaller organizations. Additionally, this community may serve as a growth market for NJAM as the economy improves and sites consider hiring.

#### *Objective 1*

Promote best practices in collections stewardship through training, mentorship, and the creation of an assessment program based on the model of the Caucus Archival Projects Evaluation Service (CAPES.)

#### *Objective 2*

Continue to present an annual conference and regular programs for the benefit of the museum field.

#### *Objective 3*

Develop a recognition program to re-enforce and acknowledge excellence within the museum profession.

#### *Objective 4*

Create mentorship opportunities for individuals and institutions.

## ADVOCACY

### **Goal**

To advocate for professional and avocational members of the museum field and the preservation of collections held in the public trust in New Jersey.

### **Reasoning**

NJAM seeks to influence public policy as it relates to the arts, history, and science. It serves as a conduit for members to voice their concerns, and to seek guidance and/or assistance.

#### *Objective 1*

Develop relationships with advocacy groups related to statewide institutional interests and work to develop a platform for state level advocacy.

#### *Objective 2*

Provide resources and train members to advocate to their municipal, state, and federal representatives.

#### *Objective 3*

Track public policies on the arts, culture, and sciences, and make members aware of any issues that could affect their institutions.