Tracking Success to Strategic Goals: March – December 2020

Mission: The Newark Museum of Art welcomes everyone with inclusive experiences that spark curiosity and foster community

Vision: To become the destination Museum in the state, region, and country

Engagement Strategy: A Museum of the Community

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**Museum of the 21st Century**
- Robust virtual programming with focus on BIPOC artists
- Increased digital marketing tactics, new website to be launched 2021
- Fall luncheon repositioned to virtual event with a provocative theme and nation-wide panelists
- Creation of new advocacy team: PLACE expands Museum’s mission
- ADA Committee plays active role across various taskforces

**A Bold New Image**
- Two new installations and virtual experiences for Contemporary Gallery: Four Quiltmakers, Four American Stories and Wolfgang Gil: Sonic Geometries
- Full activation of all social media channels while increasing use of video
- Major mural project with Queen L’s development team
- Café construction completed
- Major Acquisitions of Artworks by Michalene Thomas, Bisa Butler and Phillip K. Smith

**Internal Culture Shift**
- Critical Reopening and Recovery Plan created by Change Agents
- All staff participated in payroll reductions due to COVID-19
- Weekly staff communications from Directors office in addition to continuing all staff meetings via Zoom
- Empowering Staff to lead digital programs
- New cross functional teams addressing key strategic issues: Digital engagement, Art + Science and New Interpretation Plan

**Reimagining Current Assets**
- Museum transitioned to virtual environment within two weeks of physical closure
- Art + Science taskforce as key priority
- Museum-wide digital strategy led by two Deputy Directors
- Transition of Member and Founder’s Society benefits to virtual experiences
- Renovation of Museum Shop to be completed prior to reopening
- Collections Assessment

**Financial Stabilization**
- Proactive budget cuts due to COVID-19
- Successfully obtained PPP funds and emergency grants
- Rescoped state funds to virtual STEAM programs
- Created Investor Call for key Funders
- Weekly communication eblasts to all levels of funders
- Year end appeal attracted twice as many households