STRATEGIC FRAMEWORK  
2018-2020

PROGRAMMING
Exhibitions: Activate the galleries with major loans and new interpretive educational approaches, highlighting the relevance of art/photography by making connections with issues and events that resonate with today’s audiences. One major show annually.
Education: Deepening engagement and highlighting the relevance and importance of the FMoPA’s education programming. Build on the success of the museum’s interactive offering to engage and inspire new generations (I Pads…)
Be a teaching museum (FMoPA Institute) for visitors of all ages, establishing the FMoPA as a leading institution for innovation in learning. (Collaboration with HCS district, private schools, HCPL…)

PLACE
We will use the power of place to help our visitors to engage with and find meaning in our institution. Leveraging our space, while expanding our presence through new digital initiatives (VR experience); we will extend our reach, impact, and reputation.
Extending the museum’s welcome beyond its walls (festivals, art fairs, collaborations…). To engage a range of visitors and taking full advantage of our downtown location (retail, ArtCart).

VISITORS and MEMBERS
We will make art come to life for the benefit of all the people, embracing a visitors-centered approach to everything we do.
Increase annual attendance to 15,000 on-site and 100,000 virtual visits.
Enliven the museum with meaningful social opportunities, lectures, discussions, education and performance art…
Diversify our visitors, ensuring that the FMoPA is welcoming and accessible to all (age, veterans, LGBTQ, mental health…) and that our visitors mirrors the demographics of our region.
Take “play and entertainment” seriously, creating dynamic pathways for lifelong relationships with art.
Meet our visitors where they are, working with community partners.
Strengthen our brand identity, creating greater visibility and awareness

RESOURCES
We will deliver on our mission and promise by increasing our capacity, expanding philanthropic investment in the FMoPA, and broadening our base of community support.
Strengthen relationships; deepening member engagement and amplifying the stewardship of donors; legacy giving, and investment in growth.
Double community support by year 2020 through expanded membership and annual giving.
Maximize opportunities for earned revenue from retail, events, and other business.
Plan and execute investment in strategic initiatives

ORGANIZATIONAL CULTURE
We will create a diverse and inspiring workplace, encouraging innovation and collaboration. Achieve greater diversity among staff, BOD and volunteers to create a more inclusive workplace.
Invest in people to attract and retain talented and accomplished staff at every level. Clarify and strengthen organizational structure (staff-BOD), teamwork, decision-making, and accountability to support the realization of strategic goals.
Attract and engage highly dedicated volunteers to help deliver on our mission and vision.