

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



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